



23 March 2010

Steria and Novélia drive cost-effective green agenda

Novélia is using Steria's "Kilometrix Green" on-board telematics solution to launch Ecolia^{®1} on April 1st, offering businesses and local governments a well-proven solution for managing their vehicle fleets in an environmentally-friendly, cost-effective manner.

Novélia's **Ecolia[®]** eco-driving solution, based on Steria's "Kilometrix Green," system, gives Novélia's customers the opportunity to reap several important benefits, including:

- **Reduced travel costs**, by optimising fuel consumption and improving vehicle life expectancy
- **Environmental friendliness**, by cutting down on CO² emissions and wasted fuel
- **Improved road safety**, by adopting a more relaxed and flexible driving style using perfectly maintained vehicles.

The on-board telematics solution, Kilometrix, is used to gather extensive data from all vehicles in which it is installed, allowing organisations to comply with all directives from the French data protection watchdog, CNIL. Such recorded data includes the number of kilometres driven, type of roads taken, certain driving conditions (travel time, daytime or night time driving, etc.) and vehicle specific driving information (such as speed, use of brakes, engine braking, etc.).

Kilometrix's "Green" solution offers a data-analysis model that helps vehicle users and fleet managers improve their driving habits from an eco-driving best practices standpoint. The vehicles transmit this feedback using innovative M2M² communication device and GPRS communication technologies. This industry-wide initiative required collaboration across the sector, bringing together a number of partners with expertise in each area, such as Navteq, a specialist in digital mapping data.

Novélia plans to launch Ecolia[®] to the market on April 1st and it will also be presenting the technology at special informational events before the summer aimed at raising the awareness of the importance of eco-driving among organisations, both to significantly reduce their travel costs and to protect the environment in optimum safety conditions.

¹ Ecolia[®] is a registered trademark of Novélia in France

² M2M : Machine To Machine



About Steria : www.steria.com

Steria delivers IT enabled business services which help organisations in the public and private sectors operate more efficiently and profitably. By combining in depth understanding of our clients' businesses with expertise in IT and business process outsourcing, we take on our clients' challenges and develop innovative solutions to address them. Through our highly collaborative consulting style, we work with our clients to transform their business, enabling them to focus on what they do best. Our 18,300 people, working across 16 countries, support the systems, services and processes that make today's world turn, touching the lives of millions around the globe each day.

Founded in 1969, Steria has offices in Europe, India, North Africa and SE Asia and a 2009 revenue of €1,630 million. 19.3% of Steria's capital is owned by its employees. Headquartered in Paris, Steria is listed on the Euronext Paris market.

About Novélia : www.novelia.fr

Novélia, a subsidiary of the Crédit Mutuel Arkéa Group, is among France's top 40 insurance brokers. Particularly aware that insurance and prevention go hand-in-hand, Novélia has chosen Steria to provide companies and local governments with Ecolia®, an eco-friendly fleet management solution. Ecolia® is also totally in line with Novélia's commitment to the environment as the first private company to earn the Greater Rennes Sustainable Development Certification for its Company Travel Plan. Created in 1992, Novélia currently employs 35 staff. Its head office is in Rennes.

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