

Open launches OpenUp, The only service offering semantic analysis of opinions of users of mobile applications in French.

Paris 16 April 2015 – In the framework of its Digital Strategy, Open, a digital services company, launches OpenUp, a unique and innovative service that evaluates the mobile reputation (m-reputation) of applications based on semantic analysis and the ranking of users' opinions on stores.

This service already continuously monitors more than 1,500 mobile applications and close to 700,000 opinions have been analysed.

Maximising the frequency of use of mobile apps by analysing the comments posted by users about stores is a major concern for all brands – hence the need to understand and respond to the expectations of users.

- Visibility of their mobile app
(2.64 million apps were available on Apple Store and Google Play at the beginning of 2015.)
- Good rating
(66% of applications in stores are rated below average – JND – March 2013)
- Sufficiently used
(35 applications are installed on average on a smartphone and only 12 are actually used (Harris interactive – June 2014), 25% of mobile applications see a decline in audiences over the course of 4 months (Flurry Analytics – February 2014)

This service illustrates the mobility expertise of Open which has provided businesses with end-to-end support in their mobile application projects for more than 10 years.

“In a constantly changing mobile ecosystem, OpenUp offers decision-making support that our clients can really rely on,” says Frédéric Sebag, Open's Co-President. *“Consideration of genuine user feedback allows businesses to identify the key areas of dissatisfaction, to anticipate their needs and, as a result, truly stand out from competitors. This service is part of Open's positioning at the heart of our clients' Digital Transformation process,”* adds Frédéric.

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About Open

With a workforce of 3300, Open is a major player in Industrial and Digital Transformation for businesses. The group is mainly present in France, but also internationally in Belgium, the Netherlands, Luxembourg, Spain and China. Open features among the leading digital service companies and, in its three business lines – Consulting, Application Services and Infrastructure Services – offers a unique combination of Professionalism and Proximity, Value and Innovation. Open's ambition is to consolidate its position among the foremost digital service companies in France, building for the future while remaining true to its core values: Relevance, Audacity, Ethics & Responsibility, Passion and Commitment. For further information: www.open-groupe.com