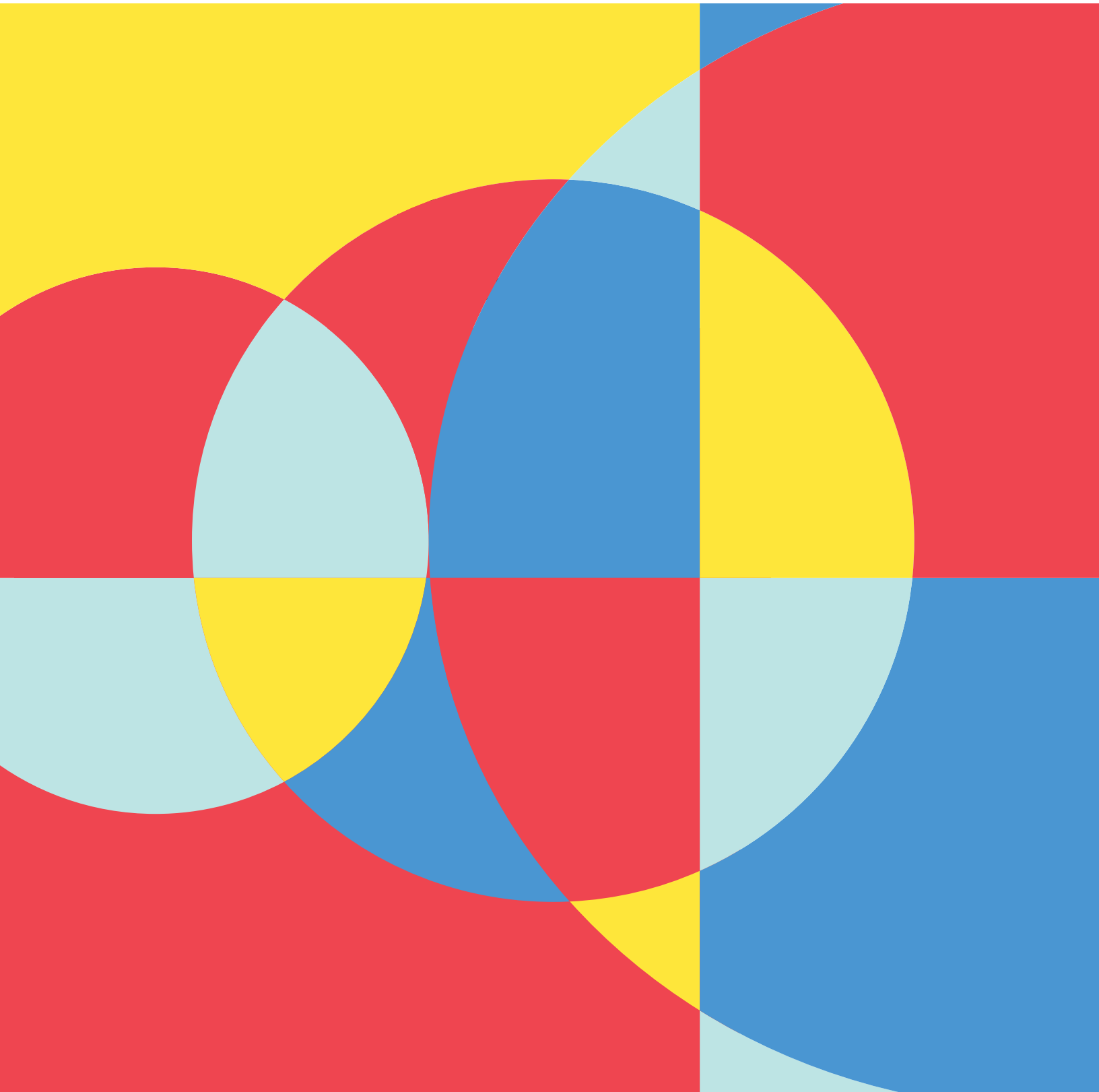


Next Starts Now

publicis
sapient



Redefine your business, evolve, and transform the experiences you deliver.



Today's customer & tomorrow's landscape

Connected customers are steering us into new territory, and reaching them requires not only a deeper understanding of their needs, but a different approach to becoming part of their own story. Our goal is to get the most out of digital experience technology, linking data to design thinking across the customer journey to create immersive experiences that build brand value and trust with customers.

Publicis Sapient brings a startup mindset and agile methods to unlock value in ways that delight customers and improve operational effectiveness. As digital pioneers, we've spent nearly three decades utilizing the disruptive power of technology and ingenuity to help digitally enable our clients' business in their pursuit of next. To power these transformations, we partner with Adobe, the leader in digital experience technology and platforms. And Adobe recognizes Publicis Sapient for our impact on the digital marketing world, naming us as their Partner of the Year seven times—a feat no other Adobe partner has achieved.

Publicis Sapient + Adobe

When digital innovators unite, it changes everything. We know changing the way you deliver digital experiences can be a big undertaking. That's why Publicis Sapient and Adobe have joined forces to provide a strategic path to digital transformation. We identify possibilities, break down organizational barriers, and bring together the technology, people, and processes that make transformation possible.

A Powerful Partnership

Combining Publicis Sapient's proprietary methodologies with the power of the Adobe Experience Cloud and the Adobe Experience Platform, we give you everything you need, so you can give your customers everything they want—an always-on, always-right customer experience.

Faster Implementation, Better Connection

When it comes to implementing technology, every day and dollar counts. That's why some of the world's leading brands count on Publicis Sapient's deep expertise and hard-won insights to drive efficiencies and speed up implementation with a strategic, long-term view. More importantly, businesses turn to us because we do so while simultaneously building valuable connections with customers across their digital and physical lives.

Publicis Sapient is the only
7-time Partner of the Year

225+

Adobe
Experience
Manager
Clients

150+

Adobe
Analytics
Clients

100+

Adobe
Experience
Cloud
Clients*

*Clients that have implemented 3 or more AMC solutions at the same time.

A Global Partner with
specializations across the
Adobe Experience Cloud

350+

Adobe WW
Certifications
(more than any
other partner)

1000+

Trained Experience
Manager Specialists

200+

Trained Analytics
Specialists

100+

Trained Target,
Audience Manager, &
Campaign Specialists

Publicis Sapient Maximizes Our Clients' Adobe Cloud Investments

Across personalization, content, data and analytics, and more, our experience and proprietary tools enable clients to get more from the full spectrum of Adobe Experience Cloud products.



Delivering on the Promise of Personalization with the Adobe Experience Platform

Delivering superior customer experiences through real-time orchestration of data requires an outside-in view of your customer, the right platform to construct and manage a journey-centric customer view, organizational change, and the right transformation partners to drive agile execution at scale.

The newly announced Adobe Experience Platform, built on Microsoft Azure, drives real-time personalized experiences through the Adobe Experience Cloud unifying customer profiles, mining actionable insights from disparate data, and facilitating governance.

Publicis Sapient is equipped to help you maximize the benefits of Adobe Experience Platform, transform your data into a strategic asset, and ultimately drive more relevant real-time customer engagement across all of your digital products and channels.

Starting with organizational goals, customer use cases, and governance planning, we apply a sophisticated approach to harnessing the power of the Adobe Experience Platform,

based on our decades of experience architecting and delivering complex, omni-channel, digital platforms.

Our global clients partner with Publicis Sapient and Adobe to transform their operations and customer experiences through:

- Enriched customer profiles
- Streamlined orchestration
- AI-generated actionable insights
- Real-time personalization

Publicis Sapient, Adobe, and Microsoft—Taking Customer Experiences to the Next Level

Publicis Sapient elevates the power of the Adobe Experience Platform built on Microsoft Azure by leveraging the Open Data Initiative with your Microsoft technology investments. Introduced by Adobe, Microsoft and SAP, the Open Data Initiative enables the seamless flow of connected customer data for a more holistic view of your customers and real-time customer journey management. By leveraging a common data model, you can enhance interoperability and data exchange between your enterprise applications and platforms.

Publicis Sapient has been working with Adobe and Microsoft since 2015 to fulfill this vision. Publicis Sapient is a Globally Managed Microsoft Partner, a charter member in Microsoft's Customer Engagement Alliance, and has been recognized by Microsoft as their Worldwide Azure High Potential Partner of the Year.

Connected Customers



Travel & Hospitality

MGM RESORTS INTERNATIONAL

With 20+ resorts worldwide, MGM Resorts International has extensive content, and to drive commerce, it needed to be leveraged in a smarter way. Publicis Sapient designed a cohesive guest experience across all digital touchpoints—and built the technology engine to power that experience. MGM's loyalty program and guest services engine were integrated into the platform, which tapped Adobe Experience Manager, Analytics, and Target to create an immersive user experience.



Retail

T-MOBILE

As a longtime proponent and partner, T-Mobile continues to leverage Adobe to its fullest potential in order to bring the Un-carrier brand strategy and vision to life. Most recently, Adobe Experience Manager powered the redesign of the T-Mobile.com home page. Site management has improved dramatically as the platform now provides for quick-turn creative changes. With Adobe Target and Adobe Audience Manager, T-Mobile is pioneering personalization and localization in the telecommunications space in order to deliver unique, relevant content to prospects and existing customers alike. Going forward, T-Mobile will explore additional Adobe product packages that can enhance the customer experience by seamlessly bridging the digital and retail channels.



B2B

TENNANT

Publicis Sapient was selected to build a comprehensive B2B ecommerce experience for Tennant's current and prospective customers, with the core objectives of reinforcing Tennant's brand and driving online growth. In transforming Tennant's digital presence, we delivered a comprehensive strategy and foundational design with a multi-year roadmap, business case, and investment strategy. To enable an experience-driven approach to commerce and Tennantco.com, we implemented and integrated the Adobe Experience Manager and Adobe Analytics with their commerce platform. Tennant is rolling this experience out across five regions, delivering topline revenue, marketing, and sales leads via parallel search optimization and merchandising of site.



Financial Services

THE HARTFORD FUNDS

The Hartford chose Publicis Sapient to build a new brand, web presence, database, and commerce platform for their investment funds. Publicis Sapient created hartfordfunds.com using Adobe Experience Manager, Analytics, and Digital Publishing solutions, with a single sign-on that works from within the websites of broker-dealers and other intermediaries, and completely automated document management with FINRA-compliant numbering and archiving. Hartford Funds now has the brand identity they deserve, greater personalization, and a streamlined content approval process that lets them incorporate new content, thought leadership, and financial perspectives, and move at the speed their customers and intermediaries expect, even in their tightly regulated business environment.



Together we take digital experiences into tomorrow

If you need to get from Now to Next while maximizing your Adobe investments, we're your partners with the most experience. Together, Publicis Sapient and Adobe have already transformed the limits of what was previously possible, and can help you move from definition to destination.

Let's talk

Contact us for a review of how our capabilities and Adobe technologies can help you create and deliver experiences that connect with customers to build value and trust.

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