

Multi-Channel Commerce by TVH distributed by Maginus in Great Britain and Ireland

Paris, 5th November 2008 - TVH Consulting, specialist in consulting, implementation and integration of ERP solutions, just established a strategic partnership with integrator-editor Maginus, British expert in management solutions dedicated to multi-channel distribution. Maginus thus becomes the exclusive distributor in Great Britain and Ireland of the "Multi-Channel Commerce" solution developed by TVH Consulting (formerly MOM by TVH), and built on the ERP Dynamics AX platform from Microsoft. Thanks to this partnership, which is in phase with its international expansion, TVH Consulting strengthens its ambition to make its own "MCC by TVH" offer the first major international solution, responding to the constraints and requirements of business models, which have been brought on by the rapid and unavoidable extension of multi-channel commercial organizations.

A distribution partnership strengthened by common industry expertise

Maginus, which already has a strong base in the United Kingdom with more than 100 active clients, proposes ERP solutions for multi-channel selling. Maginus is a "Gold certified" partner of Microsoft, but it lacked a multi-channel application integrated into the Microsoft Dynamics AX ERP. Today, the agreement concluded with TVH Consulting allows Maginus to reinforce its industry expertise via the distribution of the Multi-Channel Commerce application by TVH (MCC by TVH).

*"We were looking for a strong partner that had developed a vertical multi-channel solution for the Dynamics AX platform, so as to enhance our expertise, but also to confirm our desire to invest ourselves in this sector", explained **Russell Dorset, Commercial Director at Maginus.** He further stated that "the association with TVH Consulting is, of course, a real business opportunity, but also the occasion to share our know-how with a major player in this sector in Europe."*

For TVH Consulting, the expertise and professionalism of Maginus were the keys to concluding this exclusive distribution partnership for the United Kingdom and Ireland.

*"The performance of our application integrated into the Microsoft Dynamics AX ERP and dedicated to the multi-channel selling sector - which we have renamed Multi-Channel Commerce - is recognized in the European market and reinforced by the certification that we have received from Microsoft", explained **Guy Tubiana, President de TVH consulting.** "Our ambition is to extend this vertical offer to a specialized network of professionals recognized by Maginus. The efficiency of MCC by TVH for companies can be a determining factor of differentiation in the arduous competition created by the current economic situation."*

A policy of partnership that is in phase with the ambitions of TVH Consulting

Via the choice of European resellers of the MCC solution, TVH Consulting is committing to wider distribution of its offer and to recognition of its know-how beyond its own borders.

This policy of partnership involves two categories of partners: a "Core Solution Partner" by country, exclusive reseller and privileged partner of TVH Consulting, which can be associated with "Sales Partners" to optimize the distribution of the solution.

With a view to sharing the best of its know-how with its network, TVH Consulting is developing a multi-step program to accompany its partners, destined to enhance the longevity of the collaboration. Through the establishment of a knowledge transfer program, the communication of its implementation methodology (*Leading'IT*), certification tests and permanent support, TVH Consulting brings its partners all of the expertise necessary for the optimal distribution of its solution.

*"The partnership policy that we're putting in place today fits in perfectly with the overall strategy of TVH Consulting: we are seeking to share our know-how and offer our clients the best of our solutions, to accompany them in the best possible way in their international deployment", explained **Frédéric Arragon, Product Director at TVH Consulting.** "Our objective is to create a network of strong partners chosen for their industry knowledge to best support our offer. Today, with Maginus, we are targeting the market in the United Kingdom, and we are already planning to direct our focus on Holland, Germany and Italy", he concluded.*

About TVH Consulting:

TVH Consulting, created in 2003, is an independent company specialized in consulting, implementation and integration of information systems through major international ERP software solutions. With sales of 10 million Euros in 2007, the company employs nearly 100 people, including consultants and project directors who are experienced in the sector and who have gained solid knowledge and skills at both the functional and technological levels.

Thanks to its own R&D centre located in Maisons-Laffitte in the Yvelines (France), TVH Consulting develops very targeted, vertical approaches in the areas of specialized distribution, fashion, agri-food, project management, retail supply and distance selling.

TVH Consulting does business mainly in Europe, but also on other continents thanks to a solid network of partners. It manages all of its projects, the support of all of its installations and gives its unwavering commitment to results.

For further information: www.tvhconsulting.com

Press relations:

Agence Wellcom

Amandine Ferré / Ingrid Zémor

Tel: 01 46 34 60 60

E-mail: af@wellcom.fr / iz@wellcom.fr

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