

# Publicis Sapient + AWS: Data Management Solutions & Services



## Offering summary

Unlock the full potential of your customer data with our advanced data management services and solutions. Partnering with Publicis Sapient and AWS, our services and accelerators provide a comprehensive view of your customers by aggregating data from diverse sources such as web interactions, email communications, mobile app engagements, and more.

With our end-to-end Customer 360 (C360) solutions, you can leverage data management and data clean room functionalities to ensure the accuracy, integrity, and privacy of your data. Our sophisticated tools enable you to blend disparate data sets, conduct thorough data cleansing, and create secure environments for analysis and insights generation.

By harnessing these capabilities, you gain actionable insights to drive personalized experiences, predict customer behavior, and optimize business strategies, ultimately enhancing your bottom line and accelerating return on investment.

## Harness the power of your data

As organizations migrate their data to the cloud, there is an opportunity to solve the data unification challenge and provide the ability to create a single view for the customer.

Publicis Sapient's C360 Solutions helps businesses unify customer data from various sources, such as CRM systems, marketing automation platforms, transactional databases, and customer service applications. By leveraging our expertise and CDP accelerators, Publicis Sapient helps you unlock the full value of the power of your data.

## Publicis Sapient and AWS C360 services & solutions

As digital transformation experts, we understand that delivery time is crucial for every business. As such, our accelerators, services, and solutions ensure we can deliver rapid time to value to help you see results faster.

### Accelerate time to value with 4 key pillars



#### Data Strategy:

Define a strategic agenda and prioritization framework.



#### Technology:

Create flexible technical platforms and enrich existing tools to gain a competitive advantage.



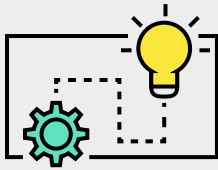
#### Organization and Governance:

Establish the right organization and scalable governance over time.



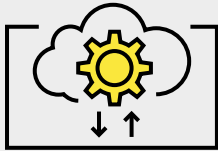
#### People:

Ensure that your organization has the proper workforce and development programs in place to manage and analyze data.



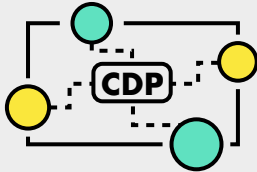
### AWS Immersion Day Workshops:

Our teams have hundreds of labs, workshops, and questionnaires designed to help clients identify value and achieve their desired outcomes fast. Based on customer customer data backlogs that have proven outcomes for several clients, our workshops drive value immediately and help you to develop an understanding of the specific requirements needed for achieving a unified view of your customer.



### Data Migration Strategy Consulting Services:

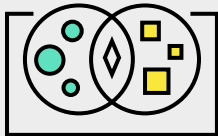
As digital transformation and cloud infrastructure experts, our team has the knowledge and expertise needed to help you formulate a winning data migration strategy. Whether you're seeking data assessment, planning, execution, validation, or data optimization, our team is here to help.



### CDP Quick Start:

This fast, deployable solution provides the cloud-native components needed to make it easier for companies to build an open-source AWS customer data platform.

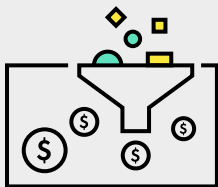
[Learn more](#)



### Data Clean Room Quick Start

The Data Clean Room Virtual Lab is a walled garden digital workshop canvas that we utilize to help businesses develop a data management platform with safe and reliable data. Within these workshops, we help companies explore customer identity questions in real-time and incorporate today's best personalization practices.

[Learn more](#)

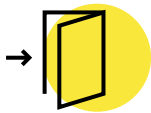


### Data Monetization workshops

Our workshops cover the end-to-end data monetization process from strategy to technology build, marketplace access and managing operations. Within the workshops, we explain how you can convert data into dollars, helping you create a go-to-market strategy based on insights and proven monetization strategies.

[Learn more](#)

## Data Management Features and Functionality



### Inbound Integration:

Streaming integration, out-of-the-box connectors, batch processing



### Activation:

Out-of-the-box campaign integration, orchestration



### Identity Resolution:

Deterministic probabilistic, house holding



### Outbound Integration:

Digital channel plugins, analytics



### Customer 360 view:

Enterprise-level customer graphic, unified profile, extracted features



### Analytics:

Customer journey analysis recommendations reports

## Benefits of implementing a Data Management Strategy

- + Increase revenue thanks to better customer conversion and engagement.
- + Increase customer loyalty and retention through deeper insights into behavior.
- + Make more informed decisions.
- + Reduce churn through improved personalized experiences.
- + Reduce acquisition costs due to efficiency in personalization.
- + Drive cost savings in marketing generated by data-driven personalization.

## Benefits of implementing a Data Management Strategy

Publicis Sapient is an AWS Premier Consulting Partner that can help your business unlock its market potential and achieve maximum sales growth. As leaders in our field, we:

Have over **5,000** professionals experienced and trained in AWS

Work with more than **150** clients across all major industries.

Possess more than **2,300** AWS technical certifications and over **1,400** AWS accreditations.

**Fully understand customer data** from a platform perspective and how it's used to enhance the customer experience through media and other channels.

Can draw upon our unique blend of systems and media agency expertise to provide you with an owned asset so you can **control, secure, and leverage your customer data.**

For more information, visit our [AWS partner page](#)

### LET'S CONNECT

Contact us to learn more about our partnership with AWS, as well as how our C360 solutions can help drive your digital transformation journey.



**Mohammad Wasim**  
GVP, Global AWS Practice Lead

[mohammad.wasim@publicissapient.com](mailto:mohammad.wasim@publicissapient.com)



**Nancy Silver**  
VP Business Development,  
AWS Practice Lead North America

[nancy.silver@publicissapient.com](mailto:nancy.silver@publicissapient.com)



**Fifi Ahmed**  
Director Business Development,  
AWS Practice Lead UKI/EMEA

[fifi.ahmed@publicissapient.com](mailto:fifi.ahmed@publicissapient.com)



**Eela Sharma**  
Senior Manager,  
AWS Practice Lead MENA

[eela.sharma@publicissapient.com](mailto:eela.sharma@publicissapient.com)

### WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with organizations to help them create and sustain a competitive advantage in an increasingly digital world. We operate through our expert SPEED capabilities: Strategy and consulting, Product, Experience, Engineering, and Data. When combined with our culture of curiosity and deep industry knowledge, it enables us to deliver meaningful impact to our client's 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 over 20,000 people and over 60 offices worldwide. For more information visit [publicissapient.com](https://publicissapient.com)