

# Publicis Sapient and Google

## Global Partner

As a longstanding global Google partner, Publicis Sapient has deep experience implementing solutions on Google Cloud Platform that help clients to operate more efficiently, grow their business and personalize at scale to connect 1:1 with customers.

## Connecting Businesses with Consumers

In a solution-driven partnership, Publicis Sapient and Google work collaboratively to solve complex business problems using Google Technology and Publicis Sapient know how.

Through this partnership, we help our clients achieve positive business results:

- Better customer experience
- Increased operational efficiencies
- Maximized return on ad spend
- Spot real-time trends and learn patterns
- Enhanced Customer Retention

**Publicis Sapient was the first Google Partner to create a Center of Excellence structure across GCP and GMP**



## We Bring Vertical Expertise

- Retail
- Consumer Products
- Energy & Commodities
- Financial Services
- Health
- Public Sector
- Telecom, Media & Technology
- Transportation & Mobility
- Travel & Hospitality

## Accolades

We're honored to be recognized by these thought leaders in our industry.



### 2023-2024 Leader

MarketScape for Worldwide Experience Design Services and Worldwide Experience Build Services

### HFS Research

#### 2023 Leader

Market Leader in Generative Enterprise Services (Gen AI)

### HFS Research

#### 2023 Leader

Data Modernization Services



### 2021 Top Scorer

Complex CX Implementation Services



Leader in Global Digital Experience Agencies

## Google Across the Globe

As a Global Partner across **Google Cloud Platform (GCP)** and **Google Marketing Platform (GMP)** along with **Apigee** and **Looker**, Publicis Sapient is committed to helping established organizations get to their future, digitally-enabled state by fusing strategy, consulting and customer experience with agile engineering and problem-solving creativity.

## Google Dedicated Resources

**500+**

Trained Technologists and Data Scientists on GCP

**250+**

GCP Certifications

**80+**

GMP Certifications

**100+**

Google Apigee Specialists

**35+**

Apigee Certifications

## Publicis Sapient + Google Offerings — How we can help

- Retail Media Network (RMN) Accelerator
- Generative AI
- Cloud Acceleration Program (CAP)
- Composable Commerce on GCP

## Let's talk

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



### SHARONYKA KUMAR

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## Our clients



T-Mobile

REVLON

Loblaw



falabella.



## Publicis Sapient Solutions

- Generative AI
- Experience Transformation
- Customer Engagement
- Digital Commerce
- Digital Engineering
- Cloud and Infrastructure
- Application and Infrastructure Management Services
- Innovation

For more information, visit [publicissapient.com/partnerships/google](https://publicissapient.com/partnerships/google).

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