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Digital Engineering

Tech and Engineering Strategy

Offering summary

Navigate the ever-evolving digital landscape with the power of our Tech and Engineering Strategy solutions. From streamlining engineering practices to optimizing IT structures and governance, our approach ensures every aspect is fine-tuned for peak performance. Our expert practitioners guide you through critical decision-making processes, laying the groundwork for strategic roadmaps that propel your business forward. And we're not just about theory—we're about practical solutions. Our comprehensive services foster a culture of leading technologies that give you a competitive edge. We support your governance by bringing the expertise to ensure you're compliant and maximizing your technology investments.

Enable your digital transformation

We look at your business strategy and requirements through a digital engineering lens to help you make the right technology decisions and implement practical roadmaps and architectures.

Our services include:

Progressive modernization strategy and architecture:
Beyond identifying value opportunities, we help your business establish a roadmap for a smooth transition from the present to the future state. This includes designing the target operating model and data infrastructure. Through co-creation workshops and pilot programs, we'll define clear domain boundaries, application mapping and an iterative evolution pathway. These efforts help ensure measurable benefits and business and technology readiness.

Engineering optimization: Optimization starts with rapid value stream mapping to identify inefficiencies and prioritize improvement opportunities. We'll then assess your product engineering maturity level and define a prioritized list of interventions along with a measurement approach, tools and processes. Your business is able to act on interventions and develop a blueprint for cost, people and infrastructure needs to roll out the strategy.

ESG: Our comprehensive approach to sustainability includes evaluating your current carbon footprint and electricity consumption through greencode assessment tools. This establishes a baseline with key ESG key performance indicators (KPIs), including cloud provider sustainability metrics. We identify actionable interventions, define a clear roadmap and drive cultural awareness through community building and sharing best practices.

Culture, capability and communication: We assess your current state, including skills, culture and working styles to pave the way for collaborative change and executive buy-in. We'll develop an improvement backlog for testing and learning, then execute the transformation through a multi-pronged approach. This includes a detailed communication plan, a capability uplift program, coaching and mentoring and clear OKRs and KPIs for measurement and tracking.

IT team structure and governance: We review your business and technical goals to ensure alignment with strategy. We'll then assess your engineering team's skill sets and ways of working and suggest improvements to optimize performance. Establishing a strong governance structure will enable faster decisions, and modern engineering tools and processes, alongside agile budgeting and financial review cycles, drive efficiency. Clear performance metrics and KPIs will support ongoing tracking to ensure a strategic transition.

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Decommissioning strategy: Our approach to application rationalization includes categorizing and analyzing your entire application landscape to define a treatment strategy for each asset (replace, modernize, hold or remove). We prioritize applications for decommissioning, establish a clear decommissioning process and develop a scaling plan for efficient execution. To ensure a smooth transition, we'll establish governance, model the benefits and create a culture and communication plan to keep stakeholders informed.

Generative AI and emerging technologies: To help you stay ahead of the curve, we tap into trend reports and market scans to identify impactful emerging technologies. We conduct business impact analyses to assess their potential value for your enterprise and, through proof-of-concepts and hackathons, we'll explore their practical application. We also develop robust business cases and a comprehensive technology strategy to prioritize adoption based on potential value.

Transform your technology estate

We bring a proven toolkit to help clients reimagine their technology estate.

Engineering maturity diagnostic

A data-driven framework for defining engineering maturity, embedding measurements and visualization of our engineering KPIs

Startup evolution framework

A practical evolution that combines first-hand experience, market analysis and best-of-breed options

Value stream mapping

A lean management method for analyzing the current state and designing a future state with the goal of identifying constraints and reusable assets

Event storming and domain-driven design

An iterative approach designed to create events and domains which will inform the organization's design by leveraging team topologies

Enterprise transition states framework

Framework to derive a set of architectural choices that will help us unlock value quickly

Tech radar toolkit

It drives standardization and categorizes all tools, methods, frameworks and platforms into four categories:
Maintain, Invest, Watch, Exit

Advantages of Tech and Engineering Strategy:

- IT cost optimizations
- Clear inputs for implementation to enable incremental delivery and improve solution reliability
- Program risk reduction
- Architecture blueprint

How we've made an impact:

ADIDAS

The imperative for change:
- Service interruptions were creating negative brand experiences
- Needed a more reliable platform to support annual growth

The transformative solution:
- Worked with the adidas team on Site Reliability Engineering (SRE) strategy
- Identified gaps in architecture, design, monitoring infrastructure and scaling

The business impact:
- **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**

LEADING U.S. GROCERY CHAIN

The imperative for change:
- To stay on top of innovation, the company wanted to adopt agile ways of working

The transformative solution:
- Built a dedicated e-commerce marketplace for general merchandise
- Introduced data-driven pricing, loyalty and promotions and mobile "scan-as-you-go" technology in physical stores

The business impact:
- **$1B annual revenue from general merchandising solution**
- **$500M annual revenue from international grocery e-commerce**
- **$400M–$500M annual revenue from U.K. grocers connecting via the API**
- **35% improvement in e-commerce order picking rate**

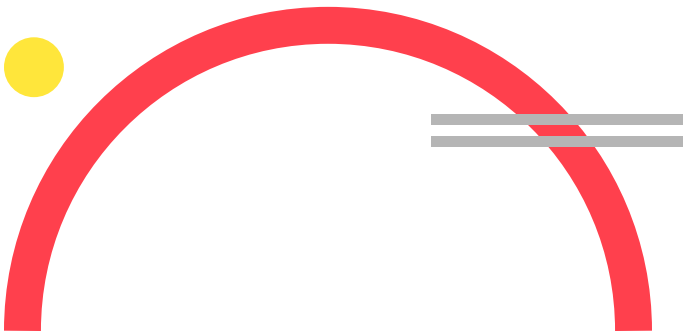## MAJOR GLOBAL ASSET MANAGEMENT COMPANY

The imperative for change:
- Needed standardized technology and testing processes to launch websites faster without compromising quality

The transformative solution:
- Introduced the company's teams to modern digital engineering practices, including Scrum and Scaled Agile Framework (SAFe)
- Built more than 40 reusable components, a complete CI/CD pipeline and a playbook

The business impact:
- **89% reduction in time to build new sites**
- **100% sanity tests automated**
- **30% reduction in AWS license costs**
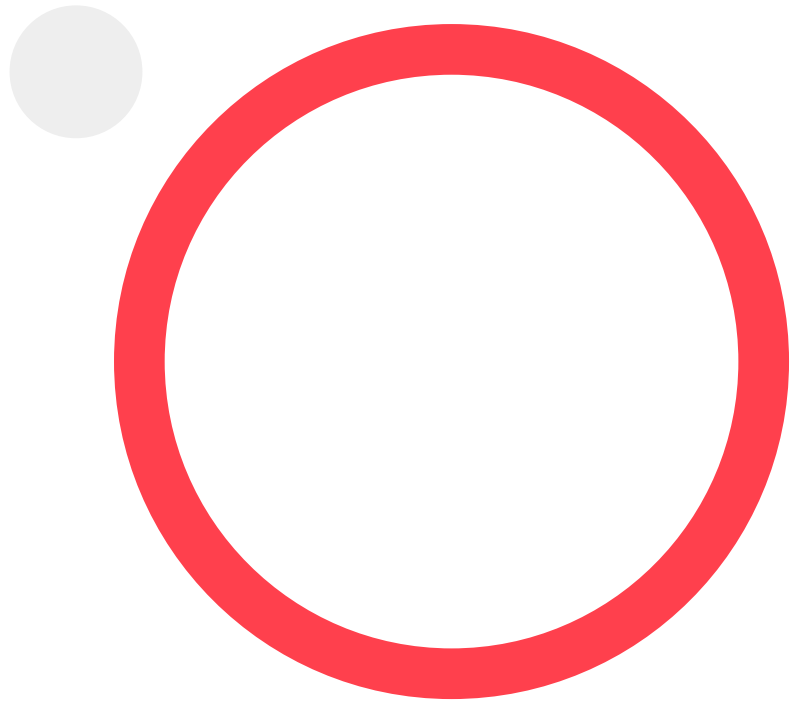- **29+ sites delivered within 9 months**

What sets Publicis Sapient 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 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**.