

Publicis Sapient + AWS:

# Application Modernization

*Unlock the power of generative AI to accelerate application modernization*

## Offering summary

To compete in the digital era, businesses need modern technology. However, it isn't always easy or cost-effective to transition old code to new architecture and migrate away from the legacy technology stack. Publicis Sapient is helping clients to modernize significantly faster, enhancing operational efficiency and innovation for scalable, agile growth—enabled by AI with human intervention.

## Unleash the Opportunity

Businesses today must be more agile to innovate quickly and meet evolving customer and regulatory demands, but legacy technology is holding back many organizations. It is time to find a better and faster way to modernize to take advantage of solutions that offer the agility to launch products faster, create new applications and innovations and boost customer satisfaction.

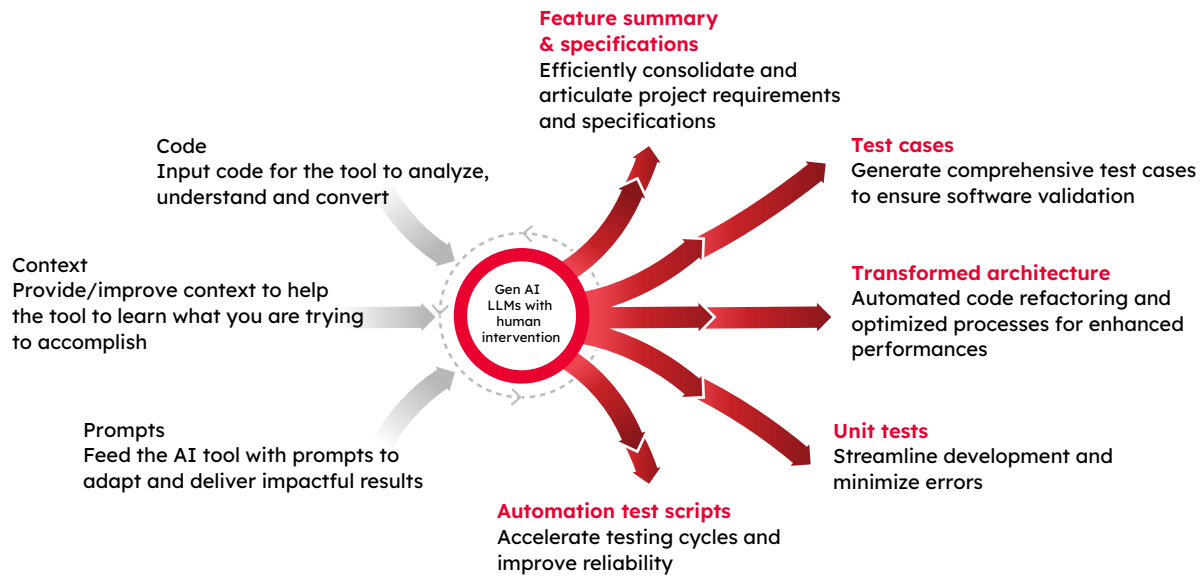
**Outdated technology:** Legacy technology is expensive, draining IT budgets and oftentimes keeping companies stuck in long-term contracts. Outdated technology also makes it harder to innovate and position the business for the future, such as by migrating to the cloud. Technology modernization alone does not make for a good business case.

**Shortage of skills:** It is rare—and nearly impossible—to find engineers who understand both legacy and modern technologies.

**Slow transitions:** Traditional translation tools haven't delivered on their promises, and migration journeys have been complicated, often running over budget and significantly behind schedule.

# Our approach

Publicis Sapient utilizes various large language models (LLMs), contextual knowledge and pre-built prompt libraries to significantly amplify developer productivity. As a result, we can seamlessly comprehend code, generate documentation for the target state, transition old code to modern architecture and automate testing.



## Measurable Outcomes

> 50%

reduction in modernization costs\*

50%

fewer defects, significantly expanded coverage of requirements and test cases\*

50%

increase in migration speed\*

\* This data is based on our analysis of over 100 end-to-end experiments using our generative AI modernization accelerators, in combination with PSChat, Bodhi and GPT and AWS Solutions. We utilized internal organizational datasets, PS Innersource accelerators and combined industry research and metrics. Actual results will vary based on client-specific context.

## How we've made an impact



### Leading Benefits Provider

#### The imperative for change:

- Accelerate the modernization of legacy mainframe applications to enable greater agility and lower costs

#### The transformative solution:

- Designed a process for cloud developers to use private models/LLMs to deconstruct legacy programs
- Used proof of concept results to fine-tune the operationalization and iterative development in sprints

#### The business impact:

- 3x faster migration and reduced effort through AI
- Created functional specifications to improve traceability and quality
- Made code easier to maintain and enhance in a modern tech stack

# What sets Publicis Sapiient apart?

Publicis Sapiient brings a unique combination of expertise, experience and capabilities to accelerate application modernization for clients using the power of AI:

**Digital transformation and application modernization expertise:** We have a long-standing history of delivering successful digital business transformation and application modernization initiatives across multiple applications and clients

**Generative AI leadership:** We deliver enterprise scalable generative AI solutions for leading global brands, and we are transforming our own business through our investments in AI

**End-to-end capabilities:** Our services span from strategy to implementation, and we have the deep technical expertise and business acumen to deliver value through practical solutions

**Partnerships with AWS:** Our partnerships in with AWS across cloud strategy, build, migration and security enable application modernization and unlock partner funding for AI initiatives

## Let's get started!

For more information, visit [publicissapiient.com/partnerships/aws](https://publicissapiient.com/partnerships/aws).

Request a demo →

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Publicis Sapiient 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 Sapiient Slingshot, Sapiient Bodhi and Sapiient 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 Sapiient is the technology hub of Publicis Groupe, uniting 20,000 people worldwide across 28 countries.

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