publicis sapient

Digital Engineering
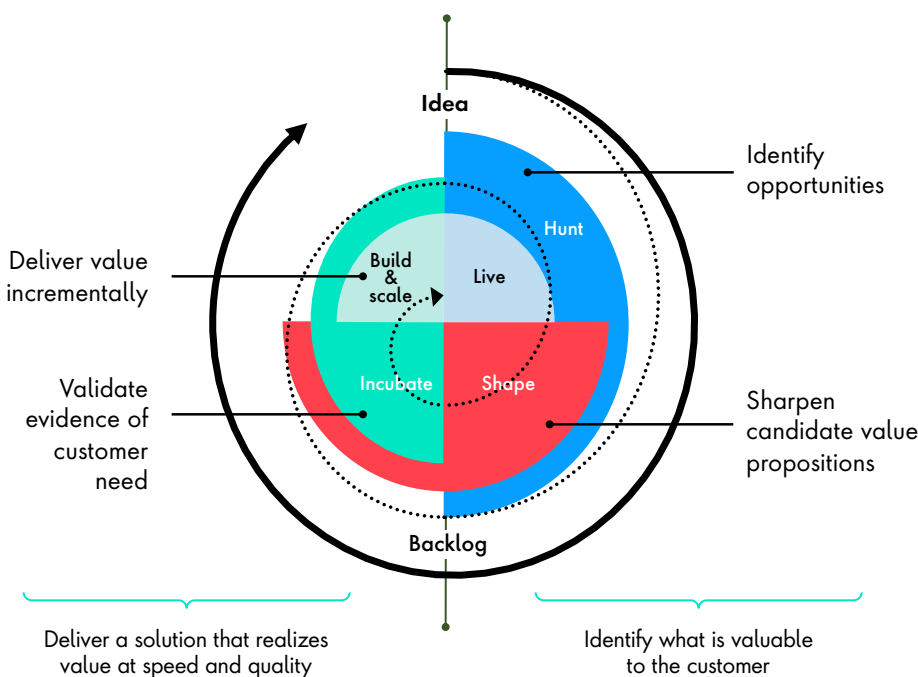
Product Engineering

Offering summary

Enhance capabilities, optimize processes and future-proof your operations through product engineering solutions that set a new standard for outcome-based delivery and innovation. Drawing on our extensive industry expertise and strategic partnerships, we help you navigate challenges and deliver results at unparalleled speed with generative AI-powered agility. Through modern engineering practices and agile methodologies, we expedite time-to-market by up to 40 percent. Our experts are committed to excellence and ensuring every project exceeds expectations. Whether you're envisioning groundbreaking innovations, modernizing existing platforms or refining product engineering processes, we help you deliver.

Turn ideas into successful new products

Customer demands are constantly evolving and businesses need to be able to innovate and bring new products to market quickly. Product engineering integrates various engineering disciplines to create a functional and marketable product, from initial concept through production and beyond. And amid the ever-changing technological landscape, companies need flexible and secure systems. Our product engineering teams use their expertise to design and build products that leverage these advancements while mitigating risks associated with integrating new technologies into existing systems.

Through efficient deployment of engineering talent, automation and modern ways of working, we help your business gain speed to market and improvements to key business KPIs.

Our approach has an unrelenting focus on delivering business value and customer outcomes. Our culture and delivery method were designed from the beginning to focus on business value, productivity and quality.

We bring solid platform expertise and product engineering capabilities to help organizations adopt platform packages with efficient, on-time deliveries. Our agile teams work on iterative and feedback-driven delivery models, leveraging best-in-class practices to increase productivity and reduce time to market. And using a lean, data-driven approach that applies AI-optimized modern engineering practices, we deliver incremental modernization across the technology landscape.

With Publicis Sapient, your business can:

1 **Accelerate delivery of products** through rapid release and learning

2 **Enhance visibility** to foster collaboration and understanding

3 **Manage the flow** of work to maximize effectiveness

4 **Upskill to modern technologies** and ways of working

5 **Build a library of reusable assets** to industrialize quality across teams

Product Engineering business outcomes:

- Improvements to key business KPIs by 10%–15% (e.g., conversion rates and operating costs)
- 40%–50% improved deployment frequency
- 20%–30% faster speed to market
- Personalized experience resulting in an increase in revenue

How we've made an impact:

LLOYDS BANKING GROUP

The imperative for change:

- Steering its course towards digital transformation, Lloyds Banking Group (LBG) wanted to become a modern, progressive and tech-enabled business
- The bank wanted to focus on becoming customer-led rather than business- and IT-led

The transformative solution:

- We worked with the bank to shift its fundamental mindset from the fixed triangle of time, cost and scope to one focused on speed, quality and value
- Together we navigated pivotal initiatives including core banking modernization, cloud foundation, data platform creation and implemented continuous learning with generative AI

The business impact:

Supporting LBG's transformation journey, we created capabilities that are scalable, resilient and allow the bank to remain agile. Some highlights include:

- **Reduced commercial account opening from 30 days to 48 hours**
- **Reduced payment fraud by 95 percent with "Safelists" to protect customers**
- **Delivered "Transactions System of Engagement" (SoE), combining data and insights for more personalized experiences**

AUDI

The imperative for change:

- Audi wanted to bring their showrooms closer to customers who increasingly live and work in urban areas
- The challenge would be replicating the high-end Audi dealership experience in a boutique-sized space

The transformative solution:

- We collaborated with Audi executives to engineer the first portable digital auto showroom—Audi City
- With the swipe of a hand, customers project a life-size image of the configured car on the wall, rotating it with natural gestures—and even peering under the hood

The business impact:

- **70% rise in unit sales**
- **30% higher margin per unit**
- **65% purchased car without a test drive**

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UNIPER

The imperative for change:

- A leading power plant maintenance and operations business, Uniper wanted to deliver more value to customers and expand their reach
- They wanted to leverage 30 years of expertise into digital offerings to help power plant operators increase productivity, cut costs and reduce greenhouse gas (GHG) emissions

The transformative solution:

- We identified customer pain points throughout the buying and operating cycle
- We quickly built a prototype that brings all Uniper tools into a single, friendly web portal
- The system pulls in relevant data from customers' back-end systems using an API
- We also advised Uniper's teams on agile ways of working to iterate continually and release quickly

The business impact:

Today, power plant operators around the world use the Enerlytics web portal to gain a 360-degree view of asset condition and performance, prices, electricity volumes and issues. Uniper continually improves the customer experience, releasing new features every week.

- **50% productivity increase for customers using the Enerlytics platform**
- **15%–30% coal fuel savings**
- **10%–20% lower capital expense**
- **3% decrease in GHG emissions in the U.K.**

What sets Publicis Sapient apart?

Publicis Sapient combines leading edge platform expertise with robust product engineering. This unique blend ensures our clients not only adopt the best platform packages but do so with efficient, on-time delivery. Our deep understanding of technology products goes beyond implementation. We help you maximize technology's potential, ensuring a successful journey from selection to full utilization.

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

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 **www.publicissapient.com**.