



**Micropole co-founds the “Master Data Alliance”,
a unique collaboration in the MDM & PIM fields**

*A strategic 4-partners Stibo Systems alliance
to support corporations in their digital transformation*

Micropole, an international consulting and innovative technologies Group specialized in Data & Digital Experience, today announces the launch of the “Master Data Alliance” with Sigma IT, YellowGround and msg, a collaboration geared to Master Data Management (MDM) and Product Information Management (PIM).

With the intensifying of multi-channel sales strategies, corporate Master Data Management is recognized as a major stake for enterprises. To support the implementation of these strategies on a larger scale, four of the most experienced corporations in consulting and innovative technologies – Sigma IT, YellowGround, msg and Micropole – all partners of Stibo Systems, have made the decision to form a “Master Data Alliance”.

“As partners of Stibo Systems and with our in-depth knowledge of our respective businesses, we are aware of the many practices and challenges which we share in common. Benefiting from our proven experience in MDM/PIM, this alliance enables us to strengthen our offer in order to support our customers in their global transformation”, said Jean-Christophe Picou, Data Governance Consulting Partner at Micropole.

This unique alliance has been designed to build, promote and offer our common customers increasingly advanced and competitive solutions and services in the area of multi-domain Master Data and Product Information Management.

This collaborative framework will enable Micropole, Sigma IT, YellowGround and msg to ensure local cover in 11 countries in Europe and in the Scandinavian countries, in 6 different languages. The four corporations include over 90 dedicated experts and have already achieved more than one hundred MDM and PIM project implementations.

“With the Master Data Alliance’s unique pan-European local presence and extensive MDM & PIM capacity we can help international customers that often request a mix of local partnership, global business knowledge, international and vast project experience as well as local knowledge of the customer’s market and business culture”, says Fredrik Larsson, Business Unit Manager at Sigma IT.

In this way, the four enterprises, together accounting for 20 000 staff and established in 25 countries, aim to pool their know-how, their resources and their passion to increase their capacity to achieve their customers’ MDM and PIM projects.

**The first joint event will take place at the Stibo Connect 2020, from September 14th to 16th.
To find out more on the “Master Data Alliance”: www.masterdataalliance.com**

ABOUT MICROPOLE | www.micropole.com

An international consulting and innovative technologies group, MICROPOLE is specialized in the fields of Data & Digital Experience. From its 16 agencies located in Europe and China, the Group’s 1200 #INNOVATIVE PEOPLE (consultants, data scientists, IT architects, business experts, engineers, UX designers...) partner their clients all over the world on all phases of their projects, from consulting to implementation and on the change management. MICROPOLE achieves 30% of its turnover internationally and is listed on the Euronext compartment C of Euronext Paris. Next Economy segment.

CONTACTS

Agence Rumeur Publique | Stéphanie Muthélet | +33 (0)1 55 74 52 28 | micropole@rumeurpublique.fr

Micropole | Adeline Rajch | +33 (0)1 74 18 76 07 | arajch@micropole.com

Micropole | Jean-Christophe Picou | +33 (0)6 14 35 28 65 | jcpicou@micropole.com

Sigma IT | Fredrik Larsson | +46 (0) 73 320 7313 | Fredrik.Larsson@sigma.se

msg | Guido Goebel | +49 (0) 175 266 2422 | Guido.Goebel@msg.group

YellowGround | Tom Dilissen | +32 (0) 479 080 236 | Tom.Dilissen@yellowground.eu