



## Publicis.Sapient Creates OpenEnergy.ai, a New Approach to Delivering Enterprise Applications on Microsoft Azure

*OpenEnergy.ai can accelerate digital transformation with a connected intelligence platform built for the new digital age of oil and gas*

September 6, 2018 — **Houston, USA** — Publicis.Sapient, the digital business transformation hub of Publicis Groupe, in collaboration with Microsoft®, today announced OpenEnergy.ai, a secure, cloud-based platform specifically developed for energy clients, that standardizes and accelerates the development and deployment of new applications in a Microsoft Azure enterprise environment.

Energy companies face a perfect storm of significant margin compression and the need to transform legacy technology platforms to create a more agile, cost-effective infrastructure that will enable them to react to new market dynamics. The data these companies hold often reside in silos, reducing their ability to provide additional insights or correlations and thus limits the quality and richness of the services they can offer to clients.

Publicis.Sapient OpenEnergy.ai is a cloud-based digital transformation platform that is purpose-built for the future focused on enabling energy clients to quickly and agilely develop and deploy new offerings and capabilities. The platform modernizes enterprise architecture by taking advantage of Microsoft Azure services including Azure Machine Learning and Cognitive Services, making it easy to rapidly develop and deploy advanced business applications.

Standardizing an energy company's move to Azure, OpenEnergy.ai accelerates innovation. Organizations at each stage of the energy supply chain can quickly meet stream-specific challenges and adjust to market demands by building its own, or using customizable production-ready, applications on the platform.

The platform delivers out-of-the-box services, such as data ingestion, data transformation, rules engine, workflow, instrumentation, natural language processing (NLP), and machine learning (ML), all geared towards utilization by clients from upstream to downstream and power & utilities. Within this core services layer is a common energy domain model that minimizes design activity so users can focus more time on business use cases.

OpenEnergy.ai helps to create a seamless user experience by integrating all relevant data and stakeholders throughout the trade lifecycle. Users can review and place contract orders, manage approvals and alerts, facilitate communication between partners and track the trade at every stage of the journey.

It reduces total cost of ownership by eliminating a large upfront investment or long-term contracts. Instead, energy companies pay monthly only for the tools and services they need.

“OpenEnergy.ai is a platform built for the future with a low-code approach, utilizing Microsoft Azure, providing a flexible foundation for organizations to leverage ready-made business applications and establish a cloud-based enterprise infrastructure,” commented Arun Karur, group vice president and Microsoft alliance partner lead at Publicis.Sapient. “This approach supports companies to evolve and incorporate new technologies and services and enable energy companies to continue their transformation journey in the years to come.”

“We're delighted to further expand our growing relationship with Publicis Groupe and to collaborate with Publicis.Sapient to bring OpenEnergy.ai to market,” said Çağlayan Arkan, General Manager,



Manufacturing & Resources at Microsoft. “Cloud-based infrastructure can help accelerate business transformation efforts and reimagine an energy company’s infrastructure using the latest technology. OpenEnergy.ai offers a comprehensive ecosystem for building applications through a secure and proven platform, Microsoft Azure. It standardizes and accelerates the energy company’s transition to the cloud and the rapid adoption of new services and products.”

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**About Publicis.Sapient**

Publicis.Sapient, the Digital Business Transformation hub of Publicis Groupe, is purpose-built to help businesses transform for the digital age, enabling seamless adaptation to a world where consumer behavior and technology disruption are catalyzing social and commercial change. With 19,000 people and 100 offices around the globe, our expertise spanning technology, data sciences, consulting and creative enables us to deliver on complex transformation initiatives that accelerate the evolution, growth and value for our clients’ businesses. For more information, visit [www.publicis.sapient.com](http://www.publicis.sapient.com).

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