



April 29, 2015

SapientNitro Introduces Groundbreaking Architecture to Accelerate Digital Transformation for Clients

Integrated Experience Architecture, Based on Adobe Marketing Cloud, Incorporates Experience Management and E-Commerce Capabilities to Rapidly Deliver Superior Web Platforms at Lower Cost

LONDON--(BUSINESS WIRE)-- SapientNitro® today announced that the company is launching a sophisticated web platform architecture based on Adobe Marketing Cloud that can accelerate digital transformation for its clients.

Integrated Experience Architecture (IEA) is designed to help companies deliver rich, immersive, digital experiences with award-winning capabilities and functionality to enable always-on customers to interact and transact regardless of device. IEA also has been built to take head-on the challenging requirements of large-scale transactional sites, such as those commonly found in large digital commerce properties. In sum, IEA enables organizations to take full advantage of Adobe Marketing Cloud, both in terms of its current capabilities and its predicted evolution. The architecture was designed by SapientNitro and will be available for use across the Publicis.Sapient platform, including by Razorfish Global and DigitasLBI.

"Our clients want to provide their customers with exceptional digital experiences across all channels and at every touchpoint. To accomplish this, many companies need to quickly and cost effectively fuse together multiple existing and new technologies," said Ryan Scott, Vice President - Strategy and Platforms, SapientNitro. "We created Integrated Experience Architecture to jumpstart the process, enabling our clients to deliver immersive interactions and seamless transactions at the intersection of technology and story."

Integrated Experience Architecture features a proprietary set of tools and processes that enable SapientNitro and the agencies of the Publicis.Sapient platform to help their clients integrate the best features of web experience management principles and platforms into their e-commerce and CRM platforms. The architecture was designed specifically for use with Adobe Marketing Cloud solutions and works across any environment or deployment model.

"SapientNitro has consistently demonstrated its commitment to delivering the best Adobe capabilities to our joint clients. Integrated Experience Architecture is groundbreaking and will significantly accelerate the speed and efficiency with which clients can create and deploy dynamic, relevant experiences across channels and devices for their customers," said Jim Sink, VP Global Agency Partnerships, Adobe. "We expect our joint customers will get even more value from Adobe Marketing Cloud through IEA."

The new architecture was introduced today during Adobe Summit EMEA, Adobe's premier digital marketing event for Europe. The Publicis.Sapient platform sponsored all of Adobe's Summit events for 2015, with SapientNitro as a Diamond Sponsor and both Razorfish and DigitasLBI as Platinum Sponsors.

In addition to its Summit sponsorship, SapientNitro has demonstrated its commitment to its partnership with Adobe by developing deep expertise around Adobe Marketing Cloud and has been certified as the first Global Specialized Partner for the latest version of Adobe Experience Manager.

At the Summit, Ryan Scott will be delivering a presentation entitled, "*Defining a path to experience-led commerce: Leveraging Adobe Marketing Cloud*" where he will present many of the attributes and benefits of IEA.

About SapientNitro

SapientNitro®, part of Publicis.Sapient, is a new breed of agency redefining storytelling for an always-on world. We're changing the way our clients engage today's connected consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. We call it our Storyscaping® approach, where art and imagination meet the power and scale of systems thinking. SapientNitro's unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target and Vodafone, in 31 cities across The Americas, Europe and Asia-Pacific. For more information, visit www.sapientnitro.com.

SapientNitro and Storyscaping are registered service marks of Sapient Corporation.

About Publicis.Sapient

Publicis.Sapient, part of Publicis Groupe, is the world's most advanced and largest digitally-centered platform focused exclusively on digital transformation and the dynamics of an always-on world.

With more than 22,000 people around the world, Publicis.Sapient combines global leaders in digital - SapientNitro, Razorfish Global and DigitasLBI - with the deep industry expertise of Sapient Consulting. The platform leverages unmatched capabilities in marketing, omni-channel commerce and consulting, underpinned by tremendous depth of technology expertise with significant presence in India, to help clients advance their ways of working, given the daunting new reality of a highly-connected operating environment.

SapientNitro
Jill Posnick, +1 310-966-0214
jposnick@sapient.com

Source: SapientNitro

News Provided by Acquire Media