

October 2018 Business of the Month: Amaris (3rd arrondissement, Lyon)

- *Amaris : 40% annual growth*

Every month, Métropole de Lyon profiles innovating and/or fast-growing companies (either SMEs or large enterprises) in our region. Our guest of honor this month is Amaris, based in the business district of Part-Dieu (3rd arrondissement).

Amaris is an independent international consulting group, providing services to businesses and entrepreneurs. Founded in 2007, the Group opened offices simultaneously in Lyon, Geneva (Switzerland) and London (UK), and is now present in more than 50 countries.

Amaris Consulting: combining expertise and innovation

Amaris operates on 3 business lines:

- IS & Digital
- Science & Technologies
- Strategy & Management

Amaris constantly grows and optimizes its products and services by anticipating client needs. The Lyon teams are leading the way in high-growth sectors such as **AI** and **blockchain technology**.

AI

The Lyon office works very closely with the Group's **R&D Lab**, and is thus very active in the field of **artificial intelligence**.

The Lab's research focuses mainly on **machine learning**, and specifically on:

- natural language processing (used for instance to parse CVs and match them to recruitment criteria)
- human perception and neurosciences (making sense of information provided on CVs, etc.)

Blockchain Technology

Amaris is growing its blockchain expertise in Lyon, and therefore its ability to support clients wishing to make use of this innovative technology. Moreover, this year Amaris

- took part in the European Commission's **Blockathon** challenge in June, whose aim was to develop new solutions to combat the spread of **counterfeit products**. Amaris won in the 'customs' category for their 'trusttrack.eu' solution
- set up a healthcare consortium to take part in the **Innovative Medicines Initiative**, a European public-private partnership in the field of life sciences. The aim is to implement **blockchain solutions** in the following areas:
 - **counterfeit drugs**
 - **patients data** management
 - **clinical studies**
- took part in the '**Future of Trust Summit 2018**' in The Hague in September to discuss and help create new applications for **blockchain technology**, together with industry leaders and blockchain experts.

Amaris I.D.

The Group at a glance

- Founded in 2007
- 5 continents, 95 nationalities and more than 80 subsidiaries across the world
- 5,000 employees in 2018
- €190m revenue in 2017 (40 % average growth year-on-year)

Amaris Lyon:

- 350 employees in 2018 (200 in 2017)
- 45 % average revenue growth yoy

Who runs Amaris?

Olivier Brouhant – Amaris Group Co-Founder and CEO

Olivier has a degree from INSA Lyon, one of the best engineering, science and technology universities in France. That's where he met Olivier Tisseyre, with whom he co-founded Amaris. After an MBA at EM Lyon Business School, Olivier worked for Altran Technologies, Axen and Alten before becoming CEO of Amaris. In 2016 he was named 'Entrepreneur of the Year' by EY.

Olivier Tisseyre – Amaris Group Co-Founder and Deputy CEO

Olivier is one of the co-founders of Amaris. Besides being Group Deputy CEO, he is also President of the Amaris Foundation. In 2017 he was named among the 100 most notable personalities of French-speaking Switzerland by magazine 'Le Temps'.

Who runs Amaris Lyon?

Cahê Kuczera Toporowicz – Regional Director

Cahê is Regional Director for the South of France (Lyon, Grenoble, Aix, Montpellier and Nice), but also Switzerland (Geneva, Lausanne) and Brazil (São Paulo). Of Brazilian descent, he also studied at INSA Lyon and came across Amaris in 2009 when he was a member of the ETIC INSA Technologies 'Junior Enterprise' (non-profit organizations, formed and managed exclusively by university students, which provide services for companies, institutions, and individuals). He joined the Group as an intern in 2013 and in 2016 he launched his first engineering projects in the Lyon area.

Arnaud Bucaille – Operations Director

Arnaud is Operations Director for the Lyon office and works on growing the Group's presence in the Lyon and Grenoble area. Named Young Entrepreneur of the Year by BPI in 2012, Arnaud joined Amaris in 2014.

Why did Amaris set up their French HQ in Lyon?

There are four main reasons why the Group's co-founders chose the Part-Dieu business district in Lyon to be Amaris' French HQ:

- The emotional connection
 - Olivier Brouhant and Olivier Tisseyre have a soft spot for the city of Lyon. They both studied at INSA Lyon and that's where they met;
- Easy to recruit new talent
 - Lyon's quality of life is a great pull factor for new recruits (nice and well-connected area, good schools, etc.)
- A **market strategy**
 - Amaris works with several energy, transport and pharma businesses based in Lyon
- Direct link with the **Lyon Part-Dieu train station**, a key factor for business development and again for recruitment

Amaris works with young people in Lyon to discover and develop new managerial approaches – that's why it created the **Managerial Innovation Chair** at EM Lyon Business School.

The Amaris Foundation, the Group's charitable arm, is actively involved in the non-profit scene in Lyon, helping to develop charity projects through their '**Amaris Foundation Ambassadors**' initiative and partnering with local charity 'Article 1' to fight social inequalities. For instance, around twenty Amaris Lyon employees volunteer to support local disadvantaged pupils – five of them run school workshops in deprived areas to encourage and inspire young people to pursue their studies.

In January 2019, the Lyon office will host an event for the Movement of Social Entrepreneurs (MOUVES): Fanny Tresallet (Amaris RCEO for the Asia Pacific Region) took part in the LeadHer initiative by mentoring a **female entrepreneur** throughout her business project, and the aim of the event is to find new mentors to join the initiative.

A brand new office in Lyon Part-Dieu for Amaris' French HQ

As of January 2019, Amaris French HQ will relocate to a new, bigger office space still in the Part-Dieu district. Having bought the entire 'Le Rephaël' new development, the Lyon office more than doubles in size from the current 1,100 m² (Britannia building) to 2,500 m².

Le Rephaël will be an excellent showcase for Amaris:

- designed with **managerial innovation** and new working habits in mind, with modern furniture and a flex office layout
- a co-working space to be shared with Amaris partners (clients, charities, students)
- a dedicated training and learning space
- recreational, sport, food and relax areas