



BARC · le CXP · PAC

FOR IMMEDIATE RELEASE

PAC and BARC enhance their consulting capabilities with the acquisition of Ardour Consulting Group GmbH by the CXP group

Paris, May 15, 2018 – The CXP Group (BARC, le CXP, PAC) today announced the acquisition of Ardour, a specialist firm providing consulting services in IT sourcing, IT governance and IT strategy. This new addition to the existing PAC (Pierre Audoin Consultants) and BARC (Business Application Research Center) is the first milestone of an ambitious development plan.

As all companies have to navigate the exponential complexity of technology choices and governance to successfully execute their digital transformation, the demand for related information and services has never been stronger than today. In this context, the CXP Group has decided to further strengthen its consulting business with the acquisition of highly recognized IT management consultancy Ardour.

Ardour Consulting offers a close to 14-years track record in helping prestigious companies design and execute their IT roadmaps by providing advice in IT strategy building, IT governance setup and IT sourcing. As such, Ardour is located at a decisive hub between IT software and IT services providers and their clients. This spot has always been where the CXP Group and its affiliates have been evolving in helping stakeholders decipher established and nascent IT trends to help make the best operational decisions. The CXP Group and Ardour share a vision for the future, so joining forces came as a natural decision.

Yannick Carriou, Chairman of the CXP Group: *“We are delighted by the addition of great professionals to our team, but mainly because this will be a real benefit for our clients, be it IT users or IT vendors. This is the first step towards deeply enhancing our offering and services that we are going to unveil in the upcoming months, along with a new branding strategy that will substantiate all the new services we are currently preparing for our clients”.*

Frédéric Munch (CEO of PAC) and Carsten Bange (CEO of BARC): *“This is a fantastic addition of highly talented colleagues and an opportunity to support our clients even more when they build their plans, govern their key projects and chose the most invaluable partners”.*

Jürgen Bonn, Michael Maicher and Jakob Rehäuser, Managing Partners of Ardour: *“Joining CXP appeared to us as a great opportunity as we will leverage a common vision on how consulting should evolve in the digital era with new tools and services, keeping objectivity, neutrality and*

client dedication at the forefront of everything we do. This will advance both our teams as well as the industry.”

About Ardour:

Ardour is an independent IT management consultancy with core competencies in IT sourcing advisory, IT strategy and IT governance. Established in 2004, Ardour helps large and mid-size clients improve IT management and create value for their entire business. Ardour has always been recognized for core values of independence, business orientation and methodical approaches for problem solving. For more information please visit: www.ardour.de/en/.

About CXP Group (BARC, le CXP, PAC):

CXP Group is the #1 independent European research and advisory firm in the field of digital, software and IT services. CXP Group supports its customers in their decision making thanks to a unique 360° approach encompassing assessment capabilities covering global and local IT markets, products & technologies, services, and their business usage. Every year the group supports more than 1,500 large and medium-sized business-user organizations in their sourcing decisions and investment projects, and more than 300 software vendors and IT service providers with market research products, strategic analysis, sales support & marketing services. For more information please visit: www.pac-online.com, www.cxp.fr, www.barc.de. Follow us on Twitter: [@CXPgroup](https://twitter.com/CXPgroup), [@CXPgroup_DE](https://twitter.com/CXPgroup_DE), [@CXPgroup_FR](https://twitter.com/CXPgroup_FR).

For further information please contact:

Yannick Carriou

Chairman CXP Group

Email: ycarriou@cxpgroup.com

Frédéric Munch

CEO PAC

Phone: +49 (0)89 23 23 68-0

Email: f.munch@pac-online.com

Sarah Wilson

Marketing Manager CXP Group

Phone: +44 (0)7377 702 887

Email: swilson@cxpgroup.com