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 Amazon Bedrock and CodeWhisperer

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 and AWS

Spot the opportunity
Identify and prioritize use cases where generative AI can deliver value and can be implemented at scale.
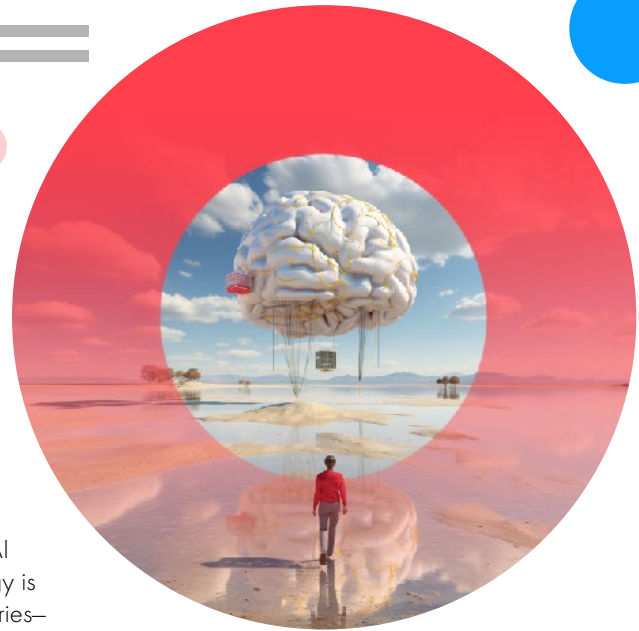
Test and learn
Test the AI's effectiveness before investing in a full-scale deployment.

Scale your success
Apply the learnings and build out enterprise-grade technology solutions to manage data, security and risks.

Building your generative AI ecosystem using Amazon Bedrock and CodeWhisperer

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:

Clients: Build your fundamental knowledge of Amazon Bedrock and CodeWhisperer through workshops, immersions days, hackathons, demos and proofs of concept. With a robust, comprehensive strategy—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.

Technology: Ensure alignment between business objectives and generative AI initiatives with a technology-driven approach which includes quickly established Amazon Bedrock and CodeWhisperer 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.

Consumers: Using our holistic approach, you can be assured that your AWS generative AI solutions cater to the needs and expectations of your consumers and enhance their experiences while adhering to ethical considerations and mitigating potential risks.

Ethics: Ethics occupies a central position in the ecosystem, highlighting the importance of ethical considerations as the foundation of generative AI implementation. By placing ethics 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.
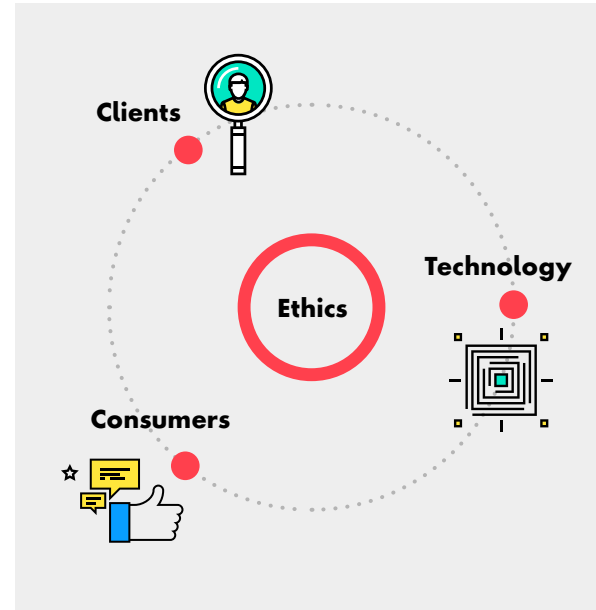
What sets Publicis Sapient apart?

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 site to learn how Generative AI can impact your digital transformation.

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WHY PUBLICIS SAPIENT

Publicis Sapient 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 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**.