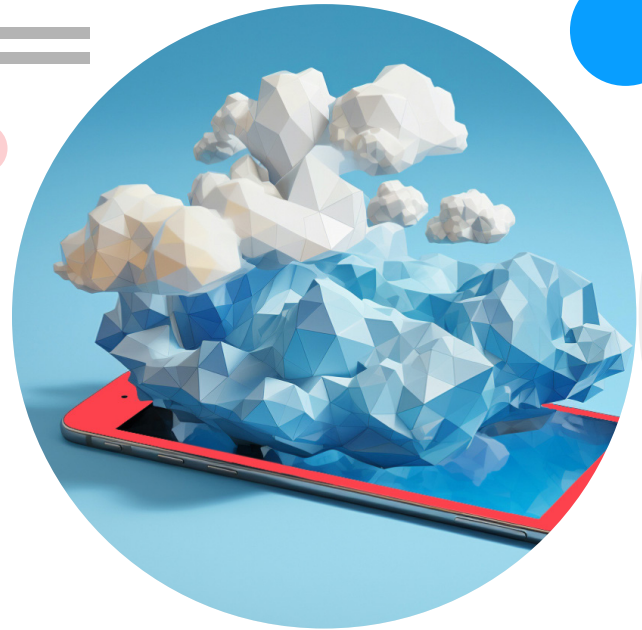**publicis**
sapient

Cloud & Infrastructure

Offering summary

Our end-to-end Cloud and Infrastructure services ensure your solution is agile, scalable, compliant and tailored to your business goals. With embedded observability and a rigorous financial operations (FinOps) approach, we empower you to detect and resolve issues, optimize performance and achieve operational excellence. Our comprehensive services span strategy, build, migration and security, seamlessly blending on-premises, private and public cloud for hybrid solutions that future-proof your business. And through our Cloud Centers of Excellence, CIOs and executive stakeholders gain essential tools, governance models and best practices to scale cloud success.

Solving digital business transformation challenges

The benefits of a cloud infrastructure

Cloud infrastructure provides unparalleled flexibility, allowing organizations to quickly adapt to changing demands by easily scaling resources up or down as needed. This agility enhances efficiency and cost-effectiveness as your business only pays for the resources it consumes.

Additionally, cloud infrastructure enables seamless collaboration and remote work capabilities, fostering both innovation and productivity. With built-in security measures and automated backups, it ensures data integrity and disaster recovery, mitigating risks associated with on-premises solutions.

By offloading the responsibility of managing hardware and infrastructure to cloud providers, your business can focus on its core competencies. You can stay competitive in today's dynamic market landscape while reducing operational overhead and accelerating time to market.
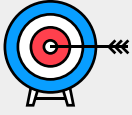
Our approach to cloud is holistic and centered on business outcomes that are designed to help solve your specific issues. These include:

- Businesses lack the agility to address changing customer and business demands
- Infrastructure may not be able to handle the ebb and flow of data processing demands
- Cloud "sprawl" creates financial black holes and opens the door to cyber risks
- Organizations have silos and teams with various levels of maturity, making for a disjointed migration process
- Businesses don't have the in-house expertise to do their own cloud migration

We go beyond traditional cloud and infrastructure solutions to create tailored systems that drive continuous innovation, maximize efficiency and align with your business goals. Observability is embedded into every cloud and infrastructure solution, giving you proactive management tools to detect and resolve issues, optimize performance and boost operational excellence.

Our Cloud & Infrastructure offerings

Cloud & Infrastructure Strategy

Transform from rigid hardware to agile software, bringing your infrastructure in line with the speed of business to mitigate risk and ensure resilience.
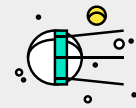
Cloud & Infrastructure Build

Access future-ready cloud architectures that blend on-premises infrastructure and multicloud platforms, accelerating deployment and reducing operational costs.

Cloud & Infrastructure Security

Overcome security and compliance challenges with resilient cloud security strategies that enhance your operational efficiency, reduce exposure to risks and fortify your overall compliance posture.

Cloud & Infrastructure Migration

Securely migrate your networks, databases, infrastructure and platforms to the cloud through our continuous migration factory approach that minimizes disruption to your systems for business continuity.

Cloud & Infrastructure business outcomes:

- Faster innovation
- Increased efficiency
- A stronger foundation for security and compliance
- Collapsed silos and better collaboration across departments
- Continuous improvement and adaptability

How we've made an impact:

PETROLEUM REFINERIES COMPANY

The imperative for change:
- Needed fast access to supply chain data to make decisions that directly affect profitability
- Legacy on-premises data platform was difficult to scale and periodic outages disrupted the business

The transformative solution:
- Migrated supply chain data to the cloud
- Modeled more than 400 tables and 450 stored procedures and queries
- Designed cloud resources to deliver the high performance needed to manage the supply chain and introduce agile ways of working
- 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:
- **45% faster query results**
- **200+ data pipelines integrated**
- **450 stored procedures and queries**
- **400 tables modeled and migrated**

(continued on next page)

How we've made an impact (continued):

YELLOW FREIGHT

The imperative for change:
- Existing web portal didn't support self-service booking, creating more work for customer service teams and account executives

The transformative solution:
- Defined a cloud strategy and roadmap which included a scalable website, mobile platform, central data repository with a 360-degree customer view and API channel

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

MULTINATIONAL INSURANCE COMPANY

The imperative for change:
- Need for a scalable, robust and secure content management system and digital platform
- Wanted to differentiate and needed a platform on which to provide new customer experiences, share easily understood products and change the way people think about insurance

The transformative solution:
- Designed and implemented an end-to-end cloud architecture
- Implemented automation for management of the cloud resources that apps needed to deliver higher performance

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

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**.