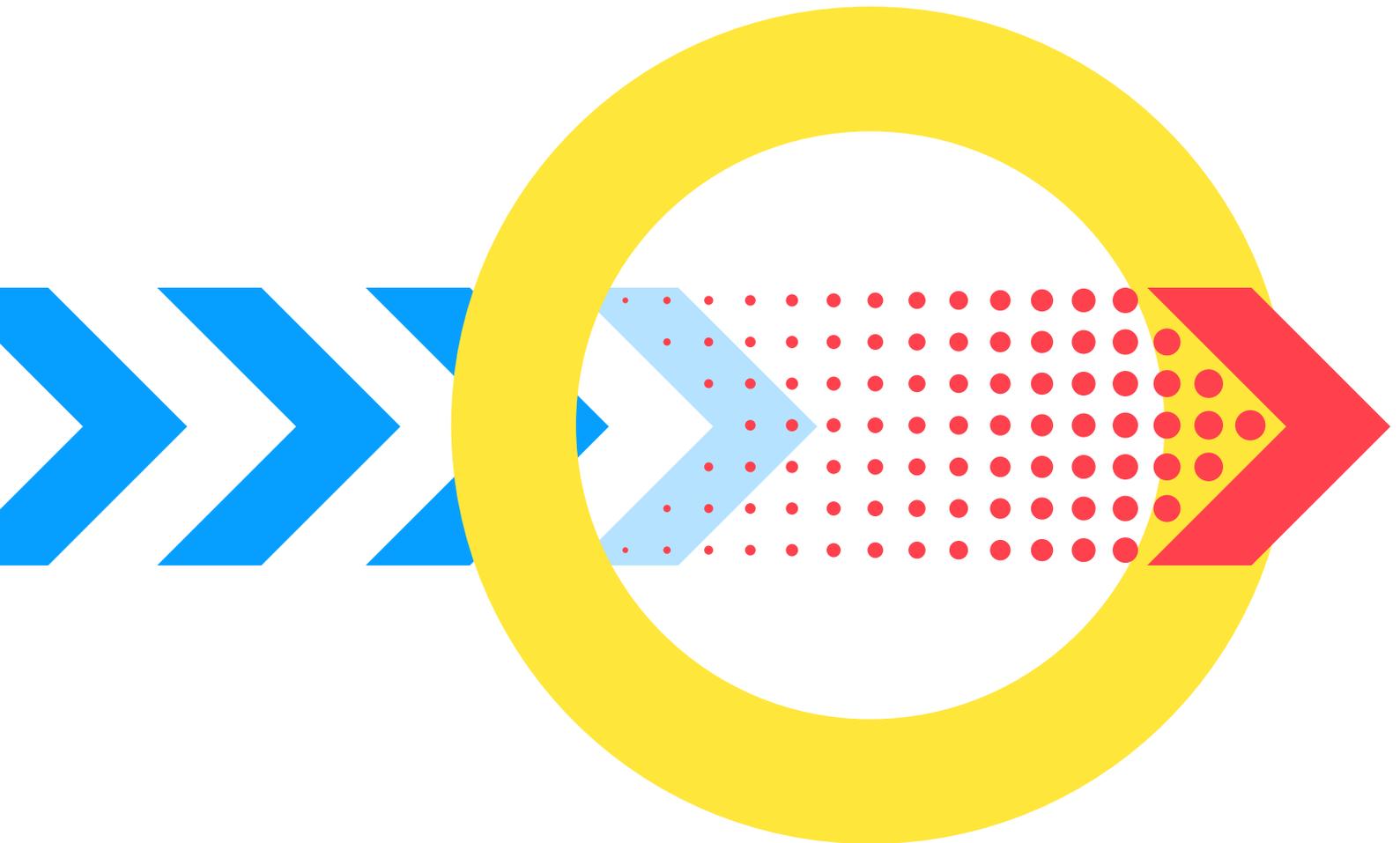


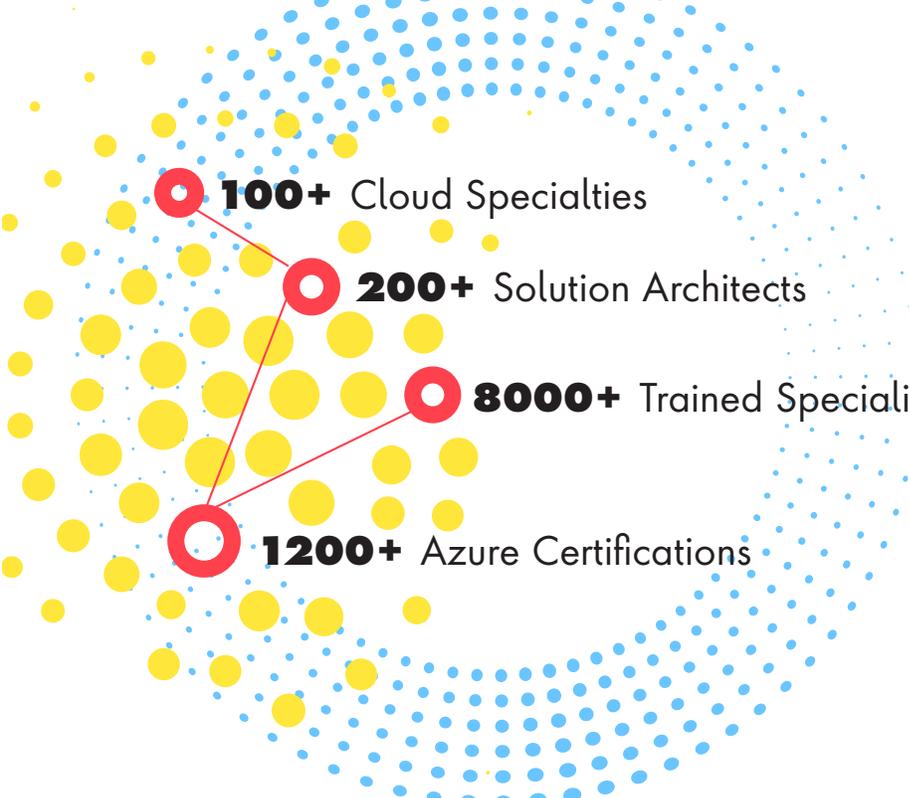
publicis  
sapien



# Unlock Next: Providing a Path to Digital

**PUBLICIS SAPIENT AND MICROSOFT**





**100+** Cloud Specialties

**200+** Solution Architects

**8000+** Trained Specialists

**1200+** Azure Certifications

- Gold **Data Analytics**
- Gold **Application Development**
- Gold **Cloud Platform**

For over 10 years, Publicis Sapient and Microsoft have shared a commitment to ensuring relevance through innovation and the delivery of digital solutions to companies around the world. Leveraging the best of Publicis Sapient's unique startup thinking skillset in digital business strategy, consulting, customer experience, marketing modernization, digital transformation, Data and AI, coupled with Microsoft's industry-leading ecosystem, encompassing cloud and enterprise solutions allows us to generate real business results and value for our clients.

Our global strategic alliance brings together leading-edge cloud technologies with specialist digital-first consulting services to help our clients thrive amid fast-changing market conditions.

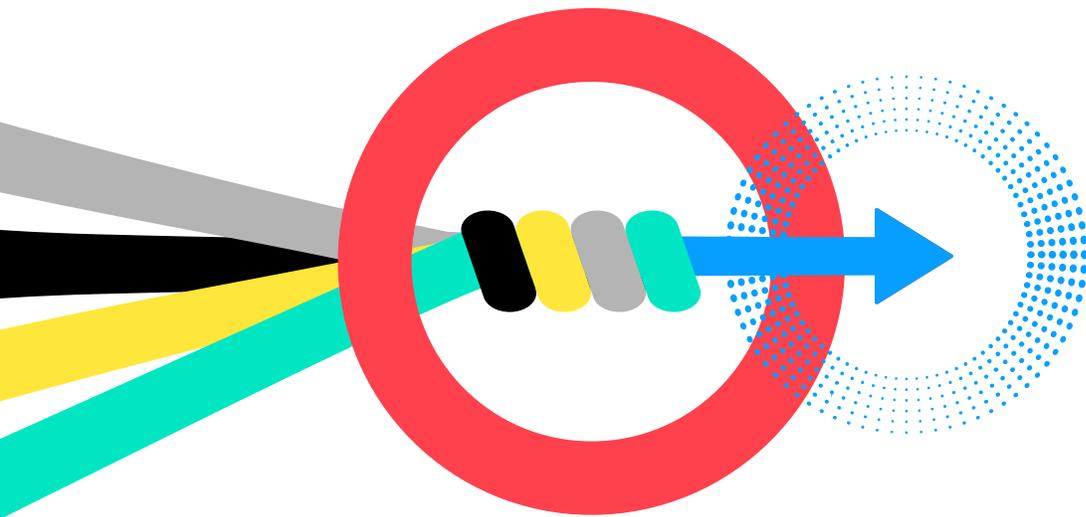
#### **PUBLICIS SAPIENT AND MICROSOFT: PROVIDING A PATH TO DIGITAL**

Publicis Sapient is a Gold Microsoft partner with competencies across Azure and Dynamics 365. Our commitment starts at the top—with an experienced leadership team and extends throughout our team of Microsoft platform experienced professionals globally.

#### **DEEP EXPERTISE ACROSS MICROSOFT'S TECHNOLOGY**

Publicis Sapient brings innovation and a wide range of digital transformation solutions to enable our clients to modernize, featuring Microsoft's industry-leading technology ecosystem. These solutions include:

- ▶ Building business enhancing solutions on top of Microsoft Azure technologies.
- ▶ Modernizing applications to take advantage of cloud technologies, including Microsoft PaaS services as part of Azure.
- ▶ Helping clients to become digital enterprises using the Microsoft Azure framework.
- ▶ Industry specific cloud solutions in Banking and Oil and Gas (see our client stories).
- ▶ Industry and solution accelerators that can be utilized to speed up development of digital platforms. These include accelerators around Data Lakes, AI and ML, Voice Assistants and Knowledge as a Service.



## Our Partnership and Commitment in Action

### **ANGLO-GULF TRADE BANK (AGTB)**

Anglo-Gulf Trade Bank (AGTB) was founded on the belief that the latest advances in technology, combined with innovative business, present great opportunities to reimagine and simplify trade banking. We provided the expertise, agile program management and systems integration for a consortium of partners, including Microsoft, whose technology powered the vision. Built at half the expected cost and brought online in half the time of any other player—AGTB is now the world's first digital trade finance bank.

### **MIRAL**

Miral is responsible for the destination management of several leisure, entertainment and cultural landmarks in Abu Dhabi. It is developing significant land banks on Yas Island and in Abu Dhabi, which will feature year-round leisure and entertainment amenities. These landmark projects have transformed the sector, strengthening the emirate's reputation as a global tourism destination. In collaboration with Publicis Sapient, leveraging Microsoft Azure, Miral created an immersive digital experience that positions Yas Island as a top global destination for leisure, entertainment, and business.

### **DIVERSIFIED ENERGY COMPANY**

The company partnered with Publicis Sapient to help transform their business by building an end-to-end value chain optimization platform—which is now poised to bring multi-million-dollar efficiencies in the form of increased revenue, and optimized operational costs. Microsoft Azure collects data from all transaction systems, finance and accounting systems to build a data lake. Data is then leveraged to create curated data bricks and a data warehouse. The end goal is to create a self-serving platform that enables business to make data-informed decisions.

Publicis Sapient was  
awarded 2017 Partner  
of the Year in Microsoft's  
Worldwide Azure  
High Potential (HiPo)  
Partner Program

## Let's talk

Contact us for a review of how our capabilities and Microsoft solutions can establish, augment, and extend your digital transformation.



**JOHN WESTON**

SVP, Global Microsoft Practice  
john.weston@publicissapient.com



Publicis Sapient is a digital transformation partner helping established organizations get to their future, digitally-enabled state, both in the way they work and the way they serve their customers. We help unlock value through a start-up mindset and modern methods, fusing strategy, consulting and customer experience with agile engineering and problem-solving creativity. As digital pioneers with 16,000 people and 53 offices around the globe, our experience spanning technology, data sciences, consulting and customer obsession – combined with our culture of curiosity and relentlessness – enables us to accelerate our clients' businesses through designing the products and services their customers truly value. Publicis Sapient is the digital business transformation hub of Publicis Groupe. For more information, visit [publicissapient.com](https://publicissapient.com).