

## PUBLICIS GROUPE TO CREATE AI CENTER OF EXCELLENCE AND ENTERPRISE AI FACTORIES WITH NVIDIA

**June 11, 2025 – Paris – Publicis Groupe [Euronext Paris FR0000130577, CAC 40]** and its digital business transformation hub, Publicis Sapient, today announced it is creating a Center of Excellence (COE) for Enterprise AI Transformation with NVIDIA, marking a significant step forward in the next phase of digital transformation. The COE will focus on supporting clients in their journey to adopt AI-accelerated business IT software and architecture, leveraging NVIDIA's cutting-edge technologies and infrastructure. Publicis Sapient will utilize NVIDIA AI software and accelerated computing to develop bespoke AI models and services tailored to meet the unique needs of its clients.

### Center of Excellence for Enterprise AI

The Center of Excellence for Enterprise AI will create a team across Publicis Sapient and NVIDIA to further advance how AI can be integrated into client enterprise environments, combining talent, best practices, and infrastructure. The COE will be focused on 3 key priorities:

- Standing up a next-generation AI factory, built with [NVIDIA DGX](#) systems, for the development of client use cases across diverse environments
- Advancing Publicis Sapient's Bodhi, an enterprise-scale agentic AI platform, specifically engineering next-generation autonomous AI agents that can reason, plan and act independently
- Launching AI Factory Solutions, helping clients create the infrastructure needed to manage the entire AI lifecycle

By leveraging NVIDIA's accelerated computing infrastructure, Publicis Sapient will work alongside NVIDIA to identify critical business scenarios that benefit from flexible, deploy-anywhere capabilities. These use cases will be developed in close alignment with the NVIDIA technology stack, while using Publicis Sapient's expertise in enterprise digital business transformation to ensure seamless scalability and performance across industries. Publicis Sapient is already helping clients benchmark, build, fine-tune and host small language models specific to their industry and trained on their data. This provides clients a unique edge while maintaining data security.



## **Bodhi – The Enterprise-Scale Agentic AI Platform**

The partnership will accelerate what's possible for Publicis Sapient's Bodhi agentic AI platform. It consists of a suite of agentic solutions like AI Content Suite, InsightsIQ (prescriptive analytics), bespoke AI coding agents and more.

Publicis Sapient's AI engineers will capitalize on NVIDIA's deep platform expertise, leveraging a robust ecosystem of 73 accelerated computing and AI libraries to drive innovation across the platform. NVIDIA will collaborate with Publicis Sapient to engineer next-generation automation pipelines for digital content creation. Publicis Sapient's clients can build their own AI factories with [NVIDIA RTX PRO Servers](#) to ensure these solutions support the deployment of AI-powered production workloads at scale.

## **AI Factory Solutions – Full-Stack Enterprise Service**

Building on the successful deployment of its own AI Factory, Publicis Sapient is launching **AI Factory Solutions**, a new full-stack service developed in collaboration with NVIDIA that will help clients create the infrastructure needed to manage the entire AI lifecycle, from data ingestion to training, fine-tuning, and high-volume inference. This offering is designed to support global enterprises seeking to transform their operations through bespoke AI Factory implementations—either on-premises or within sovereign cloud environments.

Through this initiative, Publicis Sapient and NVIDIA will co-create a consulting framework that supports enterprise clients at every stage of their AI journey. From education and strategy to systems integration and execution, the partnership will deliver a holistic approach to enterprise AI adoption. The service will also include reference IT architecture models, developed in partnership with leading OEMs and sovereign cloud ecosystem providers, to ensure secure, scalable, and future-ready solutions.

The offering will be underpinned by NVIDIA's full-stack AI platform and NVIDIA AI Enterprise software, delivering powerful capabilities across key enterprise use cases. These include intelligent AI agents developed with [NVIDIA NeMo microservices](#) and the [NVIDIA AI-Q toolkit](#); accelerated data science workflows using [NVIDIA RAPIDS](#); streamlined deployment processes enabled by [NVIDIA NIM](#) microservices and [NVIDIA AI Blueprint](#) solutions; and comprehensive infrastructure support through [NVIDIA AI Factory Solutions](#) and [NVIDIA DGX Cloud Lepton](#) for sovereign cloud deployment.

Together, this collaboration creates a transformative and scalable service model to accelerate enterprise AI adoption across on-premises, hybrid, and sovereign cloud environments—positioning clients to lead in the era of intelligent business.



**Nigel Vaz, CEO, Publicis Sapient**, said: “By leveraging NVIDIA’s advanced AI infrastructure alongside our Bodhi platform and digital business transformation expertise, we’re creating a new paradigm for enterprise AI adoption. This partnership enables us to guide clients seamlessly through every stage of their AI journey—transforming strategy into actionable, autonomous intelligence that drives real business outcomes.”

**Jaap Zuiderveld, Vice President EMEA, NVIDIA**, commented: “AI factories are engines of enterprise intelligence—purpose-built to drive digital agents that can understand context, reason through complexity and take action. Together, NVIDIA and Publicis Groupe will build services to help Publicis Sapient’s clients accelerate their AI transformation with their own sovereign AI factories and agentic AI platforms.”

#### About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients’ transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 103,000 professionals.

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