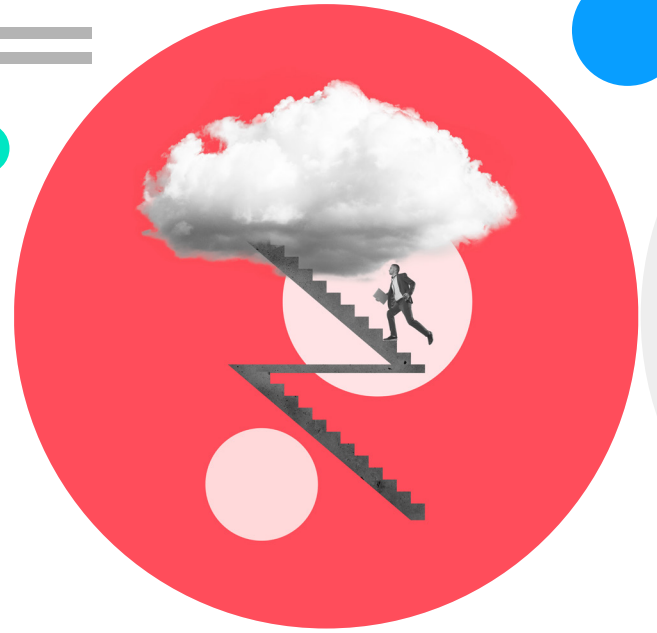


# Cloud & Infrastructure Strategy



## Offering summary

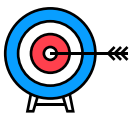
Transform from rigid hardware to agile software through strategies that help mitigate risk, ensure resilience and elevate security in the cloud. Take part in an IT ecosystem that streamlines operations, aligns IT with business goals and fosters innovation without compromising efficiency. We help future-proof your business by blending on-premises, private and public cloud for hybrid solutions that reduce your infrastructure costs and unlock the full potential of your cloud investment.

## Solving digital business transformation challenges

### Accelerate and optimize your cloud journey

In modernizing your IT infrastructure, we focus on transitioning your systems to software-defined solutions that are specifically tailored to meet both your IT and business goals. This transition improves your organization's agility and efficiency and also fosters a culture of continuous innovation. By moving away from legacy platforms and adopting a cloud-native environment, it's possible to eliminate operational friction and break down silos, allowing your business to scale and respond dynamically to market demands.

Our experienced cloud strategists seamlessly integrate with your team, providing assessments, roadmaps and expert guidance to help you unlock the full potential of your cloud investment.



### Cloud strategy

A cloud strategy serves as your roadmap that clearly outlines the business case, demonstrating the ROI and total cost of ownership of your cloud journey. It delves into the motivation and factors that are propelling your organization toward the cloud. We translate your vision into action, detailing the necessary phases, timelines and resources for a smooth and efficient transition.



### Cloud advisory

Our cloud advisory services align your cloud journey with your organizational structure and operating model, ensuring seamless integration and maximum value.

We help you craft a skills readiness plan to equip your team with the knowledge and tools needed to thrive in the cloud. And by establishing a Cloud Center of Excellence (CoE), we help foster best practices and knowledge sharing across your organization.



### Assessment

Our cloud specialists evaluate your current environment across critical domains like FinOps to optimize costs, security to fortify your enterprise and governance to establish best practices. Whether you navigate a multicloud or hybrid landscape, we provide an unbiased evaluation.

We help you prioritize applications based on risk, value and complexity, ensuring a smooth cloud transition. Gain a clear understanding of your cloud readiness and chart a confident migration path forward.

## Cloud & Infrastructure Strategy business outcomes:

- A clear plan of action to simplify IT systems
- Realistic timelines and costs
- Identification of apps that are too risky
- A strong foundation for digital business transformation
- Maximized business value from cloud
- Ability to scale

## How we've made an impact:



### YELLOW FREIGHT

#### The imperative for change:

- Existing web portal didn't support self-service booking, disappointing customers and creating more work for customer service teams and account executives

#### The transformative solution:

- Defined a cloud strategy and roadmap for a scalable website, mobile platform, central data repository and API channel
- Built a cloud solution that enables Yellow's IT team to provision infrastructure in hours and build, monitor and control services using AWS
- Enabled internal applications and partners to access data from the central repository



#### The business impact:

- **42% increase in visits and page views**
- **29% higher rate of return**
- **2x more time spent on website**
- **89% increase in viewing pages per session**
- **19% increase in organic search traffic**



### BRITISH RETAILER

#### The imperative for change:

- Need for an e-commerce solution that performs great everywhere, scales easily and delivers personalized experiences

#### The transformative solution:

- Advised the retailer on how to build a new flagship e-commerce website
- Created a tailored cloud solution that allows the retailer's marketing teams to personalize content based on each shopper's segment and country
- Prepared the retailer's teams to manage and sustain the solution internally
- Helped design a digital strategy for retail offerings to make it more convenient for travelers in a rush to make purchases



#### The business impact:

- **£30M revenue boost in the last year**
- **Higher conversion rate**
- **Increased cross-selling**
- **Less customer drop-off**



### LEADING INVESTMENT FIRM

#### The imperative for change:

- Deepen engagement with prospects and existing customers through a digital platform

#### The transformative solution:

- Streamlined technology assessment through comprehensive discovery sessions
- Delivered a custom architecture for Adobe Experience Manager, integrated with Adobe Target and Adobe Analytics and augmented with additional security



#### The business impact:

- **Increased engagement through actionable insights**
- **Freed up time for teams to focus on innovation**
- **Enabled scale to support expansion to new countries**

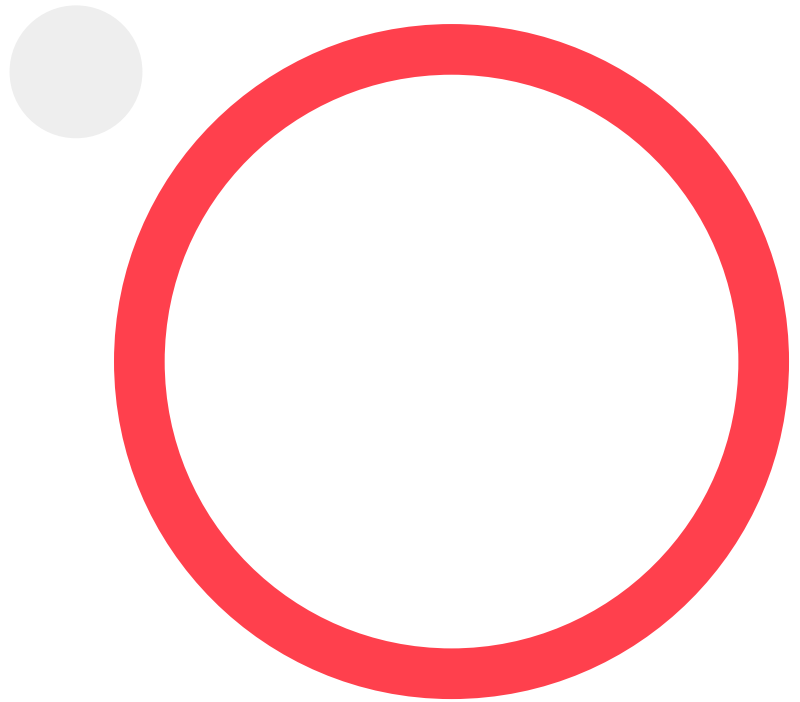
## What sets Publicis Sapient apart?

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](http://www.publicissapient.com).