publicis sapient

Google Cloud

Composable Commerce on Google Cloud



Unlock agility, innovation and personalized experiences

In the world of digital computing, there are regular shifts in technical architectures that occur every 10 to 15 years. We are currently at one of these inflection points in the technology industry, particularly in the e-commerce space.

Offering summary

Our Composable Commerce on Google Cloud (GCP) solution provides a vision-setting and rapid implementation approach, leveraging the industry-leading scalability and security of GCP to provide a solid foundation to build a secure and scalable foundation for your composable architecture. To simplify your journey to adopting a composable approach, we have assembled and orchestrated a carefully vetted set of best-of-breed vendors and components into **the most comprehensive composable commerce accelerator in the GCP marketplace.**

Unleash the power of composable commerce

Reduced Risk & Accelerated Time-To-Value

A comprehensive set of pre-built integrations leveraging best-of-breed partners.

Future-Proof Architecture

A MACH-based framework to build and rapidly launch customized components with generative AI support.

Immediately Available Demo

Retail shopping demo/POC can be used to influence businesses and other stakeholders curious about composable commerce.

Scalability & Security

Preconfigured environments in GCP and established DevOps toolchain enabling rapid execution.

No Licensing Fees

Our clients own the code and any customized elements used to deliver a product.

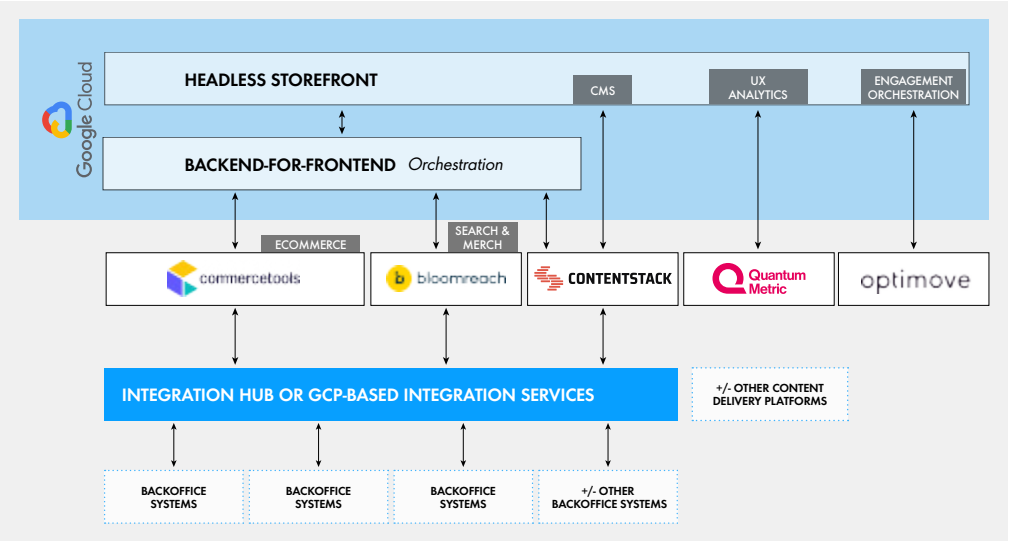
> Four in five decision makers state economic volatility has impacted their organizations' attitude toward MACH. This has been one of the key drivers behind 85 percent of organizations increasing the percentage of their MACH infrastructure in the past 12 months. – *MACH Global Research 2024*[1]

MACH ALLIANCE

1 https://machalliance.org/newsroom/mach-global-research-2023

Our accelerator goes beyond technology

We provide expert guidance throughout your journey, helping you define your strategic vision, select the right composable components, and navigate the implementation process.



~30%
acceleration in innovation and time-to-market

~50%
improvement in infrastructure scalability and agility

~25%
increase in operational efficiency

At its core lies **commercetools**, a robust headless commerce platform offering unparalleled flexibility and developer experience. **Contentstack**, a powerful content management system, ensures seamless integration of rich product information and engaging stories. **Optimove**, the industry's first Customer-Led marketing platform, leverages AI to continually optimize customer journeys. To further elevate your customer experience, we incorporate **Bloomreach**, a best-in-class personalization solution for tailored recommendations and offers that resonate deeply with your audience.



The benefits of building composable on Google Cloud

Google Cloud Platform (GCP) offers the industry-leading **scalability, security and cost-efficiency** needed for a robust composable commerce foundation.

Put Your Data to Work

Bring the simplicity, scale, security, and intelligence of Google's information approach to your organization.

Modernize Your Infrastructure

Google Cloud helps developers build quickly, securely, and cost effectively with the next generation of modern infrastructure designed to meet specific workload and industry needs.

Create a Culture of Innovation

Empower teams of all sizes to do their best work–anywhere, and across a variety of devices.

Get Built-In Security

Benefit from the same security capabilities that Google uses to keep more people and organizations safe online than anyone else.

LET'S CONNECT

Contact us for a review of how our capabilities and partnership with Google can establish, augment and extend your digital transformation.



Jon Panella
Group Vice President, Global Commerce Practice Lead
email: jon.panella@publicissapient.com



Giancarlo Anania
Global Alliance Lead
m. 512.426.9977
email: giancarlo.anania@publicissapient.com

For more information, please 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**.