

How a Multinational Food and Agricultural Company is Driving Success Powered by PS India GCC

publicis
sapient

GCC Partnership

The company holds a strategic partnership with Publicis Sapient, evolving to a GCC facility to enhance its operational capabilities. Initially focused on building local relationships, the collaboration has evolved to include key stakeholders such as the global head of procurement, capability leads in India, and digital and data strategy leads in Geneva.

This partnership has become crucial in navigating a competitive landscape. Currently supported by a dedicated team, the partnership has delivered significant innovations, including multiple data products under the India Master Service Agreement (MSA) and a complex Commodity Trading and Risk Management (CTRM) implementation during and post-pandemic.

Key Differentiators

Publicis Sapient effectively leveraged the SPEED framework across product, engineering, and data functions, with a dedicated team of skilled professionals committed to addressing the company's specific needs. This collaboration has successfully expanded relationships beyond local connections in Geneva and Minneapolis to encompass global and regional leadership based in India.

Our team's deep understanding of the company's business landscape, combined with their expertise in specialized applications such as Eka, advanced engineering and customer experience strategies significantly enhanced operational efficiency.

This comprehensive approach has led to the successful delivery of multiple data products under the India MSA across the agricultural value chain. Additionally, the partnership facilitated a complex CTRM implementation during and after the pandemic, delivering innovative solutions in challenging circumstances.

Road Ahead

Going forward, the GCC positions the client for significant benefits, including cost efficiencies through the transition to an India Rate Card.

Expanding to over 100 members will enhance service delivery for critical Commodity Trading and Risk Management (CTRM) implementations, leveraging India's talent pool for localized expertise.

This focus aligns with the company's goals of improving operational effectiveness and competitiveness. Additionally, the rise in regional and global roles in India ensures the company can swiftly adapt to market changes, supporting long-term growth and agility in meeting evolving demands.

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