

Publicis.Sapient Launches New Enterprise Business Transformation Offering

Positions SapientRazorfish to help clients drive customer-centric digital transformation across the entire enterprise from CMO to CIO

PARIS, March 16, 2017 – Publicis Groupe [Euronext Paris: FR0000130577, CAC40] today unveiled a new set of integrated offerings from SapientRazorfish designed to help clients transform their businesses in the connected world. As changing consumer expectations and disruptive competitors have given rise to a digital-first transformation imperative, companies increasingly need a hybrid partner that combines the strengths of consultancies and agencies with expertise in all areas, from management consulting and innovation incubators to dynamic creativity, technology and implementation services.

The integration of SapientRazorfish, part of Publicis.Sapient, now culminates with the launch of a new brand identity and six best-of-breed offerings, which clients from across all industries will benefit from:

- Digital Business Strategy & Innovation
- Customer Experience
- Data & Artificial Intelligence
- Marketing Modernization
- IT Modernization
- Commerce

Together with the deep expertise of Sapient Consulting and DigitasLBI, SapientRazorfish is uniquely poised to deliver customer-centric digital transformation for across the entire enterprise from CMO to CIO.

Clients are clamoring for transformation partners able to combine customer-centricity and enterprise-wide connected digital excellence.

“The market clearly needs a partner that drives real and sustainable business transformation for the connected age through an obsessive focus on the customer,” said Maurice Lévy, Chairman & CEO of Publicis Groupe. “Today’s business leaders are realizing that a bifurcated approach of leaning on agencies to transform experiences and on consulting partners to transform business processes no longer works – it’s too slow, too fractured, organizationally unsustainable and most importantly, the focus on the customer gets lost in the complexity.”

The customer is central to how business evolves.

“Our clients want skills and capabilities across the entire spectrum, from customer experience to deep technical implementation and strategy and consulting expertise for transforming in the connected age,” said SapientRazorfish CEO Alan Wexler. “The new economic era requires putting digital at the core of business, including new operating processes and new ways of deploying technology. Innovation is



increasingly important as clients look to evolve business models and leverage the bundling opportunity of platform effect.”

SapientRazorfish stands out in its ability to help clients realize digital business transformation.

Recognized as a leader for its combination of deep expertise across verticals, strong alliances and partnerships, and longstanding leadership positions in commerce, creativity, customer experience and digital experience delivery, SapientRazorfish was just named a leader in Digital Business Transformation by IDC (a leading research firm). The IDC MarketScape named SapientRazorfish a Leader for Worldwide Digital Strategy and Agency Services: Digital Customer Experience Consulting, Digital Operations and Digital Product Innovation.

“SapientRazorfish represents a new breed of business transformation partner that combines the broadest set of capabilities with the ability to configure easily and effectively to serve all types of transformations, from marketing to enterprise, using a client-centric, experience-led approach,” said Michael Versace, Global Research Director, IDC WW Services, Digital Strategy and Agency Services.

About Publicis Groupe – The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation, driven through the alchemy of creativity and technology. Publicis Groupe offers its clients seamless access to its tools and expertise through modular offering. Publicis Groupe is organized across four Solutions hubs: Publicis Communications (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious), Publicis Media (Starcom, Zenith, Mediavest | Spark, Blue 449, Performics), Publicis.Sapient (SapientRazorfish, DigitasLBi, Sapient Consulting) and Publicis Health. These 4 Solution hubs operate across principal markets, and are carried across all others by Publicis One, a fully integrated service offering bringing together the Groupe's expertise under one roof. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals.

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About SapientRazorfish

SapientRazorfish is a new breed of transformation partner designed to help companies reimagine their businesses for the connected world. With more than 12,000 people and 70 offices around the globe, our capabilities span growth and business model strategy, new product and service innovation, customer experience, enterprise digital transformation, IT modernization, omni-channel commerce, precision marketing, change management, digital operations, digital innovation, data strategy and advanced analytics.

Business _ Reimagined for a Connected World

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