

## **Acquisition: Micropole pursues its strategic development on high value-added offers with an international gearing**

*With the buyout of BERYL, a Swiss consulting company specialized in risk & organization and a leader in the financial sector (banks and public administration), the group pursues its objective of further growing its added-value on expertise fields.*

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Micropole, a consulting and engineering group specialized in the areas of Business Intelligence, e-Business, ERP and CRM, announces the 100% buyout of the Swiss consulting company BERYL. In line with its development plan, Micropole thus forges ahead with its strategy of aiming to offer its customers ever higher added-value expertise, its deployment to all geographical areas where the group is present, and the increase of its international share of turnover.

### **Micropole firms up its positioning as an international specialist**

After the successive acquisition of VELIXIS in June and the opening of a third office in Beijing, China, which enabled the group to extend its Business Intelligence and Performance Management offer in these two geographical areas, Micropole is today strengthening its sectorial and business competencies with the total buyout of the Swiss company BERYL. « *This strategic acquisition confers significant development prospects in the banking sector on the group. BERYL has already partnered us for several months on portfolios in Europe and in Asia* », comments Christian Poyau, CEO of Micropole group.

### **With BERYL, Micropole strengthens its offer in the financial field**

Since its creation in Geneva in 1998, BERYL has partnered over one hundred establishments, both in Switzerland and internationally (Europe, United States, South America, Asia, North Africa...). The consulting company, which achieved a turnover of over one million Swiss Francs in 2011, is a benchmark today in the areas of strategy, company organization, and information systems as well as in operational risk management, control and security. Extremely active in the banking field, its high value-added know-how has enabled it to develop best practices recognized by the regulatory authorities and applied by numerous establishments. BERYL notably operates for its customers on:

- Business model analysis and operational model during merger and acquisition phases
- Organizational and IT strategies
- Administrative performance
- Operational risks and in-house control systems
- Business security and continuity plans.

### **Partnering financial sector enterprises in their transformation**

Following the recent crises, the financial world has embarked on a total transformation phase and business models are currently undergoing transformation. « *At a time when margins are shrinking and competition growing, the performance of operational chains at back-office level has become decisive. Quality, reliability and regulatory compliance of banking services for international customers will become key differentiating factors. Faced with heightened threats, risk management will exceed regulatory demands in order to survive.*

*In this context, joining Micropole will enable us to bring all strategic and high added-value solutions to corporations in the sector* », explains Jean-Philippe Bernard, BERYL CEO



#### **Contacts**

**Agence Point Virgule** | Chrystel Libert | + 33(0)1 73 79 50 63 | [clibert@pointvirgule.com](mailto:clibert@pointvirgule.com)

**Micropole** | Marina Hathorn-Benatar | + 33(0)1 74 18 76 98 | [mbenatar@micropole.com](mailto:mbenatar@micropole.com)

«The potential development of the group on the financial sector is significant. On the strength of this new alliance, Micropole, already a leader in its field on the banking sector, will, with BERYL, provide complementary high added-value to its French & International customers», concludes Christian Poyau.

**About Micropole – [www.micropole.com](http://www.micropole.com)**

Micropole is a consulting and engineering company, with bases in Europe and Asia, specializing in Business Intelligence, e-Business, ERP and CRM. The group partners its customers throughout the entire project life-cycle, from consulting to full implementation of solutions, including skills transfer.

A leader in its field in France, Switzerland and Belgium, the group also has bases in China (Shanghai, Beijing and Hong Kong). A partner of the leading software vendors, Micropole has a headcount of over 1,300 and provides solutions to 800 clients (80% of whom are CAC 40 companies).

Micropole has received the “innovating enterprise” label awarded by Oséo Innovation. The group is listed on the Eurolist Paris – Compartment C and registered in the Next Economy Segment. ISIN code: FR0000077570. Code mnémo: MUN).



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