

PROCONSULTANT INFORMATIQUE (PCI) AND THE LABORATOIRE DE GENIE INDUSTRIEL ET PRODUCTION DE METZ (LGIPM) ARE LAUNCHING A SCIENTIFIC COOPERATION IN THE FIELD OF SOFTWARE ENGINEERING.

Hervé OBED - CEO - and Nidhal REZG - professor and laboratory director - are starting an innovating partnership.

Metz, France, April 2011

Many people may tend to think that the world of Research and that of Business are totally different worlds. The former is thought to focus solely on fundamental scientific research - with no practical applications - while the latter is believed to limit itself to sheer production activities.

In the partnership between LGIPM and PCI, you will find that this differentiation is totally out of place. Their managers are both fully aware we now live in a globalized world, where the spread of knowledge is largely simplified, and economic competition is fierce in all fields. Exchanging their industry's business experiences and know-how for technical and scientific knowledge, they are convinced that their relationship can only benefit the development of both their organizations.

Hervé OBED, PCI's CEO and founder, knows that the growth of his company rests on human resources and knowledge:

"The excellence expected from our products requires advanced and high performing R&D. One of the solutions we designed is to invest in collaborative work in a long-term partnership with Nidhal REZG's Laboratory. By being in constant contact with LGIPM's teams, my own teams are better able to optimize their processes, all the while benefiting from their expertise and their access to research findings".

PCI's Manager understands that innovation and research are key factors that can enhance a company's differentiation and durability, whatever its size or market may be. Striving for excellence, he pushes the concept of open innovation forward by concretizing the collaboration offered by professor and researcher Nidhal REZG. In order to rapidly expand its operations while always having at its disposal the adequate scientific and technical resources, PCI is open to the outside world. A complete network of expert partners can be called upon if needed. LGIPM represents for PCI a very rich talent pool; PCI can thereby benefit not only from the contact between their teams, but also from recruiting young graduates into the company.

Laboratory Director, as well as head of the formation and research unit, professor Nidhal REZG understands what companies represent and what their expectations are when it comes to skills and contracts. According to him:

"Because of its high expectations, the partnership with PCI will be greatly enriching. Indeed, the creativity of my team will be stimulated by the efforts deployed to meet the expectations of Hervé OBED's team."

Nidhal REZG's faculty activities have already benefited the industry in more ways than one. As a professor, his core mission consists of training and research. He believes that the road to efficiency is adaptability, especially in the face of ever evolving economic conditions in the business world. Training processes with tailored courses have been designed to answer the company's needs in terms of human capital. Constant liaison with the industry have lead numerous improvements to be implemented into the schedules. His managerial experience

enables Hervé OBED to build upon Nidhal REZG's educational reflection. Meanwhile, they know that a laboratory's prestige also relies on its capacity to foster economic development which in turn helps it raise the funding so vital to the expansion of its research activities.

LGIPM plays a core role in this unique system. Sharing similar purposes and interests, PCI and LGIPM will build on one another's success, striving for progress, innovation and achievement.

PCI finds in LGIPM a partner with a high level of expertise combined to a rigorous, transdisciplinary approach. By opening up to the business world, LGIPM is able to adapt its curriculum and research priorities, empowering it to stay ahead of changing demands in the marketplace.

This partnership meets the expectations of both PCI and LGIPM because each of them naturally acts in an open-minded way, taking into account the specific needs of the other. The reciprocal knowledge they have one of the other, their shared willingness to listen carefully to the other's needs, to discuss and to find a compromise have quickly lead to the achievement of a collaborative work based on a frank, efficient and beneficial relationship for everyone.

Laboratoire de Génie Industriel et Production de Metz (LGIPM)

The Laboratory's Director is Nidhal REZG, Professor and Director of the UFR-MIM at Paul Verlaine University in Metz.

LGIPM is one of four laboratories making up the Federation of Research GI2M based in Metz (Fédération de Génie Industriel Mécanique et Matériaux, FED 15). Direct affiliate of the Ecole Doctorale: Computer science, Automation, Electronic, Electrotechnic, Mathematics (IAEM based in Nancy-Metz, ED 77).

It is recognized by the education ministry as welcoming team EA 3096.

It is subdivided in three project teams:

- The Performance Evaluation team (EVAL)
- The Liability and Maintenance team (FM)
- The SED order team (COM)

LGIPM has a partnership with INRIA through its CosTeam (Safe and optimal conduct of production systems of services and goods)

ProConsultant Informatique (PCI)

Founded and managed by Hervé OBED, ProConsultant Informatique is specialized in editing Information Systems for TV channels and media groups. Its core software LOUISE and its air time sales CINDY are two solutions that help to manage all the information necessary in order to make a TV channel work, while optimizing management processes. Apart from the traditional linear TV channels, its solutions also answer all the needs of nonlinear media (web, smartphones, tablets, etc). Based in Metz, France, and in Atlanta, USA, ProConsultant Informatique strives endlessly for excellence towards innovation and performance. With more than ten years of experience, its reliability and expertise are recognized by over 250 TV channels and media organizations worldwide that have put their trust in it. For more information, please visit the website www.proconsultant.net