

Cloud & Infrastructure Migration



Offering summary

Securely migrate your networks, databases, infrastructure and platforms to the cloud by using our proven accelerators and continuous migration factory approach. As we optimize and retire your legacy infrastructure, we help you reduce on-premises costs while gaining an agile, scalable cloud platform tailored to grow with your business. And by migrating incrementally, we minimize disruption to your existing systems for business continuity.

Solving digital business transformation challenges

Migrate and modernize quickly and securely

Publicis Sapien brings methods and custom tools that minimize your organization's risk and downtime, ensuring your operations continue to run smoothly throughout the migration journey. By retiring legacy systems, you can also reduce your on-premises costs and technical debt burden.

Security is built into every phase of our migration process. This approach enables low-risk adoption that meets compliance needs. Our deep expertise in migrating networks, databases and infrastructure guides you on a seamless cloud journey. Optimize your organization for cloud-based efficiency, performance and innovation with our migration services.



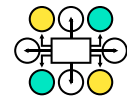
Infrastructure migration

Seamlessly transition your physical or virtual servers, storage and network devices to the cloud, ensuring minimal disruption and optimal performance. Our proven approach includes an assessment of your current infrastructure and its dependencies and design of an efficient migration strategy.



Platform migration

We move your applications and services from one platform to another, minimizing downtime and disruption. After completing an assessment that maps dependencies, we ensure a smooth transition through rigorous testing and migration, including cutover rehearsals. Our migration factory streamlines the process, utilizing automation and repeatable workflows to accelerate platform change at scale.



Storage/DB migration

We tailor migration to your specific needs, employing methods like data migration tools and data geo-replication to optimize speed and reliability. Our skilled teams also prioritize data integrity by incorporating rigorous data backups and comprehensive validation steps.

Cloud & Infrastructure Migration business outcomes:

- Increased agility and flexibility by scaling resources up or down quickly
- Reduced costs by optimizing cloud resource utilization
- Improved security and compliance
- Greater operational efficiency and resource allocation
- New possibilities for innovation and transformation



How we've made an impact:

CHEVRON

The imperative for change:

- Legacy on-premises data platform was difficult to scale and periodic outages disrupted business

The transformative solution:

- Migrated the supply chain data foundation to the cloud
- Modeled more than 400 tables and 450 stored procedures and queries, migrating these as well as 200+ data integration jobs
- Designed cloud resources to deliver the high performance Chevron needed to manage the supply chain



The business impact:

- **45% faster query results**
- **200+ data pipelines integrated**
- **450 stored procedures and queries**
- **400 tables modeled and migrated**

HEATHROW AIRPORT

The imperative for change:

- Give travelers a convenient digital app that integrates information from multiple systems

The transformative solution:

- Defined the experience and visuals for a new website, shaped the content and built a roadmap for migrating to Adobe Experience Manager
- Redesigned the airport website, easing passengers' journeys
- Helped design a digital strategy for retail offerings to make it more convenient for travelers in a rush to make purchases



The business impact:

- **38.9% higher conversion rate**
- **29.2% increase in revenue compared to previous year**
- **Increased average order value**

NATIONWIDE BUILDING SOCIETY

The imperative for change:

- Strengthen security and gain economies of scale by migrating customers' digital journeys to an enterprise cloud platform

The transformative solution:

- Conducted proofs of concept
- Built a digital journeys platform on Amazon Web Services
- Integrated the platform with shared services and security controls
- Adopted reusable components and automation, including infrastructure as code, to give developers more time for innovation



The business impact:

- **Zero downtime during migration**
- **50% faster migration than expected**
- **Knowledge transfer to internal teams**

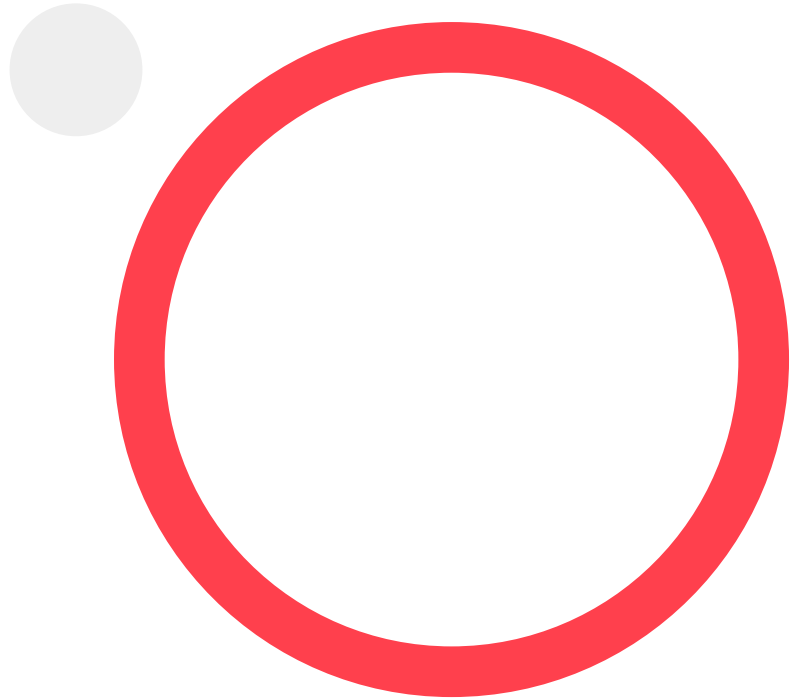
What sets Publicis Sapiient apart?

Publicis Sapiient empowers businesses to unlock the full potential of the cloud while minimizing risk and disruption. Our custom accelerators and proven methodologies provide a smooth and efficient migration journey, tailored to your unique needs. We leverage our expertise to retire legacy systems, streamline operations and significantly reduce your IT costs.

Our solutions are built with security woven into every layer, protecting your data, applications and infrastructure across the entire migration process. We bring expertise in rearchitecting legacy systems to thrive in the cloud, maximizing performance and innovation.

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.publicissapiient.com/solutions/cloud-infrastructure>.



WHY PUBLICIS SAPIIENT?

Publicis Sapiient 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 Sapiient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit www.publicissapiient.com.