

Sapient AI for Applications

MarTech Transformation




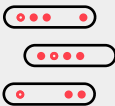


Migrate or build your MarTech stack with AI

Offering summary

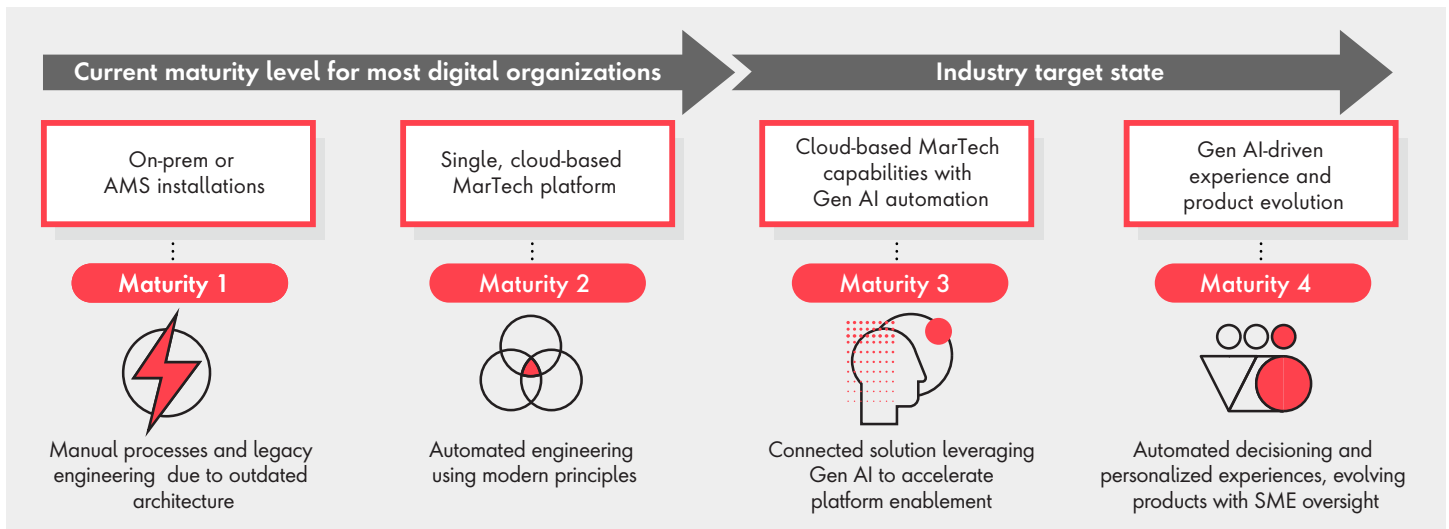
Seamlessly migrate on-premises Adobe Experience Manager (AEM) to the cloud or build new experiences using AEM with AI. Our MarTech Transformation solution leverages advanced automation to eliminate manual tasks, ensuring standardization and quality through the use of intelligent large language models (LLMs) and our proprietary AI Sapient Slingshot platform. Sapient Slingshot, designed by our expert engineers, accelerates software development, enabling us to transform your MarTech systems more rapidly and within budget.

Unleash the opportunity

Upgrading your marketing technology systems isn't just about moving data – there are several challenges that organizations face:

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| <p>Overspending</p> <p>Delays and budget overruns result in missed opportunities and revenue loss.</p> | <p>Implementation errors</p> <p>Incorrect setups prevent proper return on investment (ROI) and attribution across channels.</p> | <p>Manual work</p> <p>Routine tasks done manually are error-prone and resource-intensive.</p> | <p>Variable quality</p> <p>Outcomes depend heavily on the skills of individual team members and knowledge of AEM best practices.</p> |

These challenges blur ROI and attribution across channels and can significantly delay migrations, but AI has the potential to address these issues. Regardless of your Adobe maturity, we can help you evolve to an AI-driven, automated MarTech stack.



Our approach

Our AI-driven MarTech Transformation solutions support the seamless setup of new AEM instances or smooth migration of existing AEM systems to the cloud.

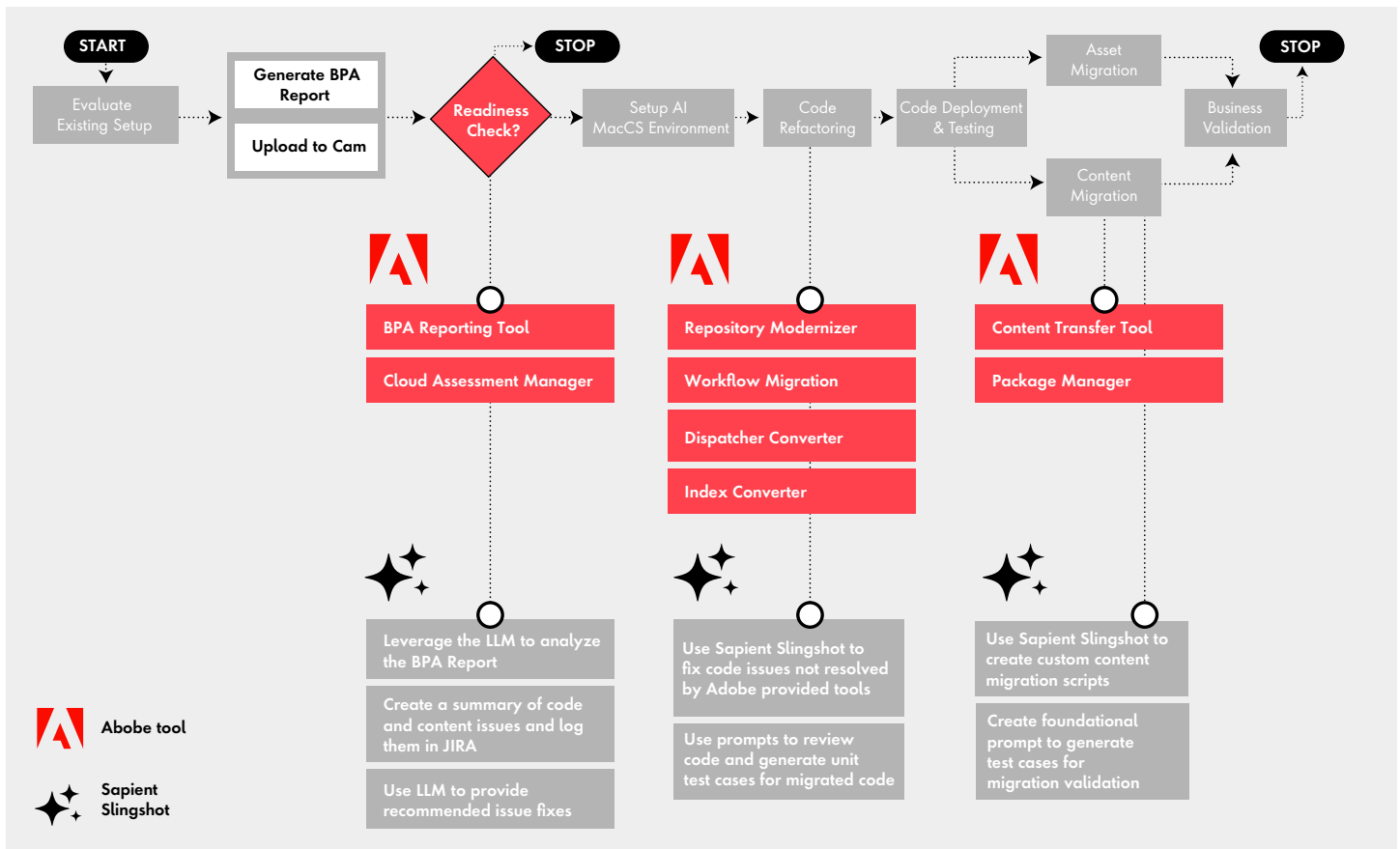
1. AEM Cloud Migration Accelerator

Migrate from on-prem to cloud-based AEM as a Cloud Service (AEMaaS) deployment, leveraging AI to reduce time and cost.

Our Sapient Slingshot-enabled solution:

- **Readiness assessment and planning:** The AI-driven Best Practices Analyzer (BPA) provides a consolidated report, identifying AEM Out-of-the-Box (OOTB) issues and detecting unique patterns in custom code and content for a comprehensive analysis.
- **Code refactoring:** AI is used to refactor AEM code not translated by Adobe's tools. It handles complex refactoring tasks, especially for legacy enterprise code that may not be fully compatible with AEMaaS.
- **Content migration & testing:** Leverage AI to create custom migration scripts to migrate content based on specific filter criteria from the source AEM system to AEMaaS.

The traditional AEM migration process is complex and demands ongoing manual involvement from various roles, typically spanning 12 to 15 months. Our migration accelerator bridges current gaps to empower the end-to-end (E2E) migration process through enhanced automation and efficiency.



Key outcomes:

- Reduction in time and cost from migration concept to launch
- Improved migration timeline
- Effort efficiencies
- Reduced technical debt

2. AEM Cloud Setup and Experience Builder

Setup AEM instance and build channel experiences based on existing and new experience design (Figma).

Our Sapient Slingshot-enabled solution:

- **Site and project setup:** AI-driven creation of project site structure based on context from sitemap and industry/project domain of the project
- **Component refactoring (as-is design):** AI code accelerator used to create/refactor a custom or cloud component using and extending core components (including Remote SPA) with accessibility, enhancements & secure coding practices
- **Figma-driven template and component builder (new design):** AI code accelerator used to build end-to-end AEM components leveraging Figma and story acceptance criteria

Key outcomes

- Reduction in time and cost from concept to launch
- Improved build timeline
- Effort efficiencies
- Reduced tech debt

What sets Publicis Sapient apart?

- Publicis Sapient is a Platinum Adobe Solution Partner
 - 15+ year partnership
 - 10x "Partner of the Year" winner
 - 1000+ trained Adobe specialists within Publicis Sapient
 - Publicis Sapient was named a Leader in the 2022 IDC MarketScape for Adobe Experience Cloud Professional Services
- Sapient Slingshot, our proprietary AI platform, accelerates software development and the testing life cycle
 - Enterprise code library: Uses Publicis Sapient's proprietary, AI-enhanced codebase to launch projects with proven, high-quality code, continuously improving client solutions
 - Custom agents: Agentic AI automates complex development tasks like cloud modernization, allowing faster, more efficient delivery without repeating steps
 - Prompt template library: Offers a curated set of specialized prompts for end-to-end use cases, designed by our expert engineers to streamline implementation
- Our engineers have adopted an AI-assisted agile methodology to streamline development and change the blueprint of how we work

For more information, visit [our website](#).

[Request a live demo](#)



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 [publicissapient.com](#).