

Publicis Sapient + Microsoft:

# Generative AI



## Offering summary

Generative artificial intelligence (AI) is here—and it’s fundamentally changing the world around us.

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—and it is sparking opportunities for even greater innovative business transformation.

## 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, all while balancing technology with elements of the human touch.

Fortunately, this is precisely what we have been doing for over 30 years, uniquely positioning us to help you uncover value with dynamic generative AI solutions designed to 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 everchanging digital business transformation opportunities with Microsoft Azure AI

By embracing the power of generative AI to create personalized experiences, build innovative solutions and drive meaningful outcomes, 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, operations, product engineering and research and development to corporate functions—generative AI facilitates analysis and extraction from large datasets. This allows for generation of diverse content and visuals and enables human connections through real-time translation and content assessment for accessibility and inclusivity. In addition to offering hyper- personalization for customer experiences, it also plays a pivotal role in helping to streamline operations by automating repetitive and time-consuming tasks, freeing up valuable resources.

## Driving innovation with AI on Microsoft Azure



### Spot the opportunity:

Define a strategic agenda and prioritization framework.



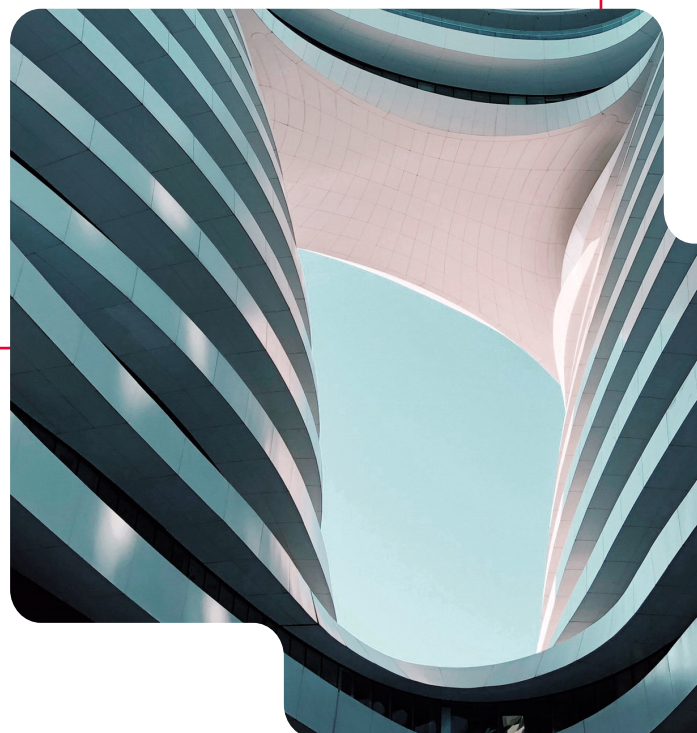
### Test and learn:

Create flexible technical platforms and enrich existing tools to gain a competitive advantage.



### Scale your success:

Establish the right organization and scalable governance over time.



# Building your generative AI ecosystem with Microsoft Azure AI

Harnessing the full power of generative AI requires a strong and 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:

<b>Clients</b>	Build your fundamental knowledge of generative AI with Azure Cognitive Services & Azure OpenAI—which includes defining the business case for implementation, prioritizing investment in highest value use cases and outlining the capabilities necessary to drive successful outcomes—you can better unleash the full potential of the technology.
<b>Technology</b>	Ensure alignment between business objectives and generative AI initiatives with a technology-driven approach which includes quickly established Azure OpenAI 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.
<b>Consumers</b>	Build your fundamental knowledge of generative AI with Azure Cognitive Services & Azure OpenAI—which includes defining the business case for implementation, prioritizing investment in highest value use cases and outlining the capabilities necessary to drive successful outcomes—you can better unleash the full potential of the technology.
<b>Ethics</b>	Ethics occupies a central position in the ecosystem, highlighting the importance of ethical considerations as the foundation of generative AI implementation. By placing ethics and leading with Microsoft Responsible AI principles 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.

## What sets Publicis Sapient apart?

Transform the way you do business across your enterprise with Publicis Sapient's comprehensive approach to generative AI. Together, we can successfully navigate the generative AI landscape, unlocking its full potential for innovation, value creation and sustainable growth.

Apply generative AI in your organization with capabilities that include:

- Generative AI quick-start workshops
- Generative AI strategy
- Hackathons, demos and proofs of concept
- Ethics, governance and risk
- Use case development and implementation
- Generative AI lab and sandboxes
- Enterprise-level generative AI implementation

Visit our [Microsoft partner](#) page for more information.

# Let's connect



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## Why Publicis Sapient

Publicis Sapient is a technology company that provides enterprise AI platforms and services. With over 30 years of digital business transformation experience, we enable enterprise clients to transform how they operate and serve their customers, unlocking new value and enabling them to thrive in an AI-driven world. Our platforms Sapient Slingshot, Sapient Bodhi and Sapient Sustain use AI built off this deep enterprise context to help organizations modernize their legacy tech systems, build agentic solutions, and automate their IT operations. The combination of our AI platforms and the expertise of our people enables us to deliver faster and more effective outcomes through solutions that are specific to the unique needs of our clients' businesses, their industries and their customers. Publicis Sapient is the technology hub of Publicis Groupe, uniting 20,000 people worldwide across 28 countries.

For more information, visit [publicissapient.com](https://publicissapient.com).