

Generative AI Solutions

Offering summary

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

Generative AI is here—and it's fundamentally changing the world around us. Generative 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 generative 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.

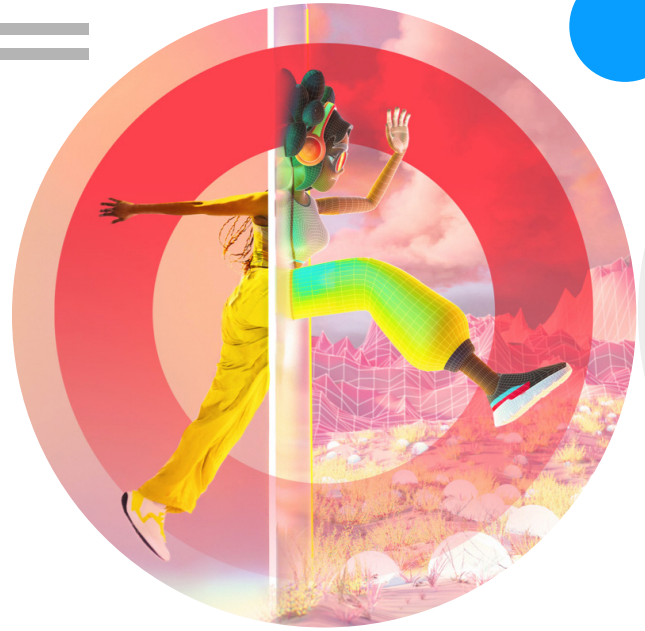
More than a technology: Generative AI is an ecosystem that must be built in order to unlock its full potential

While the buzz around generative 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 generative 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 AI

By embracing the power of generative 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—generative AI facilitates data analysis, personalization, optimization and beyond.

We understand that the approach and scope of generative 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 generative AI with the right approach and an ethical and sustainable AI strategy.



Our offerings address key opportunity areas in generative AI:

Generative AI Strategy

Unleash the generative AI capabilities that make the most impact for your business through a secure and strategic approach. From developing a data strategy for generative AI to addressing AI change management, we can help you develop the optimal approach for your business.

Generative AI Enterprise Implementation

Move from generative AI hype to realizing game-changing value at scale. We ensure seamless implementation and tangible value realization, from technology and data platforms to change and AI risk management.

Generative AI Use Cases

Explore specific generative AI applications on a faster timeline. By experimenting with AI and continuously piloting use cases in a secure environment, your business can innovate faster and activate high-priority deployments.



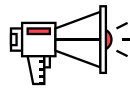
Conversational Interfaces

Serve your customers via conversational generative AI platforms that use chatbots trained on enterprise data



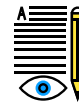
Insights Generation

Uncover information and generate insights efficiently from disparate documents and knowledge sources using generative AI for data analysis



Marketing and Advertising

Personalize messaging and optimize your marketing and advertising processes for greater efficiency using generative AI tools



Salesforce Enablement

Amplify the efficiency and effectiveness of your sales teams to prepare for meetings, craft compelling pitches and share insights through generative AI sales enablement



Product Engineering

Increase efficiency across product engineering, code creating, testing, deployment and support using generative AI for product design

Building your generative AI ecosystem

Harnessing the full power of generative 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 generative AI solutions. Our comprehensive approach focuses on the various components of the ecosystem:

Clients: Build your fundamental knowledge of generative 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 generative 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 generative 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 generative 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.



Generative AI business outcomes

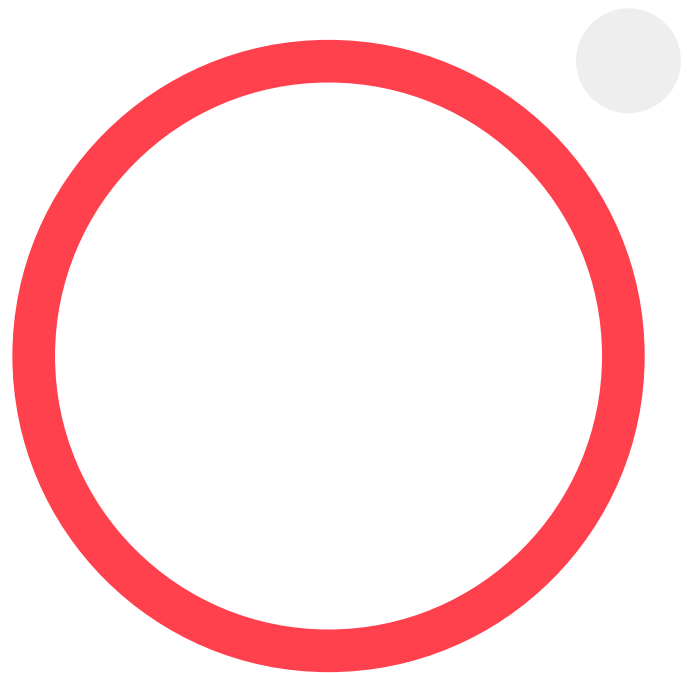
- Turn the hype into business results
- Unlock new insights to drive a data-backed strategy
- Reduce costs and unlock new revenue streams
- Meet fast-changing customer expectations
- Build long-term solutions rather than quick fixes

What sets Publicis Sapient apart?

We take a different approach to generative AI. Many generative 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 generative AI journey. As digital natives, we pioneered our own generative AI strategy, resulting in successful products like AskBodhi 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 generative AI for your organization.

For more information, visit <https://www.publicissapient.com/solutions/generative-ai>.



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).