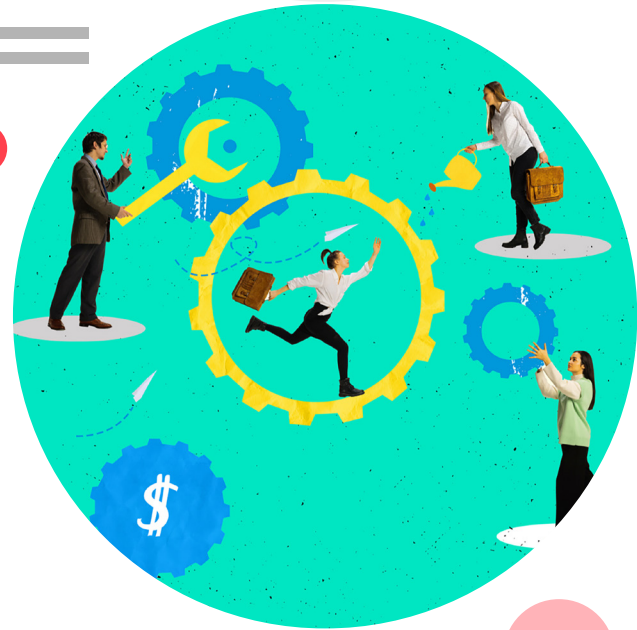# publicis sapient

Application and Infrastructure Management Services (AIMS)

*Sustain your digital transformation momentum*

Offering summary

Today's reality encompasses the coexistence of digital platforms with traditional and legacy systems which can lead to inefficiencies, data silos and increased maintenance and operational costs. Publicis Sapient brings the world's leading digital engineering capabilities with modern, predictive and smart Application and Infrastructure Management services to address these challenges and sustain efficient operations. With a seamless, flexible approach that integrates development and service management teams, this approach ensures a constant virtuous feedback loop that can directly improve the product, create positive business impact and reduce the overall cost of operations.

## Solving digital transformation challenges

Sustaining digital momentum requires the breakdown of traditional operational silos.

Traditional business metrics of innovation, velocity and growth stand in contrast to typical IT measures of success: efficiency, predictability and cost savings. But rather than being mutually exclusive, both sets of performance measures should be complementary and cyclical.
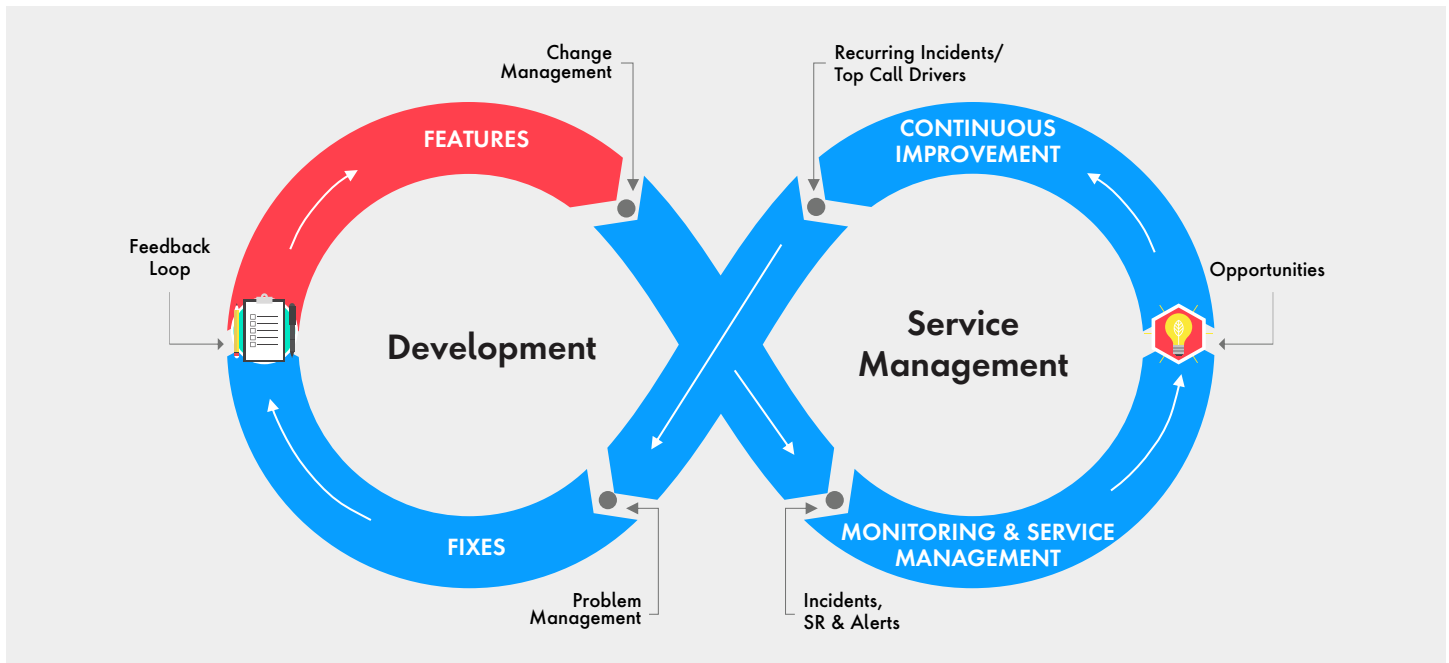
Publicis Sapient's AIMS offering is designed to bridge operational chasms, and problem-solve the most common operational key performance indicators (KPIs). These include:

1. **Velocity:** Modern digital applications embrace the integrated DevOps philosophy with Site Reliability Engineering (SRE) concepts that significantly shorten the time to release fixes and ensure better code quality. Our AIMS approach allows you to manage the new with the old, enabling a support organization that is cost-effective, yet growth-oriented.

2. **Efficiency:** AIMS is built on decades of application and infrastructure management experience and best practices. As an ITIL V4-compliant, fully managed service, AIMS teams leverage the latest IT service management (ITSM) tools to enable efficient multi-level support for a diverse set of applications and infrastructure, across the globe, with industry-standard service levels.

3. **Knowledge retention:** The handoff from digital product teams to efficiency-focused IT support teams is a complicated process that needs to be carefully orchestrated to avoid knowledge loss. Many times, the knowledge transition fails to capture the complexity of the digital platform, resulting in lower adoption and increased time to troubleshoot and resolve. Our knowledge transition approach utilizes modern knowledge management (KM) tools, rigorous training processes and the leveraging of Generative AI concepts to provide support teams with contextual information on the product they are managing.

4. **Predictability:** Using AI/ML, our proprietary Sustain platform (StEP) enables us to reduce time to fix, ticket volumes and system downtime while increasing user satisfaction by detecting patterns, predicting issues and automating fixes.

5. **Cost savings:** Continuous service improvement through automation, shift-left and self-help are key tenets of AIMS. Our teams have dedicated automation engineers who work closely with the engineering and IT teams to eke out every bit of improvement and cost savings through automation. In fact, most of our contracts feature a yearly cost reduction guarantee committed upfront through continuous service improvement levers.
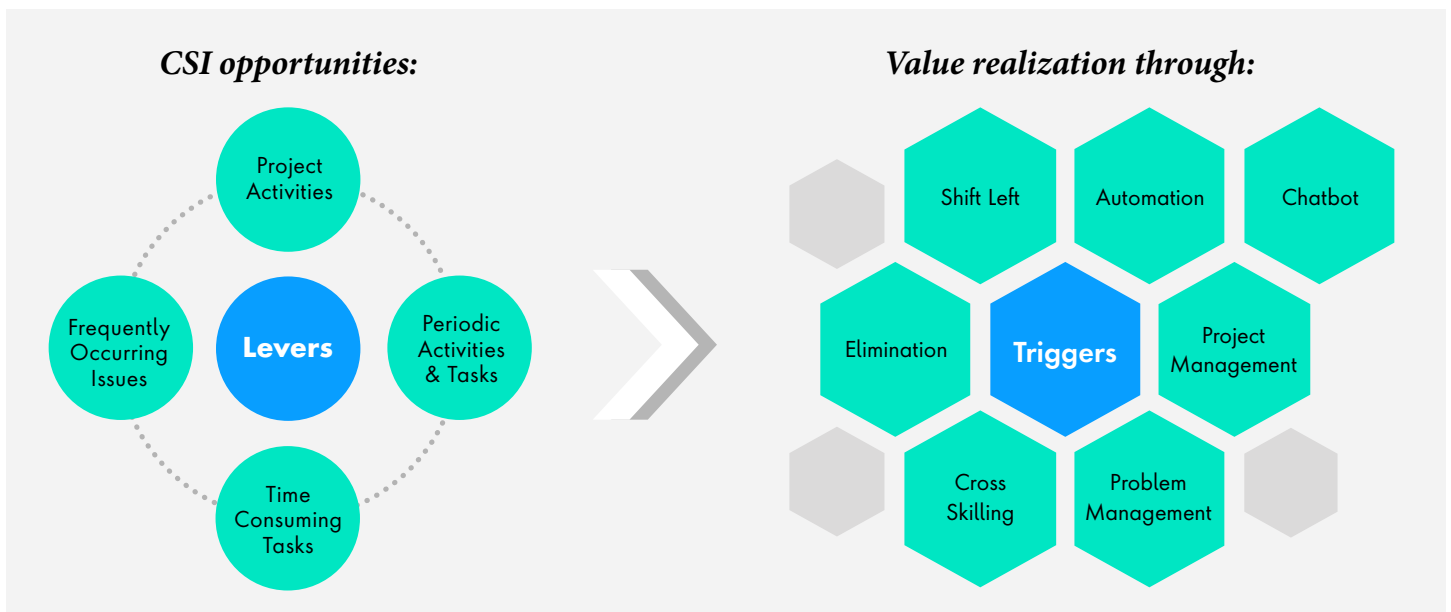
6. **Product quality and innovation:** This is where our unique approach to modern applications management shows some of its biggest impact. The StEP system creates a feedback loop between support and engineering teams, providing a stream of real usage information, business KPIs, user requests and usage trends to the product team. This enables product teams to prioritize product roadmaps, redesign features and innovate to sustain and protect platform performance and quality.

7. **Return on digital investment (BETA):** Our experts understand your business ecosystems and how complex technology interconnections drive your business results. The StEP platform comes equipped with business KPI templates that can be easily configured to track the performance of the business processes run by the systems we manage. This helps you protect digital ROI by identifying issues in your business operations, digital platforms and customer experiences.

Transforming challenges into opportunities

The lack of alignment between development and support holds back the achievement of business outcomes. Bringing these teams together drives sustained value realization.

1. **Digital transformation efforts suffer a loss of key tribal knowledge when a partner hands over the systems and applications to IT for support.** Our support engineers work on the transformation itself to understand the digital platform and maintain performance along with the transformation team, avoiding any loss of knowledge.

2. **Product and support teams work in silos, failing to share knowledge and best practices, resulting in extended times to repair problems and degraded performance.** The AIMS Sustain Engineering Platform (ITSM++) brings together service management and an integration tool stack optimized for digital.

3. **The knowledge transition fails to capture the complexity of the digital platform, leading to lower adoption and increased time to troubleshoot and resolve.** AIMS fosters collaboration across teams to resolve complex multiservice incidents, reducing response and resolution time.
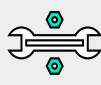
Sustain the impact of your digital transformation investment with Publicis Sapient's AIMS offering—benefits include:

Efficient and predictive digital business support	Prevent the loss of knowledge	Faster issue resolution	System performance monitoring	Boosted user experience	Relentless automation and process improvement	Data-driven service insightss

What sets Publicis Sapient apart?

We help you get the most from your data. Use it to improve business strategies, grow customer engagement and drive better outcomes by:

- Publicis Sapient brings deep business and technology know-how and a proven track record of delivering business outcomes.

- Our transformation team possesses extensive domain and technical knowledge about the systems being built. Utilizing our seamless integration philosophy, our engineers are involved in every stage of the digital transformation process. This allows for a heightened understanding of the digital platform and optimized performance.

- Our clients experience better and faster issue resolution because the teams that built the system are the ones solving the issues. We ensure your IT operations are led by metrics tied to business performance.

How we've made an impact

LARGE U.S. BEVERAGE COMPANY

The transformative solution:

- Site Reliability Engineering (SRE)
- Operational refinements, KPI-based tracking and toil improvements
- 24/7/365 support
- Bi-weekly deployment
- Automation, stability and cloud enablement
- Operational cost optimizations and performance improvements
- Platform re-architecture and experience redesign

The business impact:

- 99.99% application uptime
- 32 brand sites supported
- 85% reduction in application error count
- $1.3M reduction in total cost of ownership annually
- 30% reduction in major site outages
- 320 hours of toil reduced
- 12% improvement in auto-delivery success rate
- 25% improvement in cart page load time
- $100K reduction in infrastructure costs
- $1.25M additional revenue generated
- 5% fraud saved in auto-delivery orders by introducing fraud checks

CANADIAN SUPERMARKET CHAIN

The transformative solution:

- Site Reliability Engineering (SRE)
- 100,000 products (35K X 200 stores = 7 million catalog items)
- 500,000 customers
- More than 100,000 orders per month generating roughly CAD 16 million
- Average cart size of 50 Items
- 24/7 system support

The business impact:

- 127-hour toil reduction per month
- 84% reduction in production incidents
- Introduced chatbot for optimizing daily store operations
- Automated prioritization of tasks
- Automated generation of reports for daily Digital Adherence, Weekly Business Ops
- Consolidated dashboard across multiple monitoring tools to showcase application health

How we've made an impact *(continued)*

GLOBAL AUTO MANUFACTURER

The transformative solution:

- Implemented UMS substituting industry-leading APM tool Cisco AppDynamics
- Provided cost-effective solutions without compromising features and product quality
- Ensured sufficient lead time and timely resource staffing
- Ensured high availability and security provisions with increased scope for implementation
- Defined and documented detailed level of functional and non-functional requirements
- Prepared data flow diagram and physical architecture for complete solution defining server sizing, networks, security and high availability
- Enabled node- and cluster-wide TLS/SSL encryption for secure communication
- Anonymized PII data using custom ingest node pipelines
- Prepared alerting rules and integrated with MS Teams and email for notifications

The business impact:

- **UMS solution reduced cost from $200,000 to $62,000**
- **Provided user experience to more than 100 countries**
- **Managed 50-plus servers across multiple geo-locations**
- **Delivered greater than 50GB of data per data ingestion**

LET'S CONNECT

SAKET SINGH
Senior Vice President
Application & Infrastructure Management Services
saket.singh@publicissapient.com

SHRIRAM IYENGAR
Vice President — Business Development
Application & Infrastructure Management Services
shriram.iyengar@publicissapient.com

PRAVEEN DEHURY
Solution Lead
Application & Infrastructure Management Services
Praveen.dehury@publicissapient.com

For more information, visit **publicissapient.com/solutions**.

WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which, combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' 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 20,000 people and over 50 offices worldwide. For more information, visit **publicissapient.com**.