

# Digital Engineering



## Offering summary

Future-proof your platforms and applications to keep pace with customer needs and unlock new sources of value through AI-led digital engineering solutions. Publicis Sapient's skilled engineers help you make your systems more extensible, bringing efficiency and better reuse of resources to the forefront. We bring expertise and capabilities in domain, technology and data to enable innovation. Our approach emphasizes value release, delivering at pace with improved quality through tools and accelerators. By tapping into the flexibility and scalability of cloud and the power of artificial intelligence, together we can design and build innovative products and platforms.

## Build your edge with future-proofed engineering solutions

We prioritize client success, tailoring solutions for continuous innovation and maximal business value. Our focus is on efficiency and extensibility, ensuring your systems can adapt and thrive as your business grows. As your ecosystem partner, we drive exceptional innovation through end-to-end alignment and unmatched stakeholder experiences.

## Our digital engineering offerings include:



### Tech and engineering strategy

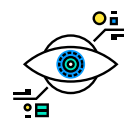
We apply digital engineering thinking to your business strategy and requirements to develop solutions that accelerate time to market and fuel your competitive edge. Together, we can evolve your technology landscape and help your business make the right decisions and implement practical roadmaps and architecture.



### Product engineering

Build customized, modern technology solutions based on best practices. Our experts implement a set of product features and backlog in a defined timeframe.

We leverage a data-driven approach using lean methodologies and AI-optimized modern engineering practices that deliver modernization across the technology landscape.

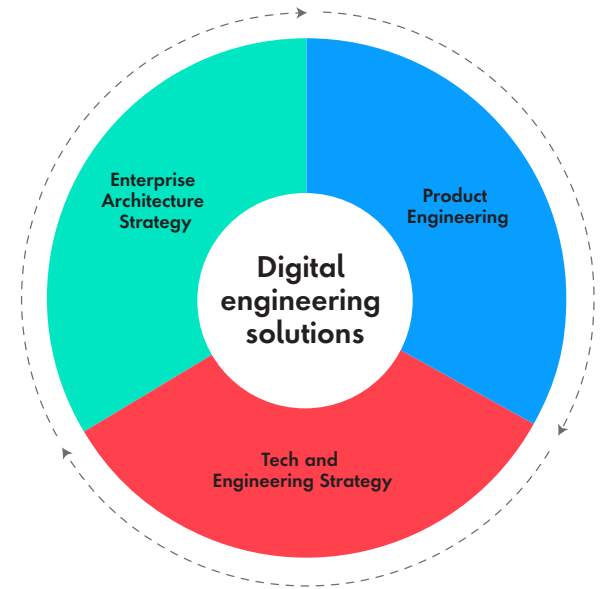


### Quality engineering & assurance

We use generative AI to implement systemic changes and improvements aimed at increasing operational efficiency, product or service quality and customer satisfaction. Our teams apply validation services for end-to-end applications, ensuring these systems perform as expected within the transformed business model.

## Digital Engineering business outcomes

- Topline growth with market-differentiating technology
- Significant cost optimizations
- 20%-30% reduction in number of defects
- 10%-20% faster deployment of changes
- Enterprise-grade artificial intelligence
- Faster time to market
- Improved efficiency and effectiveness of IT operations



## How we've made an impact:

### ADIDAS

#### The imperative for change:

- Service interruptions on the e-commerce platform were creating negative brand experiences, at an estimated cost of \$11 million annually in lost sales
- To support projected 30-40 percent annual growth, adidas needed a more reliable platform

#### The transformative solution:

- We teamed up with adidas on a Site Reliability Engineering (SRE) strategy
- Specialized teams identified gaps in architecture, design, monitoring infrastructure and scaling
- Designed cloud resources to deliver the high performance Adidas needed to manage the supply chain

#### The business impact:

**We closed the gaps with technology, new operational processes and a completely new mindset.**

- **85% decrease in mean time to resolve issues (MTTR)**
- **83% decrease in mean time to detect issues (MTTD)**
- **37% decrease in revenue loss year over year**



### RENAULT

#### The imperative for change:

- Anxiety around finding an electric vehicle (EV) charger can discourage potential EV buyers
- Decided to build an innovative app connecting people who have idle EV chargers at their homes with drivers who need them

#### The transformative solution:

- Conducted proofs of concept
- Built a digital journeys platform on Amazon Web Services
- Integrated the platform with shared services and security controls
- Adopted reusable components and automation, including infrastructure as code, to give developers more time for innovation

#### The business impact:

**Renault extended its reputation for innovation while also building a new, service-based business model**

- **25,000 downloads in 1st month**
- **8,000+ users in 1st month**
- **1,000 charging stations registered in 1st month**



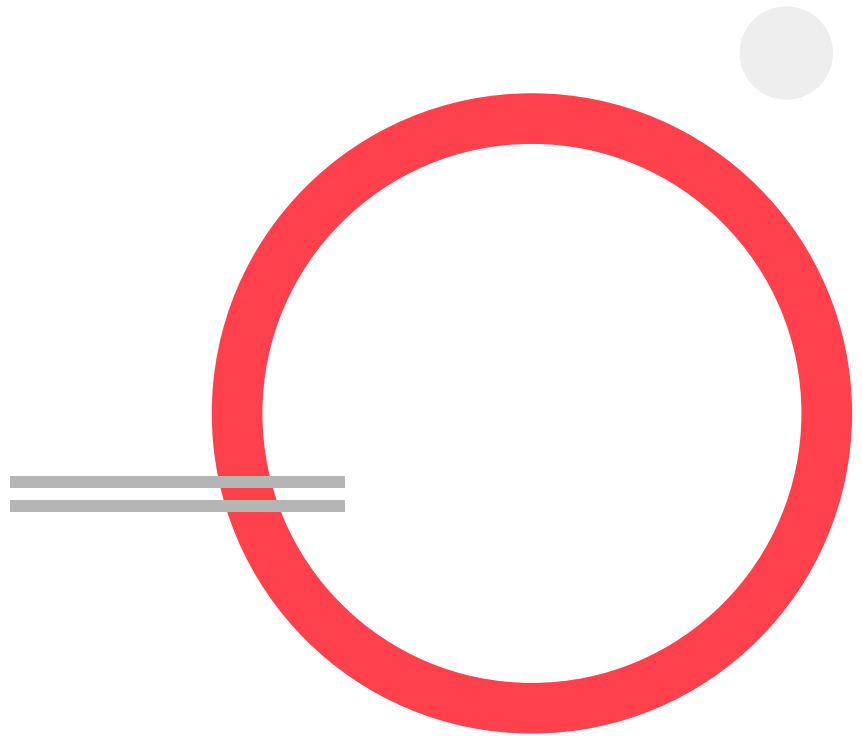
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## What sets Publicis Sapiient apart?

For more than 30 years, we have been guiding businesses through the ever-changing landscape of technology. We help clients achieve tangible results with our reusable assets and proprietary tools. These customized resources accelerate the implementation and adoption of improvements, ensuring organizations see a return on investment faster.

Using a data-driven approach with clearly defined goals (OKRs) and measurable milestones, we ensure everything we do centers on our clients' strategic objectives. Furthermore, we invest heavily in our team, recruiting and retaining top talent with expertise in modern technologies and agile work styles. Our holistic approach addresses culture, capability and clear communication to ensure successful and lasting change.

For more information, visit <https://www.publicissapient.com/solutions/digital-engineering>.



## WHY PUBLICIS SAPIENT?

Publicis Sapiient is a digital business transformation company. We partner with global organizations to help them create and sustain 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 Sapiient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit [www.publicissapient.com](http://www.publicissapient.com).