

## Press Release

Boston, December 30, 2009

### Maconomy signs its biggest deal ever

The international ERP provider Maconomy saved the best for last in 2009 by landing the biggest deal of its 20-year history. TNS, a company in the world's largest market research network Kantar Group, has purchased 2,500 licenses with an option for an additional 5,000 licenses. This follows a global trend among professional services companies toward fewer systems and smart financial consolidation.

[Maconomy](#) has signed a landmark deal with [TNS](#), part of Kantar Group, the largest market research network in the world. Under the deal, TNS has purchased 2,500 software licenses for its global operations and secured an option for 5,000 additional licenses in 2010 and 2011.

#### Global market research expansion

In late 2008 Kantar Group acquired TNS, one of the world's largest market research brands with more than 20,000 employees. TNS is new to Maconomy while other market research brands in Kantar Group, including [Millward Brown](#), Added Value and Research International, already use Maconomy today.

"As we are pursuing a strategy to integrate and streamline our operations, it was a natural move for us to expand our relationship with Maconomy. Maconomy designs their ERP solutions specifically for our type of organization. They have been very responsive and demonstrated that they can help us optimize our workflows and consolidate our financial data across the entire organization without compromising end-user performance. That's a unique combination and the reason we selected Maconomy," says Mike Gettle, CFO of TNS.

#### Maconomy is the safe choice for professional services companies

Maconomy's ERP solutions are specifically tailored to a number of selected industries within Professional Services, including market research via the [Maconomy Research Solution](#). This enables clients to address the business challenges of their specific industry with their particular Maconomy solution. The solution also provides financial managers with easy-to-use tools to consolidate their financial data across multiple companies worldwide, even across multiple currencies. This means they can easily handle year-end closings and get an accurate overview of their key performance indicators at any time.

"We are extremely pleased with the endorsement that such a large deal from a long-time client represents. The first Kantar Group companies implemented Maconomy about 10 years ago. Since

then they have grown significantly, using Maconomy in daily operations in over 50 countries worldwide. Maconomy has given these companies a vital competitive edge by enabling them to optimize their internal workflows and gain a better overview of their business. Now TNS will be able to enjoy the same advantages.

Maconomy has more than 20 years of experience building best-practice workflows into our financial software solutions for professional services organizations. TNS's selection of Maconomy demonstrates that we can give even the largest of these clients a unique mix of project expertise, financial control and system performance. We consider Maconomy the best choice for these companies, and we are thrilled that they feel the same way," says Steen Andersen, President, Maconomy US.

**Further information:**

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**About Maconomy** ([www.maconomy.com](http://www.maconomy.com))

*Maconomy is a global supplier of industry-specific business solutions for project- and service-oriented companies ("Professional Services Organizations"). Maconomy provides services to approximately 600 customers in 58 countries through offices in the U.S. and Europe, and through a comprehensive partner network. More than 124,000 users worldwide use Maconomy's business solutions.*

**About TNS** ([www.tnsglobal.com](http://www.tnsglobal.com))

*TNS, a member of Kantar Group, is the world's largest custom market research company. TNS provide Industry Sector Insight, and Innovative Market Research Solutions, to many of the world's leading companies and has offices in more than 75 countries Africa, Americas, Asia Pacific, Europe and the Middle East.*