

Sapient AI Solutions

Offering summary

Seize the transformational power of AI to give your business a competitive edge

AI is here—and it's fundamentally changing the world around us. AI is transforming business as we know it, and leaders are unlocking its full potential. As a people-first digital transformation partner, we know that AI will disrupt how we live, play, learn and work. This burgeoning technology is automating processes and tasks, creating new roles and reshaping industries—from banking to retail to travel and beyond.

More than a technology: AI is an ecosystem that must be built in order to unlock its full potential

While the buzz around AI and the need to build a surrounding comprehensive ecosystem may sound daunting, many of the challenges are quite similar to adopting other digital tools. Removing silos between data, modernizing existing technology and embracing a digital-first mindset are critical to getting the most value from your AI solutions. Fortunately, this is precisely what we have been doing for more than 30 years. We are uniquely positioned to help you uncover value across use cases that optimize revenue and increase efficiency with next-generation toolchains, enhanced workflows and advanced customer engagement strategies. Together, we can navigate this evolving technology landscape so that your business stays at the forefront of its digital transformation.

Reveal ever-changing digital business transformation opportunities with Sapient AI

By embracing the power of AI, you can elevate growth, increase efficiency and enhance customer and employee experiences across your enterprise. Impacting various aspects of your organization—from marketing and sales to operations to product engineering and research and development—AI facilitates data analysis, personalization, optimization and beyond.

We understand that the approach and scope of AI strategies will be unique to each organization. Whether you are looking to test and learn through specific use case implementations or transform your business with a new native large language model, our digital teams can help businesses unlock the full value of AI with the right approach and an ethical and sustainable AI strategy.

Our solutions address key opportunity areas for AI:



Sapient AI for Enterprise

Unlock the full potential of AI for your enterprise by building a technology foundation to help scale projects, simplify organizational changes and quickly modernize legacy systems. Our human-led, AI-assisted model both improves efficiency and innovation for your organization.



Sapient AI for Marketing

Enhance your marketing performance with AI to optimize your content development lifecycle and audience insights. Our scalable solutions leverage retrieval augmented generation to enable personalization, chat bots and customer segmentation –resulting in improved campaign performance.



Sapient AI for Sales

Amplify the impact of your sales organization with AI-enabled tools that quickly address complex customer needs, recommend personalized solutions and generate RFP responses. AI can accelerate the sales process while also improving customer experience, resulting in business growth.

Building your AI ecosystem

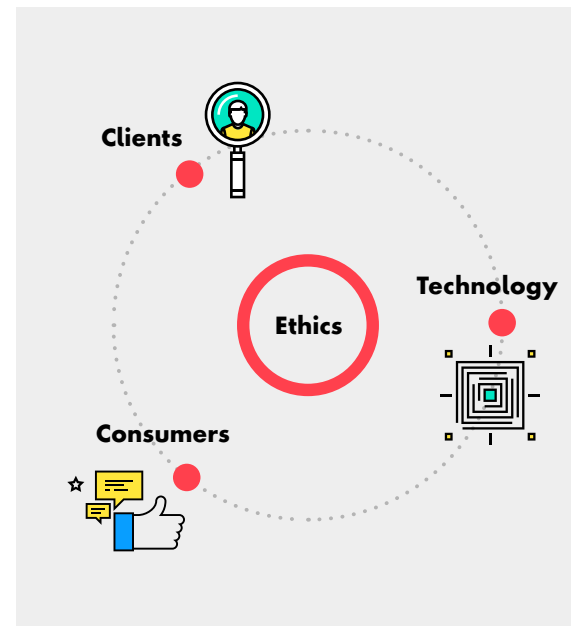
Harnessing the full power of AI requires a solid foundation. This means having a collaboration of key ecosystem partners with ethics at the core to ensure the responsible development of AI solutions. Our comprehensive approach focuses on the various components of the ecosystem:

Clients: Build your fundamental knowledge of AI through workshops, hackathons, demos and proofs of concept. With a robust, comprehensive strategy—which includes defining the business case for implementation, prioritizing investment in the highest-value use cases and outlining the capabilities necessary to drive successful outcomes—you can better unleash the full potential of the technology.

Technology: Ensure alignment between business objectives and AI initiatives with a technology-driven approach, which includes quickly established generative AI sandboxes to test use cases and define and execute against the key challenges at scale, such as data segregation, security loading and ingestion and mitigating key risks.

Consumers: Using our holistic approach, you can be assured that your AI solutions cater to the needs and expectations of your consumers and enhance their experiences while adhering to ethical considerations and mitigating potential risks.

Ethics: Ethics occupies a central position in the ecosystem, highlighting the importance of ethical considerations as the foundation of AI implementation. By placing ethics at the core, the ecosystem ensures responsible and transparent practices that build trust and protect the well-being of individuals and society as a whole.



AI business outcomes

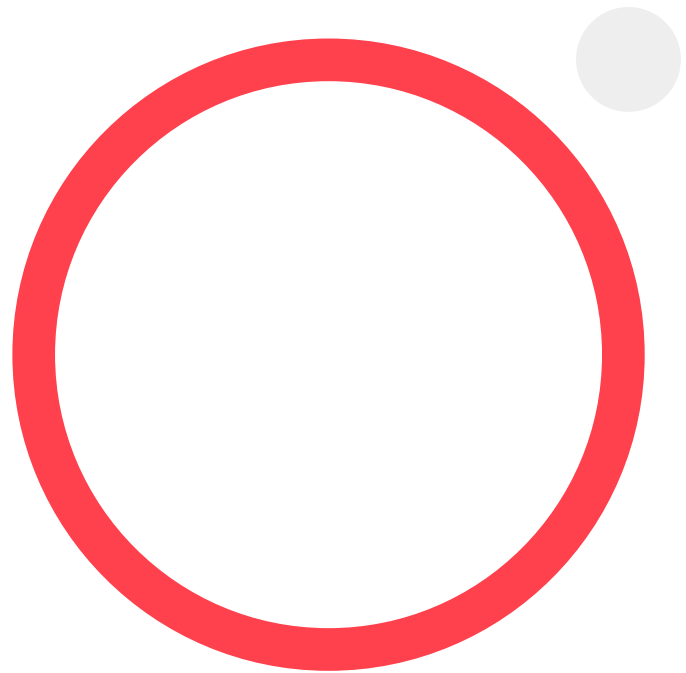
- Turn the hype into business results
- Meet fast-changing customer expectations
- Unlock new insights to drive a data-backed strategy
- Build long-term solutions rather than quick fixes
- Reduce costs and unlock new revenue streams

What sets Publicis Sapient apart?

We take a different approach to AI. Many AI solutions today focus on solving immediate problems. Our team of data and AI experts considers your entire enterprise data landscape. This deep understanding allows us to help you unlock the full potential of your existing knowledge assets, crafting long-term solutions tailored to your specific needs.

We've been on our own AI journey. As digital natives, we pioneered our own AI strategy, resulting in successful products like Bodhi and PSChat. Now, recognized as a 2023 Market Leader in Generative Enterprise Services by HFS, we're here to help you unlock the transformative power of AI for your organization.

For more information, visit <https://www.publicissapient.com/solutions/sapient-ai-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](https://www.publicissapient.com).