Publicis.Sapient Partners with Leading RPA Firm UiPath, Enabling Business Transformation Through Reduced Integration Overheads, Rapid ROI and Elimination of Manual Processes

May 17, 2018 — **Boston, USA** — Publicis.Sapient, part of Publicis Groupe [Euronext Paris: FR0000130577, CAC40] and the world's most advanced digital transformation company, today announced a new partnership with leading robotic process automation (RPA) provider UiPath.

With decades of mergers, acquisitions and IT investments, and siloed infrastructures, firms are struggling to evolve their operations to become more client-centric and react to rapidly changing market forces, driven by new technologies, enhanced client and consumer expectations.

Numerous challenges have emerged, including incomplete upstream data feeds and a lack of interoperability between core systems, leading to multiple workarounds and manual processes that increase cost and risk of error. As a result, firms dedicate significant amounts of labor to perform repetitive, rule-based efforts, such as managing exceptions.

As multiple industries transition to a digital world, RPA will become an inherent part of any digital roadmap. Publicis.Sapient's consulting, technology and industry knowledge will enable these firms to transform their operations by implementing and deploying UiPath's proven end-to-end, intelligent automation platform.

UiPath's RPA platform automates those repetitive duties through a business-owned, IT-supported digital workforce that allows operations staff to be re-focused on more strategic and value-added tasks.

Publicis.Sapient's methodology for RPA delivers market-leading results, including time to business value, transparency into KPI's for business executives, security, manageability and architectural integration for CIO's. This helps each client fully realize the efficiency and cost benefits that highly scalable, robotic workforces automating manual process and workflows can deliver.

The collaboration has already seen successful implementations for processing and managing unstructured data for financial services and energy firms, including large integrated oil majors to midstream and fuel retailers. The two firms have also delivered a logistics project using RPA to reduce the time taken to perform tasks and improve safety through regular, automated audits.

"RPA is becoming a major enterprise enabler in improving the efficiency and effectiveness of an organization's operations and service delivery, and as a foundation for digital transformation. We are excited to partner with UiPath to offer intelligent automation capabilities to our clients,"commented Rashed Haq, global lead for AI, Data and Robotics, at Publicis.Sapient. "Where the application of RPA becomes interesting is when it is combined with more advanced, cognitive artificial intelligence tools to deliver intelligent process automation. We are developing these tools to deliver processes with pre-programmed functions, offering the potential to make autonomous decisions using a sophisticated rules engine based on learning algorithms."

"We've seen RPA drive significant process improvements for organizations in the financial services, energy and commodities sectors," said Ashim Gupta, chief customer success officer, UiPath. "By taking on time-intensive tasks, like data entry, RPA empowers organizations to more effectively tackle operations – driving faster, better decisions that support their core missions. Through our partnership with Publicis.Sapient, we are positioned to help more organizations utilize RPA to digitally transform and operate in a more strategic, sophisticated way."

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About Publicis.Sapient
Publicis.Sapient, the Digital Business Transformation hub of Publicis Groupe, is purpose-built to help businesses transform for the digital age, enabling seamless adaptation to a world where consumer behavior and technology disruption are catalyzing social and commercial change. With 19,000 people and 100 offices around the globe, our expertise spanning technology, data sciences, consulting and creative enables us to deliver on complex transformation initiatives that accelerate the evolution, growth and value for our clients' businesses. For more information, visit www.publicis.sapient.com.

About UiPath
Built for both business and IT, UiPath is the leading platform for enterprise Robotic Process Automation (RPA). More than 700 enterprise customers and government agencies use UiPath's Enterprise RPA platform to rapidly deploy software robots that perfectly emulate and execute repetitive processes, boosting business productivity, ensuring compliance and enhancing customer experience across back-office and front-office operations.

With a thriving RPA developer community of more than 120,000 worldwide, UiPath is on a mission to democratize RPA and support a digital business revolution. Based in New York City, UiPath's presence extends to 14 countries throughout North America, Europe and Asia. The company is backed by $183M in series A & B funding from Accel, CapitalG, Kleiner, Perkins, Caufield & Byers, Credo Ventures, Earlybird's Digital East Fund and Seedcamp. UiPath's Series B valuation exceeded $1 billion.
www.uipath.com facebook twitter LinkedIn

Media Contacts

Publicis.Sapient
Geoff Whitehouse
Head of PR
Tel. 44 (0) 207 456 6550
Email: gwhitehouse@sapient.com