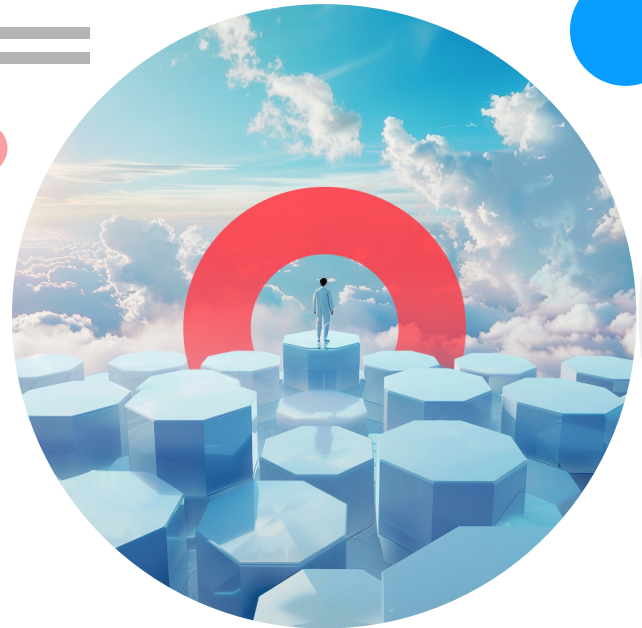# publicis
sapient

Cloud & Infrastructure Build

Offering summary

Build cloud solutions that meet your unique business needs and deliver outcomes. We blend on-premises and multicloud environments and increase your cloud return on investment (ROI) through robust observability, actionable monitoring and financial operations (FinOps) cost optimization. Our flexibility allows us to meet you wherever you are on your cloud journey. Rather than taking a technology-centric view, we collaborate to understand your goals and constraints. This business-focused perspective produces solutions that foster continuous innovation, faster speed to market and rapid performance gains.

## Solving digital business transformation challenges

Be ready for tomorrow with a cloud architecture tailored to your business strategy and priorities. We use infrastructure as code and automation to provision rapidly and improve your operational efficiency, creating a more agile IT environment. Our FinOps practices shine a light on utilization and spending, enabling data-driven optimization. You will also access robust monitoring capabilities to enhance observability and actionable insights.

When your organization can use the cloud to accelerate innovation cycles, it enables differentiation and equips your business to adapt and respond quickly to changing market demands.
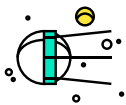
Landing zone foundation setup

Landing zones provide a robust foundation for your cloud deployments by establishing a secure and well-governed environment. This strong foundation begins with identity and account management, including account organization, structure and naming conventions. A well-defined network topology ensures seamless and secure connectivity, while robust security policies, controls and guardrails protect your data and resources. Landing zones also enforce compliance with industry standards and best practices and tenant isolation and billing structures help you optimize costs and resources.
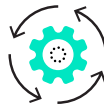
Infrastructure automation

Cloud infrastructure automation codifies infrastructure configurations, enabling consistent, repeatable builds and rapid deployment cycles. Dashboards provide real-time visibility and control, allowing teams to respond to changes instantly. Automation reduces time to market, streamlines workflows and improves agility. By integrating security best practices into every step, you can enhance visibility and optimize resource utilization to control costs.
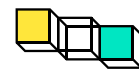
Multicloud build and integration

Seamlessly connect workloads across diverse cloud environments to unlock new levels of scalability and flexibility. When applications can easily adapt to changing demands, it fosters a resilient ecosystem where failures in one cloud don't cripple the entire system. Achieve security compliance and regulatory requirements while optimizing costs through high-performance applications.

Unified monitoring and observability

Our cloud-agnostic observability framework seamlessly integrates with diverse cloud environments, eliminating the need for separate tools and configurations for each platform. Monitor and gain insights into your entire cloud infrastructure, regardless of where it resides. You can also reduce setup, configuration and deployment time by 80 percent.

FinOps management

FinOps management helps your business to unlock savings and improve ROI. By integrating financial management into your operating model, you can make better cloud cost decisions and collaborate more effectively across finance, IT and business teams. Through data-driven insights and automated cost optimization strategies, FinOps ensures your business is only paying for what it needs.

Database setup

Whether you're migrating existing databases or just starting out, our team helps optimize performance, security and scalability. We assist you in selecting the right cloud database solution for your needs to deploying it seamlessly on AWS instances.

Cloud & Infrastructure Build business outcomes:

- Holistic view of applications, workloads, users, data and resources
- Visibility into utilization and spending, enabling accurate forecasts
- A unified environment that enables enterprise-wide governance
- Flexible architecture that can adapt to technology innovations
- A stronger foundation for security and compliance
- Data-driven optimization

How we've made an impact:

MIRAL

The imperative for change:
- Cross-sell and upsell attractions across Yas Island's theme parks, shops, restaurants and golf courses
- Create a "wall-less" experience that unifies customer data spread across different systems

The transformative solution:
- Developed Yas Connect, a digital platform for all island attractions
- Enabled customers to connect to the platform through a unique customer ID that captures data about their activities, purchases and location
- Personalized visitor experiences based on real-time analytics

The business impact:
- **$100M in new ticket sales in year one**
- **20% expected year-over-year growth**
- **37% of ticket sales through Yas Connect**

(continued on next page)

How we've made an impact (continued):

MULTINATIONAL INSURANCE COMPANY

The imperative for change:
- Needed a scalable, robust and secure content management system and digital platform

The transformative solution:
- Designed and implemented an end-to-end cloud architecture to support the company's expansion
- Developers can create and iterate software faster than they could with traditional methods
- Automate management of the cloud resources that apps need to deliver higher performance

The business impact:
- **105% increase in session duration**
- **48% decrease in bounce rate**
- **35% faster page loads**

LARGE RETAILER

The imperative for change:
- Upgrade to a modern, cloud-based e-commerce platform
- Liberate teams from the burden of managing on-premises infrastructure

The transformative solution:
- Built a cloud-native e-commerce solution
- Used a composable commerce approach to integrate best-of-breed components
- Enabled developers to make ongoing enhancements and significantly boost system performance

The business impact:
- **$30M lift in holiday sales**
- **35% faster page performance**
- **50% decrease in development costs**
- **80% lower costs for on-premises components**

What sets Publicis Sapient apart?

Publicis Sapient brings deep expertise across public, private and hybrid cloud models to help match the right platform to an organization's IT and business goals. We bring more than 15 years of experience, proven tools and accelerators to help you migrate to cloud.

We can meet you wherever you are on your cloud journey, offering end-to-end guidance that positions your stakeholders and business for sustained success. We follow a strategic cloud approach that relies on collaboration to clearly define problems, solutions and a vision for the future.

Rather than focus on the technology itself, we leverage the strengths of our leading cloud partners, including AWS, Google and Microsoft, to build cloud infrastructure that allows your business to pivot in real time to meet ever-changing demands.

For more information, visit **https://www.publicissapient.com/solutions/cloud-infrastructure**.

WHY PUBLICIS SAPIENT?

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit **www.publicissapient.com**.