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# PRESS RELEASE



## **PUBLICIS GROUPE STRENGTHENS PUBLICIS.SAPIENT'S LEADERSHIP IN OMNI-CHANNEL AND CONNECTED COMMERCE WITH ACQUISITION OF EXPICIENT INC.**

**Publicis Groupe [Euronext Paris: FR0000130577, CAC40]** has acquired Expicient Inc. (Expicient), a leading global omni-channel services firm with significant expertise in inventory and order management systems (OMS), a capability that clients increasingly need to manage inventory, pricing and offers across channels for today's connected consumer who moves fluidly across digital and physical stores. Expicient will be integrated into the Publicis.Sapient platform under the Rosetta brand.

*"Today's always-on consumer makes no distinction between devices and channels,"* said Publicis.Sapient CEO Alan Herrick *"as a result our retail clients are increasingly looking for us to build systems -- inventory, supply chain, omni-channel commerce that enable the experience a 2015 consumer demands. Expicient joining Publicis.Sapient allows us to significantly strengthen our clients ability to integrate offer information, order information, inventory information and pricing information across channels, which is a significant change from a world where the on-line stores and physical stores operated separately."*

Expicient's industry-leading omni-channel Order Management Systems (OMS) capabilities and strong expertise in managed services, inbound/outbound supply chain, logistics, in-store clienteling applications and strategic technology consulting will strengthen Publicis.Sapient's marketing, commerce and consulting offerings. In joining the Publicis.Sapient platform, Expicient will be lead by the Rosetta team and will contribute to Publicis.Sapient's Global Distributed Delivery model, whereby the platform creates significant shared service capabilities accessible to all its clients.

*"Rosetta is perfectly positioned to lead the integration of Expicient and help accelerate the benefit for Publicis.Sapient clients,"* said Tom Adamski CEO Razorfish Global. *"SapientNitro, Razorfish Global and DigitasLBi are all highly recognized as leaders in omni-channel commerce, and together through the Publicis.Sapient platform we are unmatched. Expicient's impact on our total business will be significant."*

The announcement comes weeks after Publicis Groupe announced the completion of the Sapient acquisition and the formation of Publicis.Sapient. Publicis.Sapient is the world's most forward leaning and largest digitally centered platform focused exclusively on digital transformation and the dynamics of an always-on world. The creation of Publicis.Sapient combines global leaders SapientNitro, Razorfish Global, Rosetta and DigitasLBi, with the deep industry expertise of Sapient Consulting.

Expicient and Publicis.Sapient brands SapientNitro, Razorfish Global and Rosetta have previously collaborated on a number of global omni-channel commerce assignments with clients, including Staples, Target, Kroger, Fast Retailing, Marks & Spencer, Belk and Ralph Lauren. The agencies expect to quickly and seamlessly merge delivery capabilities and increase the value that can be offered to clients. Expicient's capabilities will be shared across the Publicis.Sapient

platform so that all clients benefit. As a result of the acquisition, Publicis.Sapient will now have the deepest OMS offering in the market, with expertise in IBM/Sterling, Manhattan and SAP/hybris.

*“The opportunity ahead of us, to create differentiated customer experiences is tremendous. We are living in an unprecedented time of connected consumers and commerce. For Expicient, combining forces with Publicis.Sapient will allow our teams to deliver a full range of marketing and commerce solutions while significantly expanding our global reach,”* said Darpan Seth CEO and founder of Expicient. *“We’re excited to be a part of Publicis.Sapient and to meaningfully add to global commerce capabilities already recognized as the best in the world.”*

Founded in 2008, Expicient is based in Andover, Massachusetts, with additional offices in the United Kingdom and India, in Gurgaon and Bangalore, where Publicis.Sapient also has a significant presence. Expicient serves a global roster of leading brands, including: The Aldo Groupe, Argos, Bed Bath & Beyond, BJ’s Wholesale Clubs, DHL, eBay Enterprise, Guitar Center, J. Crew, Lily Pulitzer, Lockheed Martin, Marks & Spencer, Michael Kors, Ralph Lauren, Staples, Target, Tesco and Williams Sonoma, among others.

## About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and business transformation. In a world marked by increased convergence and consumers empowerment, Publicis Groupe offers a full range of services and skills: digital, technology & consulting with Publicis.Sapient (Sapient.Nitro, Sapient Global Markets, Sapient Government Services, Razorfish Global, DigitasLBI, Rosetta) - the world’s largest most forward-thinking digitally centered platform focused exclusively on digital transformation in an always-on world - as well as creative networks such as BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi, public affairs, corporate communications and events with MSLGROUP, ad tech solutions with VivaKi, media strategy, planning and buying through Starcom MediaVest Group and ZenithOptimedia, healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs more than 75,000 professionals.

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## 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, Rosetta 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.

## About Razorfish Global

Razorfish Global, part of Publicis.Sapient, is a network of leading digital agencies that brings together customer experience, technology, media and intelligence to drive business transformation for clients on a global scale. Its 4,500 team members and 37 worldwide offices span Australia, Canada, China, France, Germany, Hong Kong, India, Italy, Japan, Singapore, the United Kingdom and the United States.

## About Rosetta

Rosetta. Unlocking and Activating Human Behavior.

Rosetta, part of Publicis.Sapient, is an agency focused on Customer Engagement. We connect rich data, engaging experiences and robust technologies to create meaningful customer relationships that drive business impact.

[www.rosetta.com](http://www.rosetta.com) | Twitter: [@RosettaMktg](https://twitter.com/RosettaMktg) | LinkedIn: <https://www.linkedin.com/company/9542>

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