



**Press release** \_\_\_\_\_

31st August 2009

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## **Steria has won the managed services contract for the entire mobile information system of SFR: a flagship contract worth almost €100 million**

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In 2008, SFR started a major transformation project on its mobile IT system. Following on from this project, SFR has chosen to outsource to Steria its entire mobile IT system, with the aim of improving its operational performance and at the same time optimising costs.

This contract, for a term of 4 years and worth almost € 100 million, involves Steria taking on the overall management of the IT production of this operator, covering all the front office applications (sales and subscriptions, CRM tools, marketing, invoicing...) and back office (administrative and financial applications, SAP, network applications, corporate tools...).

The tailor-made production model delivered by Steria will enable SFR to take advantage of the industrial capacities of the European service company, while maintaining a high operational proximity. Steria's global delivery resources will be closely coordinated with the teams on site. This organisation, to which will be added a mirror governance team between Steria and SFR, is proof of the commitment of both parties in this partnership. The common aim is to transform and rationalise the IT system.

*"Signing such an important contract with a company like SFR confirms Steria's capacity to assist such large clients in a transformation project, and demonstrates the relevance of our strategic direction. Our integrated production model brings high added value for our clients in terms of reliability, efficiency, service quality and price attractiveness,"* declares Oliver Vallet, CEO of Steria France.

Steria's in-depth knowledge of the specific aspects of the IT production, in particular in the field of telecommunications, means it can commit itself to improving the operational performance and achieve significant productivity gains to the benefit of the operator.

*"We chose Steria for its ability to assist and speed up our transformation, while making considerable commitments for an entire area and in a standardised manner. This should enable us to increase our agility in managing our IT system and make real economies of scale, which are vital for our future investments. This partnership is a major asset to support our continued innovation policy for the benefit of our clients and thereby improve our attractiveness in an ever more competitive market,"* states Emmanuel Erba, Purchasing Director for IT Systems and Services of SFR.



**About Steria:** [www.steria.com](http://www.steria.com)

Steria delivers IT enabled business services which help organisations in the public and private sectors operate more efficiently and profitably. By combining in depth understanding of our clients' businesses with expertise in IT and business process outsourcing, we take on our clients' challenges and develop innovative solutions to address them. Through our highly collaborative consulting style, we work with our clients to transform their business, enabling them to focus on what they do best. Our 19,000 people, working across 16 countries, support the systems, services and processes that make today's world turn, touching the lives of millions around the globe each day.

Founded in 1969, Steria has offices in Europe, India, North Africa and SE Asia and a 2008 revenue of 1.8 billion euros. 16.5% of Steria's capital is owned by its employees. Headquartered in Paris, Steria is listed on the Euronext Paris market.

**About SFR:** [www.sfr.com](http://www.sfr.com)

The new SFR, the result of the merger between SFR and Neuf Cegetel, is the number one alternative telecommunications operator in Europe with a turnover of over 12 billion Euros in 2008. Almost half of the population of France uses its services.

By becoming a global operator, SFR is able to meet the needs of its clients whether they be the general public, professionals, companies or even operators, for mobile, landline and Internet services. During the first quarter of 2009, SFR had 19.8 million mobile phone clients, over 4 million Internet clients, and 164,000 corporate sites were connected to its network.

The new SFR owns mobile and landline infrastructures and enjoys a high level of expertise in the field of IP (Internet Protocol). It has the means to achieve its ambitions, which are to be an open and responsible player that enables everyone to have easy access to digital services, while providing greater simplicity, useful innovation and a quality service.

SFR employs almost 10,000 people and the company is owned by two large, stable shareholders: Vivendi (56%) and Vodafone (44%).

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