

Publicis Sapient + AWS:

Generative AI

(Services & AskBodhi Accelerator)

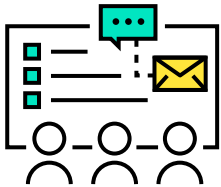
Offering summary

Generative artificial intelligence (AI) has the potential to drive a [\\$7 trillion increase in global GDP](#) over the next ten years, and its impact on businesses has fundamentally changed the world.

As a digital transformation, data science and AI pioneer, our world-class data scientists and marketing professionals have helped numerous clients optimize their operations and harness their full potential for over 30 years.

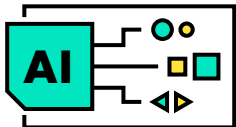
Named a [2023 Generative Enterprise Services Market Leader](#), Publicis Sapient is one of a few companies that has deployed game-changing Gen AI solutions. Our range of AI and machine learning (ML) services, combined with genuine, groundbreaking enterprise-grade solutions for AWS, such as AskBodhi, can revolutionize your business.

Drive Innovation with AskBodhi and our AWS Gen AI services



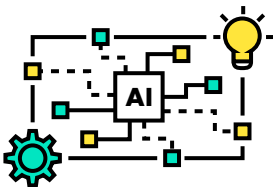
AWS Immersion Day

At Publicis Sapient, we operate a custom, one-day workshop to teach you all the basics about Generative AI, AWS Bedrock, SageMaker, and more. These workshops can be geared to both lines of business or take a more hands-on approach for technical builders.



AWS Gen AI Strategy Services

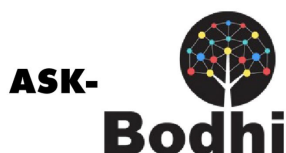
Our Gen AI strategy helps your organization understand the value of Gen AI and, most importantly, how you can begin to utilize it. We will help you assess what assets and capabilities you will need to unlock the full capabilities of Gen AI.



Gen AI Fast Track Workshops

In addition to our one-day workshop, we offer a more thorough four-week course designed to provide a complete and comprehensive understanding of Generative AI. Our Gen AI Fast Track workshop is perfect for business and tech leaders looking to accelerate their value creation with the power of Generative AI.

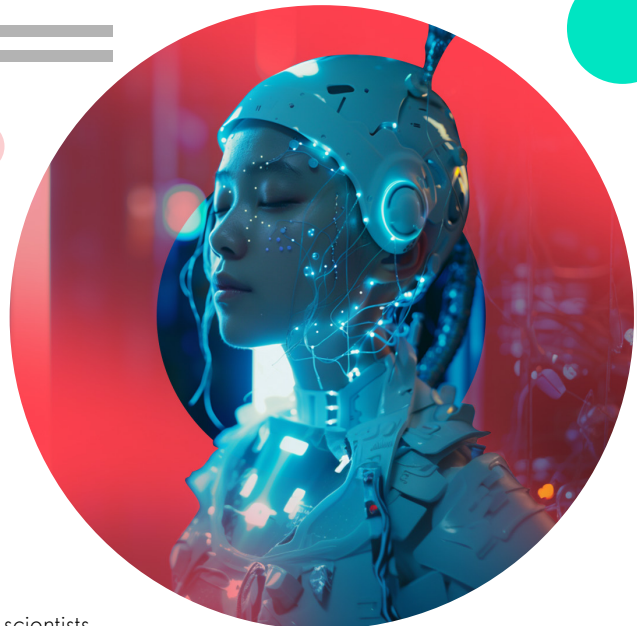
[Learn more](#)









AskBodhi

Built on our award-winning Bodhi platform and hosted on AWS with robust data governance, AskBodhi is our game-changing, groundbreaking, Generative AI end-to-end solution.

AskBodhi features scalable document and data ingestion, storage, processing, prompt tuning, and a slew of other technologies that are seamlessly integrated with AWS Bedrock and SageMaker. Compared to black-box models that obscure their internal workings and decision-making processes, AskBodhi uses a 'Glass Box' model, providing an interpretable, transparent ecosystem that can be customized or augmented with different tools and technologies to suit your needs. As an AWS-enabled enterprise-ready scalable ecosystem, AskBodhi covers end-to-end workflow from development to production.

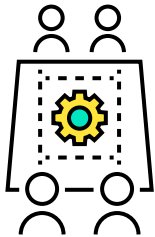


Key Challenges	AskBodhi Solution
 Complex technology environment and vendor lock-in risk	 Assessed, tested and fully integrated leading technologies, allowing you to focus on deployment and value creation
 Disparate and de-centralized deployment	 Best practices on logging, monitoring and guardrails consistently applied across all use cases deployed
 Data security and guardrails	 Robust data security, with the ability to ring-fence your data in an enterprise network and have programmatic guardrails to manage hallucination risks
AskBodhi is a transformative solution to deploy Gen AI at scale. <div> Discover more about AskBodhi. </div>	

Generative AI Transformation with Publicis Sapient & AWS

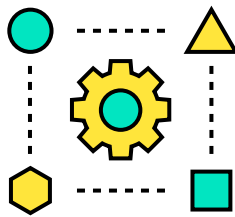
As an AWS Premier Partner and industry vertical solution leader, Publicis Sapient delivers enterprise-grade Generative AI solutions to unlock transformative value. Our proven data, AI/ML and digital innovation capabilities, combined with AWS's cutting-edge Gen AI technologies, enable you to accelerate your Gen AI journey.

We boast numerous end-to-end capabilities that can help you formulate a strategy to accelerate your Gen AI adoption, such as:



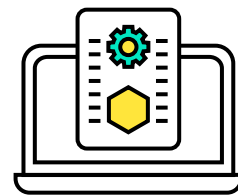
Strategic Workshops

Align your Gen AI vision through our customized visioning sessions.



Production deployment

Deploy, scale, and operate custom Gen AI solutions built on AWS infrastructure



Rapid Prototyping

Quickly build Gen AI POCs and test use cases leveraging Amazon Bedrock and SageMaker

LET'S CONNECT



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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.