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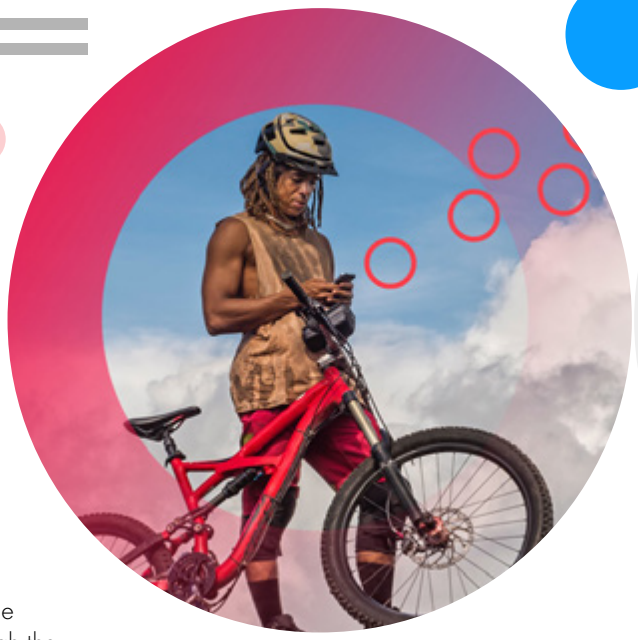
Google Cloud



Cloud Acceleration Platform (CAP)

Offering summary

Publicis Sapient + Google can help your organization navigate the route to a cloud-native structure with a comprehensive set of services. Our Cloud Acceleration Platform (CAP) on Google Cloud paves the way for faster cloud adoption and migration.

CAP speeds up the process from months to days so enterprises can start utilizing the power of the cloud sooner. With a pre-built landing zone, tailored guidance through the whole process and a suite of custom resources, CAP allows you to focus on your business and customers.

Publicis Sapient and Google help enterprises fast-track their journey to the cloud

Setting up a cloud infrastructure can be complex and challenging. Multiple teams have their own requirements, and there are hundreds of cloud products and services to choose from, so it often takes many months and even years to create and launch a fully integrated cloud platform.

Build your cloud foundation quickly and safely with Publicis Sapient's Cloud Acceleration Platform (CAP), a ready-made toolkit for accessing the power of Google Cloud. Through modular and scalable configurations, access the right landing zone for each workload.

What is Cloud Acceleration Platform (CAP)?

1

Executable Product

Foundation design blueprints, code repositories for each Google Cloud service family, including DevOps and Security

2

Roll-out Model

Proven methodology for foundation roll-out (including operating model design)

3

Capability Uplift

Enables capability improvement through rapid onboarding, learning and development

We have developed CAP to reduce time, effort and risks in cloud adoption and migration. Our Cloud Acceleration Platform accelerates the creation of "cloud landing zones." Built based on our expertise in delivering secure cloud platforms in collaboration with our partner, Google Cloud, we are excited to introduce this to speed up our clients' Cloud Transformation Journey. This enables our clients to move production workloads to the cloud **faster, safer** and **cheaper:**

- Industry-ready and opinionated landing zones for various workload types built on a strong set of ADRs
- Backed with security guardrails derived from CSA CCM, CIS
- Re-usable, extensible design and code assets for immediate consumption

Features and benefits of CAP

	Features	Benefits
1 Executable Product	» Industry tested CAP foundation blueprints, designs, architectures, code and QE scripts, with documentation » Publicis Sapient dedicated to building CAP with input from Google and industry alliances	» Greatly shortens the foundation rollout time from months to weeks » Higher quality program and delivery artefacts and deployments
2 Roll-out Model	» Proven deployment methodology for foundation roll out, stakeholder indentification and program design (including op model design) » Dashboard monitoring progress and the landing zones for engineering, risk, finance compliance	» Delivery timelines and risk decrease massively, base implementation can be up and running in 2 weeks (50% faster) » Self service built in from the ground up, allows for "Cloud as Service" model » Enhanced cost and resource management
3 Capability Uplift	» Documentated suite of design, architecures and codes with simple "how to" guides » Broad service coverage across all major Google Cloud resources and APIs	» Enhancement of people through best practice usage and collaboration » Enables capability improvement through rapid onboarding, learning and development

Publicis Sapient brings its SPEED philosophy to digital business transformation



Together with Google, we can help you achieve significant benefits:

- Reduce your cost/income ratio with optimized cost structures, economics and faster time-to-market
- Drive cultural change, new ways of working and a digital operating model and mindset to respond to customer needs
- Reduce risk and better manage your infrastructure, people, technology, security and finances.
- Balanced infrastructure portfolio, including need for private/ hybrid cloud
- Drive business innovation/new business models and revenue streams
- Better create and integrate with the Platform economy and introduce Intelligence and automation
- Reduced overall carbon footprint associated with applications and infrastructure

How we've made an impact

LARGE UK BANK

Building for the future with the largest Google Cloud foundation in Europe

The imperative for change:

The current pace of delivering incremental changes within the bank is not in line with modern digital paradigms. A large proportion of the IT budget is spent in operational activities and not on innovation. Existing policies and procedures are aligned to the legacy data center mindset. The bank runs the risk of not being attractive to top engineering talent due to lack of opportunities in modern technology.

The transformative solution:

- Largest GC foundation platform in Europe. Implemented landing zones for almost all archetypes (flavors of PaaS and IaaS) with monitoring and controls
- Defined security and operational controls in line with the bank's cloud risk framework (cloud agnostic)
- Built an entire bank on GC, including a new data platform for applications and analytics/ML (Kafka/BigQuery, Spanner), implemented a new core banking platform (Thought Machine), new fraud detection (Feedzai), IAM (Ping Identity) SaaS, new payments gateway (Form3)
- Co-created and implemented security TOM for cloud retail banking platform inclusive of modern data analytics

The business impact:

- **Dramatically reduced cost-to-serve by extensively streamlining core business functions through automation and cutting IT costs by migrating processing to the cloud instead of mainframes**
- **Accelerated pace of change through test-and-learn and continuous deployment**
- **Differentiated propositions enabled by more flexible product structures, open data and hyper-personalisation**

FULLY DIGITAL CORPORATE BANK

Creating a new digitally enabled trade finance bank 100% on cloud

The imperative for change:

An opportunity was identified to disrupt the UK and UAE trade corridor and provide new and improved services to the SME market. The organization also desired to create a truly digitally enabled bank for an initial product launch that would result in a unique banking business and service offering. The organization had an aggressive timeline to take advantage of market opportunities and conditions. They were looking to build a lightweight cloud-based platform architected for lean business operations.

The transformative solution:

Built a flexible, modular platform to plug in "best-of-breed" capabilities, providing core banking in the cloud. The team created a single source of truth to avoid reconciliation and conflict. The resulting platform is easily upgradeable, has a clean architecture, and is structured for AI and machine learning. It is built for the future with secure, resilient and flexible technology.

The business impact:

- **Established the MVP bank proposition (from scratch) in 6 months, including team mobilization, banking license approval and the complete technology stack procurement, build and deployment**
- **Given an unencumbered position to choose technology and process without legacy constraints, premised on a "zero operations" aspiration**
- **Created an ecosystem of partner solutions supported by "best-of-breed" vendors for their given function**
- **Dramatically contained operating costs (100 times less than competitors servicing the SME market) to be in a position to provide trade finance to the underserved target sector**

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What sets Publicis Sapient apart?

- 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***, ensuring a seamless transition from strategy to implementation
- **We've lived the transformation ourselves**–we pioneered our own generative AI strategy, resulting in successful services like Publicis Content Studio, PSChat and PS AI Labs

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

LET'S CONNECT

For more information, visit publicissapient.com/partnerships/google.

ABOUT PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a 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**.