# Accelerate Digital Transformation with a Tailored Cloud & Infrastructure Solution

Meet 11 businesses taking the lead with innovation, efficiency and operational excellence



IN THE SPACE BETWEEN

NEXT and NOW IS HOW

## Contents

Introduction: Tailored Beats Off-the-Rack	03
Cloud and Infrastructure Strategy	04
Global British Retailer	
Leading Investment Firm	
Cloud and Infrastructure Build	07
Miral	
Multinational Insurance Company	
Large Retailer	
Cloud and Infrastructure Migration	11
Chevron	
Heathrow Airport	13
Nationwide Building Society	
Cloud and Infrastructure Security	15
Waldkliniken Eisenberg Orthopedic Hospital	
Leading Wealth Management Firm	
BJ's Restaurants & Brewhouse	
Why Publicis Sapient	19

### INTRODUCTION:

# Tailored Beats Off-the-Rack

The cloud has become the new town square—where customers, workforce, partners and suppliers meet to exchange information, obtain services and do business. What your cloud solution can (and cannot) do will shape the business for years to come, affecting customer experience, ease of scaling, security, compliance and agility.

What's the ideal cloud solution for your business? It depends on your challenges, aspirations, existing IT ecosystem and security and compliance needs. You can't get it off the rack.

That's where we come in. We'll tailor a cloud solution to precisely fit your requirements. Take advantage of our end-to-end cloud services to define your cloud strategy, build the platform and architecture, migrate your business functions to the cloud and implement the right security controls.

For inspiration, read on for the stories of 11 businesses using our tailored cloud solutions to scale new heights in innovation, efficiency and operational excellence.



## Cloud & Infrastructure Strategy

Cloud Advisory | Cloud Strategy | Assessment | Integrated Data Repository (IDR) | Data Lifecycle

Leverage our expertise in software and platform thinking to reimagine operations, align IT strategies with business goals, cut IT infrastructure costs and foster innovation.



## GLOBAL BRITISH RETAILER

Preparing for international expansion

#### **Imperative for Change**

A leading British retailer set a goal to triple their international business over five years. To succeed, they needed an e-commerce solution that performed great everywhere, scaled easily and delivered personalized experiences.

#### **Transformative Solution**

We advised the retailer on building a new flagship e-commerce website. Then we put the recommendations into practice with a tailored cloud solution based on Salesforce Commerce Cloud. Today, the retailer's marketing teams use Salesforce Marketing Cloud and Einstein AI to personalize content based on each shopper's segment and country. Marketers continually finetune segments to improve KPIs. Training in agile methods prepared the retailer's teams to manage and sustain the solution internally.

#### Services

Strategy & Consulting Technology & Engineering Data & Artificial Intelligence Marketing Platforms

Industry

#### **Business Impact**

The new strategy and cloud solution improved KPIs. Customer drop-offs decreased while cross-selling and conversion rates increased. Marketing spend is now optimized with targeted offers.

#### **Additional Outcomes:**

revenue boost in the last



Higher conversion rate

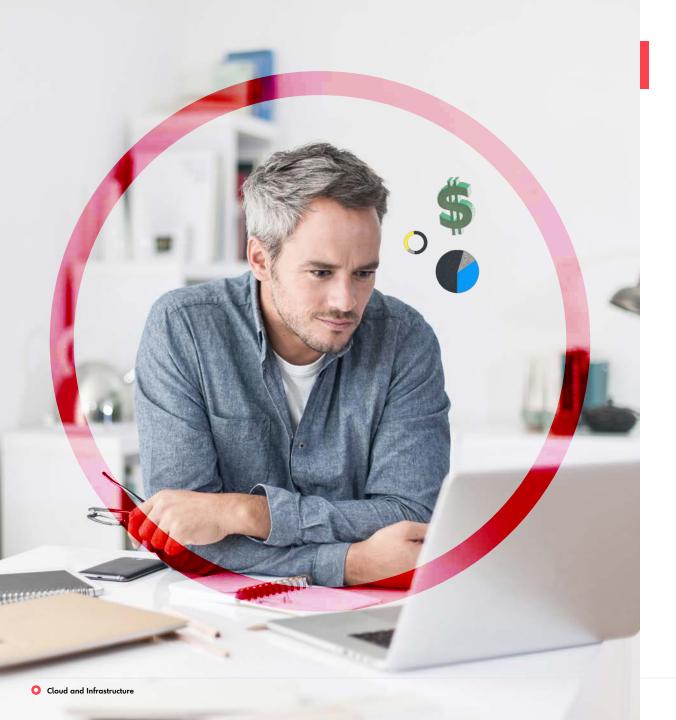


Increased cross-selling



Fewer customer drop-offs





## LEADING INVESTMENT FIRM

Charting a path to digital business transformation

#### **Imperative for Change**

To retain their market position and expand to new regions, this investment firm wanted to deepen engagement with prospects and existing customers. The homegrown digital platform wasn't up to the task.

#### **Transformative Solution**

The firm initially approached us about a new content management system. But after listening to company leaders' vision for expansion, we recommended they pursue a broader digital transformation. They agreed, and we began the engagement by conducting discovery sessions and assessing existing technology. Assessment in hand, we delivered a custom architecture for Adobe Experience Manager, integrated with Adobe Target and Adobe Analytics and augmented with additional security.

#### Services

Strategy & Consulting Customer Experience & Design Technology & Engineering Data & Artificial Intelligence Marketing Platforms

Industry Financial Services

#### **Business Impact**

Customers and prospects who visit the website now enjoy personalized content. Business teams track content engagement so they can retain what works and replace what doesn't. With a robust architecture and scalable Adobe cloud solutions, the firm can confidently expand their reach to new countries and markets.

#### Additional Outcomes:



Actionable insights to increase engagement



Cloud platform frees time for teams to focus on innovation



The scale to support expansion to new countries





## Cloud & Infrastructure Build

Foundation Setup | Infrastructure as Code | DevSecOps | Observability | FinOps Database Setup | Hybrid Cloud Build/Integration

Be ready for tomorrow with a cloud architecture tailored to your business strategy and priorities. Provision rapidly and manage cost-effectively with automation and infrastructure as code (IaC).



### MIRAL

Turning customer knowledge into revenues

#### Imperative for Change

Miral develops and manages Yas Island, a premier entertainment destination in Abu Dhabi. A key player in the country's plan to advance its tourism industry, Miral wanted to cross-sell and upsell attractions across the island's theme parks, shops, restaurants and golf courses. To create a "wall-less" experience across the entire island, the company needed to unify customer data spreads across different systems.

#### **Transformative Solution**

We helped make Miral's vision a reality by developing Yas Connect, a digital platform for all island attractions, built on Microsoft Azure. Each visitor has a unique customer ID. As visitors connect over Wi-Fi to use the Yas Island app or visit its website, the platform captures data about their activities, purchases and location, personalizing the experience based on real-time analytics. Targeted offers entice visitors to stay longer and return sooner.

#### Services

Strategy & Consulting Customer Experience & Design Technology & Engineering Data & Artificial Intelligence Marketing Platforms Product Management

Industry Travel & Hospitality

#### **Business Impact**

Hyper-personalized experiences helped Miral transform from an asset management company to a digital experience provider. Yas Connect helps Miral upsell, extend targeted offers, deliver more personalized services, identify opportunities for further property development and increase operational efficiency.

#### By the Numbers:

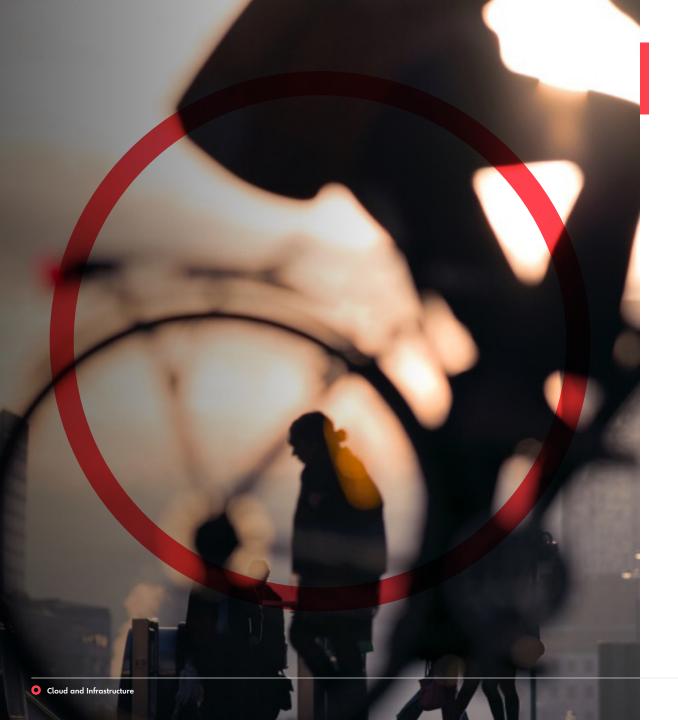
\$100M in new ticket sales in year one

20% expected year-over-year growth

37% of ticket sales through Yas Connect



**Stream the video** 



## MULTINATIONAL INSURANCE COMPANY

Scaling to expand to new geographic markets

#### Imperative for Change

Planning expansion to new Asia-Pacific markets, this challenger brand needed a way to set themselves apart from established competitors. Their plan: change the way people think about insurance by providing fresh customer experiences and easyto-understand products. To achieve their goals, the insurer needed a scalable, robust and secure content management system and digital platform.

#### **Transformative Solution**

We designed and implemented an end-to-end cloud architecture to support the company's expansion. It's based on Sitecore CMS, the content management system, and hosted on the Azure cloud. Using Azure DevOps Services, the company's developers can create and iterate software faster than they could with traditional methods. Azure Resource Management automates management of the cloud resources that apps need to deliver high performance.

#### Services

Strategy & Consulting Customer Experience & Design Technology & Engineering Product Management

#### Industry

Financial Services

#### **Business Impact**

With their new cloud-based CMS, the insurer can expand quickly to new markets and swiftly refresh content as customer expectations evolve. Reliable connections and fast page loads encourage prospects and customers to linger longer.

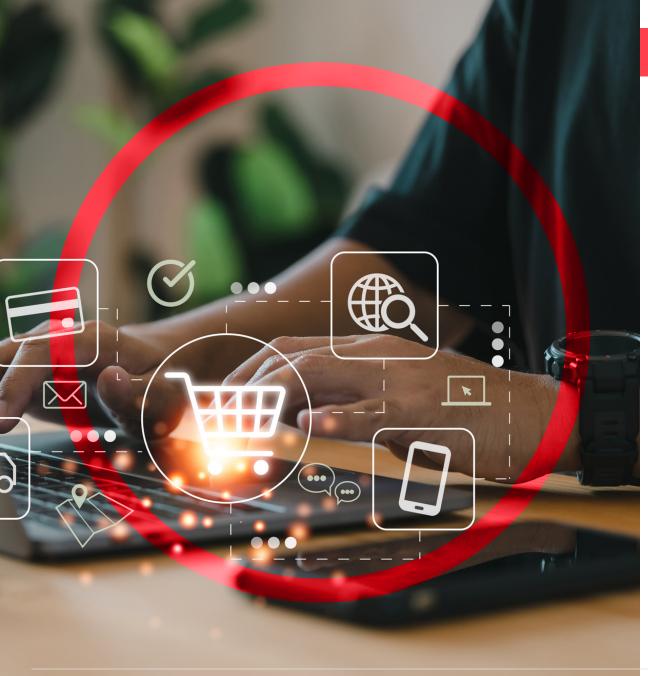
#### By the Numbers:

105% increase in session duration

48% decrease in bounce

35% faster page loads





## LARGE RETAILER

Shifting investments from infrastructure management to innovation

#### **Imperative for Change**

This domestic retailer wanted to attract customers and boost sales by delivering a superb e-commerce experience. As it was, maintaining the on-premises e-commerce platform siphoned time away from innovation. Upgrading to a modern, cloud-based e-commerce platform would liberate teams from the burden of managing the on-premises infrastructure.

#### **Transformative Solution**

We built a cloud-native e-commerce solution on Google Cloud Platform. Using the composable commerce approach, we integrated best-of-breed components like Drupal content management system and Apigee API management. A headless architecture—a user interface decoupled from the back-end logic—helps developers make ongoing enhancements and significantly boosts system performance.

#### Services

Strategy & Consulting
Customer Experience & Design
Technology & Engineering
Data & Artificial Intelligence
Marketing Platforms
Product Management

#### Industry

Retail

#### **Business Impact**

In its debut holiday shopping season, the new cloud-based e-commerce platform performed flawlessly—zero glitches. Unburdened by infrastructure management, developers have more time to innovate. The proof: release frequency is 25 times higher than before, and turnaround time for system enhancements decreased from five weeks to one.

#### By the Numbers:

\$30M

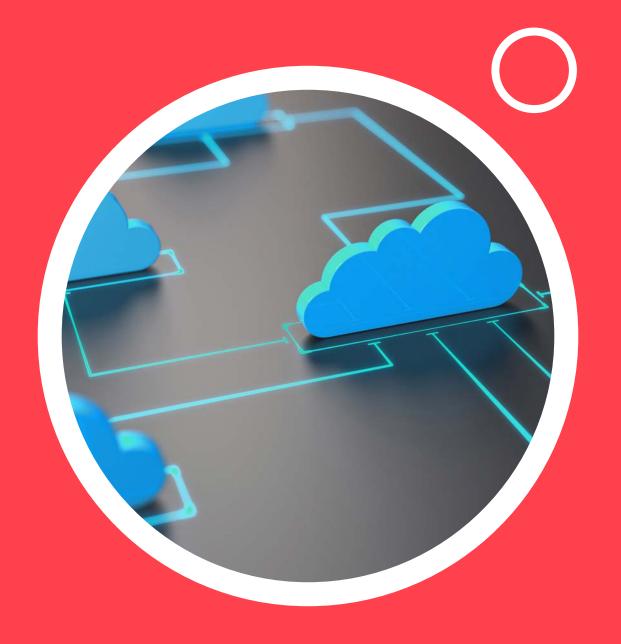
**50%**decrease in development costs

35% faster page performance

**80%**lower costs for onpremises components

Read the full case study

Cloud and Infrastructure



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# Cloud & Infrastructure Migration

Continuous Migration Factory | Proven Methods and Accelerators | Security Rearchitecting for Cloud

Rapidly migrate your networks, databases, infrastructure and platforms to the cloud. To reduce risk and make the move at scale, take advantage of our accelerators (reusable components) and "migration factory" tooling.



## CHEVRON

Fueling agility by migrating the supply chain data foundation to the cloud

#### Imperative for Change

To manage the flow of crude oil and refined products, Chevron ingests data from more than 200 internal and external sources. Hundreds of employees depend on timely supply chain data to make decisions that directly affect profitability. But the legacy on-premises data platform was difficult to scale, and periodic outages disrupted the business.

#### **Transformative Solution**

We worked with Chevron to migrate the supply chain data foundation to the cloud. During the project, we modeled more than 400 tables and 450 stored procedures and queries, migrating these as well as 200+ data integration jobs to Azure Data Factory. We designed cloud resources to deliver the high-performance Chevron needs to manage the supply chain and introduced agile ways of working.

#### Services

Strategy & Consulting Customer Experience & Design Technology & Engineering Data & Artificial Intelligence Marketing Platforms Product Management

#### Industry

Energy & Commodities

#### **Business Impact**

Chevron's 400+ users now have reliable access to all supply chain data and self-service tools for data exploration and analysis. Managing the cloud-based data foundation is simpler-no more on-premises hardware to upgrade or troubleshoot. And with the agile methods we introduced, developers can quickly introduce changes and scale the platform as demand grows.

#### By the Numbers:

45% faster query results data pipelines integrated

450 stored procedures and queries

tables modeled and migrated





## HEATHROW AIRPORT

Becoming a preferred airport by making the experience soar

#### **Imperative for Change**

Harried air passengers yearn for a single source of accurate information about dining, shopping and boarding status. London's Heathrow Airport wanted to give passengers a convenient digital app to ease their journey. Seeing information from multiple systems all together in one place would also boost revenue by helping passengers feel freer to grab a snack or buy a gift.

#### **Transformative Solution**

We worked with Heathrow to define the experience and visuals for a new website, shape the content and build a roadmap for migrating to Adobe Experience Manager. Just nine months later, the redesigned airport website was up and running, easing passengers' journeys. We also introduced agile methodology and helped design a digital strategy for retail offerings to make it more convenient for travelers in a rush to make purchases.

#### Services

Strategy & Consulting Customer Experience & Design Technology & Engineering

Industry Travel & Hospitality

#### **Business Impact**

During the peak of COVID-19, the new platform served as the main communications channel for passengers. Besides serving up dining, shopping and boarding information, the platform became the primary source for new pandemic protocols, terminal changes and other updates. The airport's engineering teams continue to adapt in anticipation of new customer needs, applying the agile methods we helped introduce.

#### By the Numbers:

38.9% higher conversion rate 29.2%

compared to previous







## NATIONWIDE BUILDING SOCIETY

Enriching customers' digital journeys on a secure, resilient cloud platform

#### Imperative for Change

Nationwide previously hosted their customer-facing applications on a tactical cloud platform. To strengthen security and gain economies of scale, the company decided to migrate customers' digital journeys to the enterprise cloud platform, called the Cloud Center of Excellence.

#### **Transformative Solution**

After conducting proofs of concept, we built a digital journeys platform on Amazon Web Services (AWS), integrating it with shared services and security controls. Reusable components and automation, including infrastructure as code (IaC), give developers more time for innovation.

#### Services

Strategy & Consulting Technology & Engineering Product Management

Industry

Financial Services

#### **Business Impact**

Migration to the enterprise cloud platform was accomplished with zero downtime-and in half the expected time. Reusable components and automation keep costs down. Nationwide's teams have what they need to sustain and continually improve the platform because we provided documentation, knowledge transfer, onboarding templates and a governance framework.

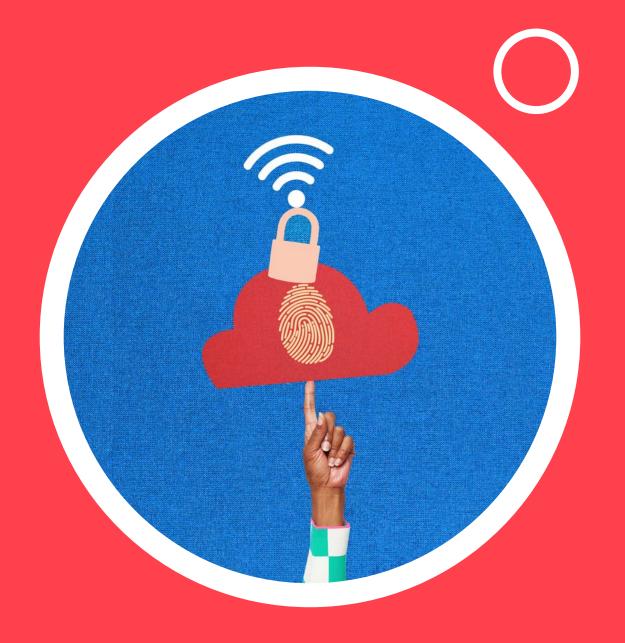
#### Additional Outcomes:

50% faster migration than expected









## Cloud & Infrastructure Security

Security Mesh | Data Security | Cloud-Native Security | Network Security | Zero Trust

Implement a resilient security strategy that addresses your company's risks and compliance requirements. Integrate security controls into your workflows so that they can't be sidestepped.



## WALDKLINIKEN EISENBERG ORTHOPEDIC HOSPITAL

Adding value during the treatment journey with a cloud-based patient portal

#### Imperative for Change

As part of Germany's push to digitally transform healthcare, the state of Thuringia funded a patientfocused e-health cloud for Waldkliniken Eisenberg, an orthopedic hospital. Technical challenges included complex medical processes, unconnected IT systems, stringent data protection laws and an ambitious nine-month timeframe.

#### **Transformative Solution**

We began by collaborating with hospital executives to compile a detailed list of requirements for patients and hospital users. Requirements in hand, we built a portal atop Salesforce Health Cloud, integrating with existing hospital information systems via MuleSoft. Patients can enter their medical histories on any device and conveniently view medical documents, appointments and notifications about prescriptions. The custom front-end includes Salesforce Community Cloud. The cloud solution complies with the German healthcare system's rigorous data protection and privacy requirements.

#### Services

Strategy & Consulting Customer Experience & Design Technology & Engineering Product Management

#### Industry

Health

#### **Business Impact**

Patients like the convenience of a secure digital portal to enter medical histories, access documents and manage appointments and prescriptions. Providers log in to manage treatment plans, care teams, appointments and more-all in one place. Hospital leaders rest easier knowing that sensitive healthcare data is protected in compliance with regulations. And with a convenient way to communicate with patients, the hospital can personalize treatment and interactions.

#### Additional Outcomes:



months to launch



Compliance with GDPR

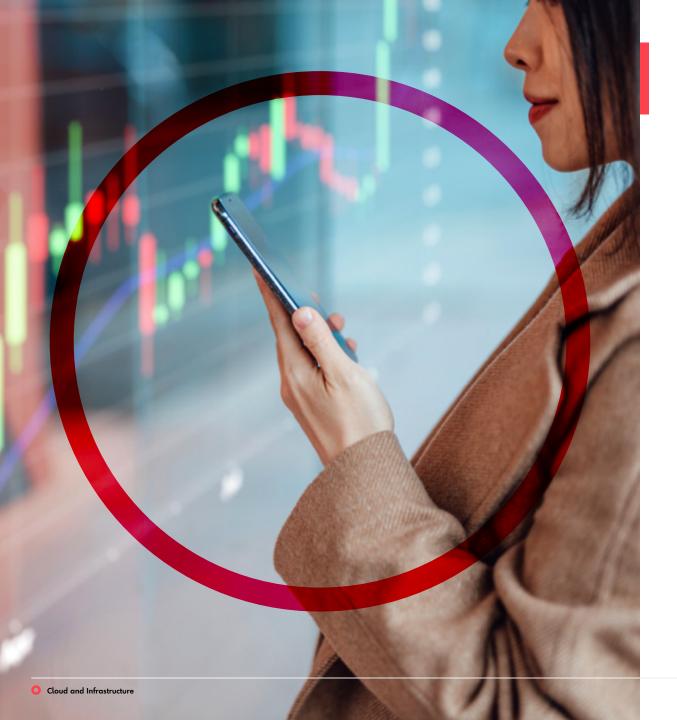


Time savings for healthcare providers



Better communications experience for patients





## LEADING WEALTH MANAGEMENT FIRM

Connecting advisors to the data they need—in a fraction of the time

#### Imperative for Change

A leading wealth management firm wanted to improve the experience for advisors using their platform for asset reporting, portfolio management and investment tracking. The firm aspired to deliver a Google-like search experience, with millisecond response times and ranked results. The solution would have to comply with the financial industry's stringent security and privacy requirements. Adding to the challenge, the new platform had to be up and running within eight months.

#### **Transformative Solution**

To avoid vendor lock-in and meet the ambitious timeline, we used the open source Elastic Stack platform. Logstash ingests log data and Beats ingests client and advisor data. We built a custom experience layer in Kibana, using Elastic Indexes for search and X-Pack for document-level security. Initially, we hosted the solution on-premises, later migrating to Elastic Cloud on AWS.

#### Services

Strategy & Consulting Customer Experience & Design Technology & Engineering Data & Artificial Intelligence

#### Industry

Financial Services

#### **Business Impact**

Now, advisors have near-real-time access to log advisor and client data. Ranked search results appear so quickly that nine out of 10 advisors now navigate with search rather than menus. Quick access to data helps advisors work more efficiently, freeing up time for the personalized service that attracts clients and builds loyalty.

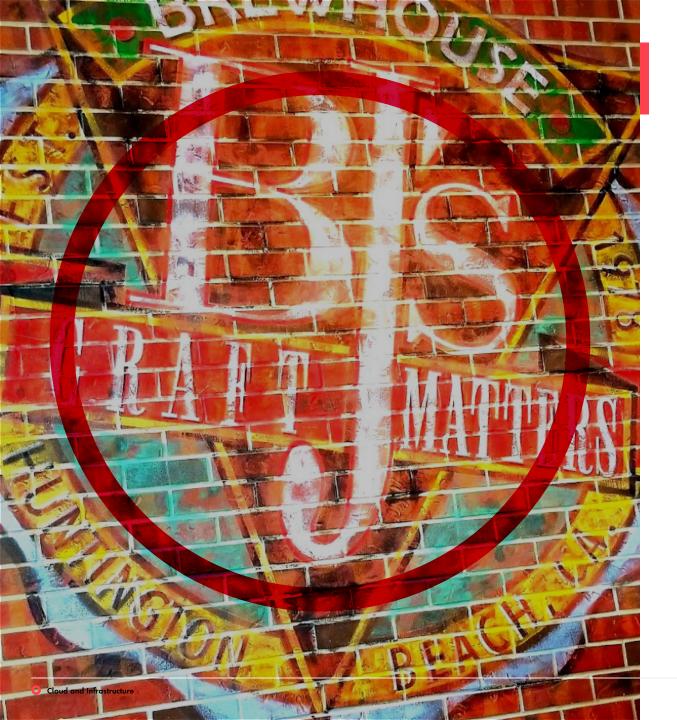
#### By the Numbers:

20K+ advisors using the platform

80% faster search response

90% of advisors prefer search to navigate to other platform functions





## BJ'S RESTAURANTS & BREWHOUSE

Delivering personalized guest experiences across multiple channels

#### Imperative for Change

To stand out in a crowded market, BJ's Restaurants & Brewhouse wanted to deliver personalized guest experiences as appealing as their fare. But each channel had its own content system, lengthening the time to launch campaigns and complicating search engine optimization (SEO). BJ's also wanted stronger cyber security controls to protect operations and customer data.

#### **Transformative Solution**

Working with BJ's to understand their vision for the guest experience, we mapped out different guest journeys. Then we built a secure, cloudnative architecture on AWS to make the vision a reality. All channels now share a single point of consumption for content and data, enabling synergy between business partners of different channels. The tailored cloud solution included a custom inhouse accelerator to speed up engineering, and AWS services for networking, computing, storage, security, monitoring and logging.

#### Services

Strategy & Consulting Customer Experience & Design Technology & Engineering Data & Artificial Intelligence Marketing Platforms Product Management

Industry Travel & Hospitality

#### **Business Impact**

Today, BJ's Restaurants delivers personalized guest communications at the right time. Marketers in all channels have visibility into guests' location and purchase history by date and time. Engagement and loyalty metrics have risen, leading to higher conversion rates, increased sales and repeat business.

#### **Additional Outcomes:**

20% faster foundational engineering, thanks to an accelerator



Conversion rates

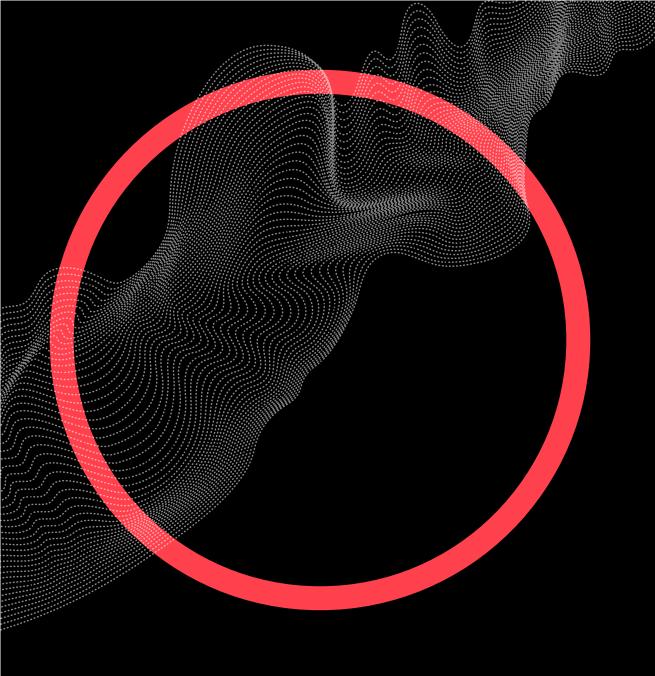


Sales growth



Repeat business





# What impact do these solutions hold for your business?

**Learn more** 

#### WHY PUBLICIS SAPIENT

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 by applying a startup mindset and modern methods, fusing strategy, consulting and customer experience with agile engineering and creative problem-solving. Digital pioneers with 20,000 people and 53 offices around the globe, our experience in technology, data sciences, consulting and customer obsession—combined with our culture of curiosity and relentlessness—enables us to accelerate our clients' businesses by 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.

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