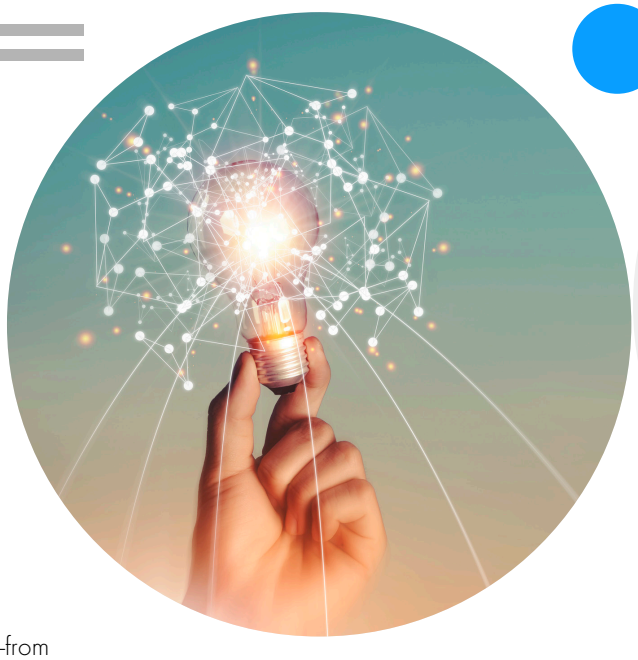
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Generative AI

Strategy

Offering summary

Embrace the generative AI opportunity that is transforming how businesses operate

Generative AI has the power to transform every function within a business–from customer service to finance to supply chain. Early adopters–notably in the software development, marketing and customer service spaces–are seeing their generative AI bets paying off, but many businesses who want to jump on the bandwagon are unclear about where to start, how to navigate the exponentially expanding landscape of tools, how to identify and manage the risks and how to value the potential upside and estimate the investment required. A holistic and flexible generative AI strategy will help your business identify the right opportunities, and quickly capture them.

Solving digital business transformation challenges

Publicis Sapient works with organizations across industries to build holistic generative AI strategies that identify not only the potential opportunities to drive revenues, productivity and efficiency but also the organizational capabilities required to capture these opportunities.

In developing a generative AI strategy, we typically address factors such as the landscape, readiness and quality of our clients' data, existing systems and technology roadmaps, business objectives and strategies and organizational impacts such as training and workflow redesign.

Publicis Sapient can support you in maximizing the generative AI opportunity by:

- Developing a comprehensive strategy to harness the power of generative AI across your business, unlocking value across the board.
- Defining the highest-value opportunities, the necessary capabilities and an executable roadmap to achieve this future vision.
- Enabling the data, technology and operating model to continually capture value and build your competitive advantage by leveraging generative AI.

1 Value drivers

Value propositions
• Use cases • Concepts • Products and applications

2 Capabilily enablers

Experience	Intelligence	Data	Technology	People, Organization & Governance
• Experience strategy • Experience design • App build/ integrations • Generated content • Innovation	• Model creation • Data preparation & transformation • Model evaluation & optimization • Model deployment	• Data architecture • Coverage & quality • Data management • Data governance • Identity & consent management	• Infrastructure • Security • Model development & management • Operations • QA, monitoring & observability	• Governance & ethics • People & training • Organization & processes • Operating model • Adoption

Typically, there are three approaches to building a generative AI strategy for organizations:



Enterprise executive strategy

A top-down approach in which the enterprise organizes its generative AI strategy around key areas of value and understands major capability changes



Concept strategy

A bottom-up approach in which enterprises build a generative AI strategy from hypotheses on how to apply generative AI value and flesh out use cases to confirm value



Line of business strategy

A hybrid approach in which enterprises make value-led bets on generative AI solutions

Whether you seek to develop an enterprise-wide generative AI strategy or focus on a specific functional area like marketing, regardless of your digital maturity level, we can help identify the right opportunities and capability needs to drive your desired business outcomes.

Generative AI Strategy business outcomes:

- Make the right changes to achieve long-term profitability and sustainability
- Meet evolving customer expectations
- Maximize AI investments
- Embed ethics and security into generative AI capabilities
- Scale generative AI capabilities

How we've made an impact:

AMERICAN CLOUD & TECH SERVICE PROVIDER

The imperative for change:

- With the advent of generative AI, this leading American cloud & tech service provider saw opportunities and threats to their business model
- Facing pressure to deliver an improved customer experience with a limited number of support resources, our client sought novel ways to effectively deploy generative AI to support their Customer Experience & Success (CXS) functions and deliver improved customer support
- In parallel, this client's competitors were announcing new generative AI offerings or initiatives, and our client needed help cutting through the noise

The transformative solution:

- We helped the client define their generative AI strategy by engaging with stakeholders across the business to identify 30+ generative AI concepts and develop eight detailed concept cards for customer and employee use cases
- We identified the value unlocked from each of the eight concept cards and defined feasibility of implementation
- We developed a value- and feasibility-based prioritization to deliver the concepts in the best order and guide our client on which three to begin developing first



The business impact:

- **The CXS organization was able to present a strong case for implementing generative AI tied to value and feasibility**
- **30+ concepts identified**
- **$50M ARR identified from implementing the top 3 concepts**
- **$90M+ total ARR unlocked from implementing all 8 detailed concepts**

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PUBLICIS GROUPE

The imperative for change:

- The generative AI revolution is changing the professional services industry, and Publicis Groupe needed to define a path to grow and maintain their leadership position

The transformative solution:

- Development of natural language query for consumer insights using Epsilon's capabilities
- Automation of audience microsegmentation for consumer demand spaces targeting
- AI-driven models enabling hyper-personalized message delivery by integrating inventory, consumer data, and online/offline channels

The business impact:

- **Building AI solutions to support ~40 use cases across 4 prioritized industry verticals**
- **Multiyear $300M investment to support AI ambition and transformative agenda**
- **Increased market cap by $1B at investor announcement**
- **Generated interest and engagement from Fortune100 CMOs**

PHARMACEUTICALS COMPANY

The imperative for change:

- Pharma content creation for marketing and medical teams is mostly outsourced to various agencies, mainly for U.S. brands. The current volume is inadequate for personalized campaigns, particularly for non-U.S. content due to lower budgets and limited content reuse

The transformative solution:

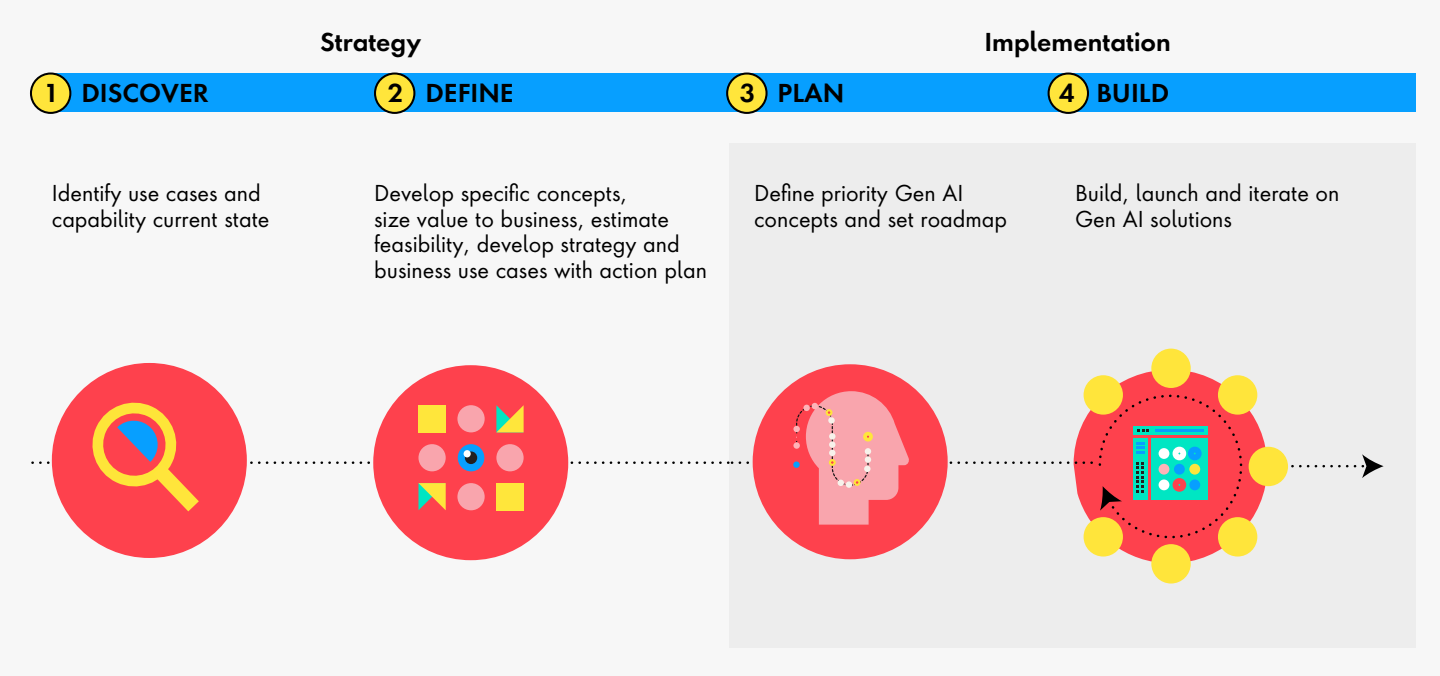
- We developed two proprietary generative AI tools for our client to help improve their efficiency
- The first is a generative AI tool for marketing, designed to empower marketers in generating personalized banners, emails and core visual aids on a scalable basis. This tool is able to facilitate international expansion, localize content and efficiently repurpose existing content
- The second tool is specifically crafted for the creation of medical PowerPoint content. It summarizes medical publication content and automatically compiles the summary into a PowerPoint slide template, serving as a first draft

The business impact:

- **35%-45% percent cost reduction on select content creation tasks and copywriting across the organization**
- **$100M+ in annual savings projected**
- **~20% of savings comes from cost reduction due to time-saving for content generation (lower agency spend)**
- **~80% comes from cost avoidance by enabling 4–5x higher content volumes needed to empower all brands and countries to engage customers (HCPs/ patients) with the required content**

What sets Publicis Sapient apart?

- We've experienced the transformation firsthand—we pioneered our own generative AI strategy, resulting in successful services such as AskBodhi, PSChat, and PS AI Labs
- We were recognized as a 2023 Market Leader in Generative Enterprise Services by HFS
- We are uniquely positioned to solve problems and unlock opportunities through our three-lens model (Customer, Business and Capability)
- We account for all organizational impacts and needs through a holistic approach rather than pointed solutions
- We deliver quick value with our SPEED model[1] —ensuring a seamless transition from strategy to implementation



1 Publicis Sapient's cross-craft strategy that encompasses five core offerings (Strategy, Product, Experience, Engineering, Data & AI) to deliver a holistic organizational transformation.

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**.