

## Press Release

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### **Hardis Group: partner of Services Engineering BADGE at Grenoble Ecole de Management**

Grenoble, July 2, 2013 - Services, business software publishing and facilities management company Hardis Group has announced that it has become a partner of the "Services Engineering" BADGE at Grenoble Ecole de Management. This partnership is part of Hardis' strategy to provide end-to-end support to companies for the service digitization projects they offer to customers.

#### **"Services Engineering" BADGE training**

How can companies be helped to move towards a service economy in a business ecosystem that is still dominated by a culture and ways of working inherited from the industrial revolution? How can operational efficiency and customer satisfaction and loyalty be reconciled?

The solution lies in improved coordination between the industrialization of services (mastery of processes and the different drivers of operational efficiency) and the development of a service culture (customer relationships and management support for teams).

Spread out over a 6-month period, the "Services Engineering" BADGE at Grenoble Ecole de Management (\*) offers **systemic training in the whole service lifecycle**: services strategy and marketing, design (co-design), production, transformation, continuous improvement based on the customer's perceived value (customer experience), industrialization and quality monitoring. The course covers strategic, managerial, operational and behavioral aspects enabling the trained people to exploit the full potential of innovation through services and become effective service managers.

#### **Hardis Group: BADGE's technology partner**

Specializing in the quality of organizations and information systems and a partner of the Grenoble Ecole de Management for several years, Hardis of course applied to associate its name with this ongoing training course alongside BNP Paribas Cardif, the founding partner of BADGE.

The company produced a new offering to provide operational support for the required transformation of companies via digital and services management. Called '**Move 2 Service, Move 2 Digital**', the offering ranges from management consulting, organization and process to IT engineering and service digitization.

Some of the actions which will be implemented following the signing of this partnership are presentations and workshops for students, work experience for some students (particularly to carry out operational service digitization projects) and joint communication operations.

Further information about the Services Engineering BADGE at Grenoble Ecole de Management:

<http://www.grenoble-em.com/1858-badger-ingenierie-du-service-1.aspx>

(\*) The training is called BADGE (aptitude certificate delivered by top universities), an executive education label approved by the French Conférence des Grandes Ecoles.

#### **About Grenoble Ecole de Management (Grenoble School of Management)**

Established by the Grenoble Chamber of Commerce and Industry in 1984, Grenoble Ecole de Management is one of the top management schools in France (ranked 6th out of 30) and Europe (ranked 25th out of 100). Each year it trains 6000 students and executives through its 50 national and international programs ranging from undergraduate to PhD level.

With accreditations by EQUIS, AACSB and AMBA, a member of the Conférence des Grandes Ecoles and regularly ranked in international and national publications, Grenoble Ecole de Management is one of the few business schools worldwide to be awarded the prestigious triple accreditation, which is strong evidence of the quality of its activities.

Based in Grenoble, a city of innovation, Grenoble Ecole de Management has developed solid expertise in Technology and Innovation Management. Thanks to this area of specialization which is unique in France, the school is now a founding member of the global innovation campus GIANT (Grenoble Innovation for Advanced New Technologies) which represents an investment of €1.3 billion over 5 years.

[www.grenoble-em.com](http://www.grenoble-em.com)

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**About BNP Paribas Cardif**

BNP Paribas Cardif encompasses the life and damage insurance subsidiaries of BNP Paribas. It designs products and services in the field of savings and protection and markets them through numerous distribution channels. Operating in 36 countries, its activities vary geographically with strong positions in Europe, Latin America and Asia.

It reported revenues of €24.3 billion in 2012, 56% of which was generated abroad. It has nearly 10,000 employees<sup>1</sup>, 68% of whom are outside of France.

Within the scope of its Corporate Social Responsibility policy, BNP Paribas Cardif develops responsible products and services, promotes workplace diversity, has an internal environmental policy and supports economic and financial education.

In 2013, BNP Paribas Cardif celebrated 40 years of business.

[www.bnpparibascardif.com](http://www.bnpparibascardif.com)

<sup>1</sup> Workforce in the legal entities controlled by BNP Paribas Cardif: over 8000 employees.

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**About Hardis**

Hardis Group was created in 1984. It is both a software publisher and an IT services company. Ever since it was created, this company has built growth in a resolutely different way, based on pragmatism and the core values of local presence and a strong commitment to both customers and employees. The founding directors still run the company, 25% of employees are shareholders, and all the personnel is based in France.

Hardis focuses on seven major sectors: infrastructure and facilities management, development and Third-Party Application Maintenance (TPAM), consulting and project owner support, business intelligence, logistics and transport (Reflex solutions), development tools (Adelia Studio), and payroll outsourcing (Saphyr software).

As a software publisher, Hardis is capable of integrating its own solutions and can also call on the services of a network of partners. Its consultants are experts in high-quality IT project methodologies (such as ITIL and CMMI).

Hardis posted turnover figures of €54.7 million in 2012. To date, the Group has more than 2,500 customers and employs 630 people. Its head office is located in Grenoble, with four other branches in Lyon, Paris, Lille and Nantes.

[www.hardis.fr](http://www.hardis.fr)

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