

# Scaling Innovation Through a Global Retail GCC



## GCC Partnership

The company, one of the largest grocery retailers in the world, has engaged in a strategic partnership with Publicis Sapient to support its engineering transformation. Initially focused on staff augmentation, the partnership has evolved into co-creation across engineering, product, and data functions, becoming integral to the retailer's strategic initiatives.

These initiatives include critical programs such as colleague transformation, loyalty enhancements, and supply chain optimization. With a team size peaking at 220 and stabilizing at 170, the partnership has fostered strong relationships with the retail company's senior leadership in London and India.

## Key Differentiators

A key solution that has driven the success of the retailer's transformation journey is the ability to embed senior leadership directly within its teams. This approach allowed the shift from traditional staff augmentation to co-creating tailored solutions for critical business functions.

By aligning leadership and expertise closely with the company's strategic objectives, the partnership has delivered innovations across key areas, including pricing and promotion strategies.

In a competitive landscape, this co-creation model has been instrumental in delivering transformative outcomes in the retailer's engineering and product development efforts.

## Road Ahead

The partnership has significantly enhanced the retailer's operational capabilities and strategic initiatives. By exploring new avenues such as the company's marketplace and identifying opportunities in manual testing, the collaboration has paved the way for higher-end transformative work that aligns with its growth objectives.

As the retailer's digital maturity has increased, particularly in India, the partnership has successfully supported operational managers and senior leadership, ensuring that the organization remains agile and responsive to changing market demands. Through continuous adaptation and alignment with the company's evolving needs, the partnership has deepened its impact on its long-term strategic goals, driving innovation and enhancing overall performance.