

Publicis Sapient

Transforming monitoring for experts in digital business transformation

Better account management for a customer-centered organization

25+

Years in digital business transformation

53

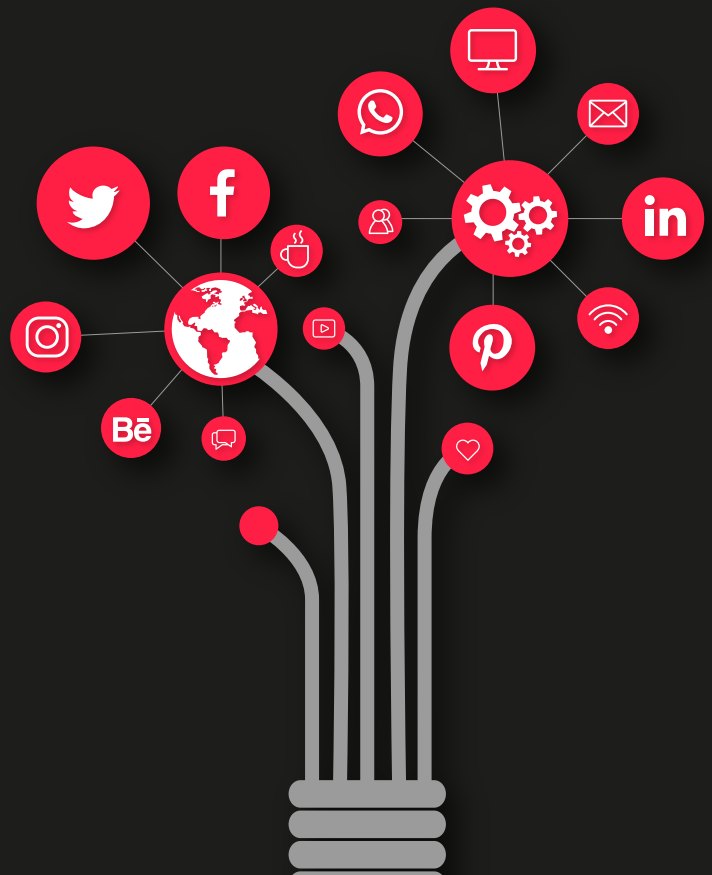
Offices around the globe

10

Industry specializations

25+

MSP clients in one Site24x7 platform



360-degree monitoring

Everything you need in one clear dashboard

Web page speed

Identify precisely which elements are lagging

Synthetic monitoring

Detect issues before your clients raise them

The logo for Publicis Sapient, with 'publicis' in black lowercase letters and 'sapient' in red lowercase letters below it.

About

Publicis Sapient is a digital transformation partner. It helps organizations get to their future, digitally enabled state, both in the way they work and the way they serve their customers.

Location

53 offices in 17 countries around the globe

Industry

Information technology and services

Seizing the space between next and now. That is what Publicis Sapient is all about.

The cutting-edge IT solution provider helps digitally enable its clients' businesses in the pursuit of next. It is laser-focused on assisting them in advancing them towards the new era of technologies.

For a brand that believes startup thinking and fresh ways of working ensure relevance in our evolving world, it was perhaps no surprise that it would be one of the first customers to evaluate the beta version of Site24x7's MSP program.

Fast-forward a few years and Publicis Sapient now supports more than 25 customers within a single Site24x7 platform. And it's using around 2,000 basic checks and 5,000,000 real user monitoring (RUM) page views, among other things.

But let's take things back to those early days. Why did Publicis Sapient decide to migrate to Site24x7 from the monitoring product it had been using?

Fresh thinkers seeking a fresh approach



“There were some challenges, like we were not able to perform segregation of checks,” says Amit Kumar, Cloud & DevOps, Managed Service Operations, Publicis Sapient.

Kumar’s team were looking for a unified platform where it could ensure data segregation based on the user, account, or project. Those features were not available with the monitoring product they were using.

Amit’s colleague Ahmedsi [surname], [job title], picks up the story: “Using the other product, we faced challenges whereby, even after providing the permissions, one client was able to see the data of another client.”

(Ahmedsi's surname) says they were also looking for an all-in-one monitoring solution that would enable them to monitor a client’s whole infrastructure, application performance, and real-user experience.

That was what they found with Site24x7.

PROOF OF CONCEPT

Site24x7 comes on the radar

What process did Publicis Sapient go through in migrating to Site24x7?

Having made the decision to find a new monitoring solution, they started looking at a number of different products.

“Site24x7 came into the picture on our radar,” recalls Kumar. “So we explored that.” Fruitful discussions with the Site24x7 support team soon followed. And liking the sound of what Site24x7 could do for them, they then began a 30-day trial.

What was their experience?

Site24x7 surpassed the previous monitoring product in almost every respect.



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“We were looking for a product or a monitoring solution that could provide 360-degree monitoring, where we could monitor the application as well as infrastructure, web, and synthetic. Site24x7 provides that.”

SYNTHETIC MONITORING

Detecting issues before clients raise them

One area of improvement that Kumar highlights is synthetic monitoring.

Before, they had to manually create the script to enable synthetic monitoring. Site24x7, however, provided them with a Selenium-based web recorder, which has made a big difference.





“Post implementing Site24x7 and doing synthetic monitoring, we have saved lots of downtime and outages, or client escalations.”

Amit Kumar – Cloud & DevOps, Managed Service Operations, Publicis Sapient

Site24x7 gave the Publicis Sapient IT team the capability to detect problems common end users problems, such as not being able to log in, or issues at the point of payment.

With Site24x7’s synthetic monitoring, the IT team can create transaction journeys—starting from the login to a website, then adding a product to the cart. and taking it to checkout.



“These transaction journeys have helped us detecting any issue before a client raises or escalates it.”

URL MONITORING AND WEB PAGE SPEED MONITORING

Driving down MTTD

What process did Publicis Sapient go through in migrating to Site24x7?

Having made the decision to find a new monitoring solution, they started looking at a number of different products.

- URL monitoring, and
- web page speed monitoring.

Before, the Publicis Sapient IT team only had URL monitoring set up to check for the availability of the homepage. Now, using Site24x7, it monitors the availability of multiple pages because Site24x7 both enhances the IT team's productivity and is affordable.

Site24x7's web page speed monitoring has helped the Publicis Sapient IT team identify precisely which element is taking more time to load and where further optimization is needed at the application layer.

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“There are multiple use cases where this product has helped us.”

INFRASTRUCTURE MONITORING

Avoiding overruns

Recently, Publicis Sapient migrated a client from its open-source infrastructure monitoring to Site24x7.

The impact? Overrun has been slashed to zero.

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“Managing infrastructure monitoring using Site24x7 is very easy. You just have to deploy the agent and you get the stats in the portal.”

DATA SEGREGATION

Resolving an admin headache

What difference have Kumar and (Ahmedsi's surname) seen with data segregation now that Publicis Sapient has migrated to Site24x7?

With Site24x7's MSP feature, Publicis Sapient can provide user-level access management. Kumar finds the administration side of things much easier. He is able to give his customers admin access so they have responsibility for what they are doing in terms of monitoring checks.

“If I have a company, say Company X, then I can give access to people in Company X only and they can then manage that themselves,” explains Kumar.

But the Super Admin role remains with Kumar to manage.

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“These kinds of functionalities—the user management—help us in managing our accounts.”

NOC DASHBOARD

All smiles in the Network Operations Center

What do Amit and Ahmedsi love most about Site24x7?

The NOC dashboard.

In Publicis Sapient’s Gurgaon office in northern India, there is a dedicated NOC room with large screens and 30 people working 24/7. Everyone loves Site24x7’s NOC view. So much so that they keep it open at all times.

If there is ever any orange or yellow notification, signify a problem or potential problem, the NOC team can be proactive and take action immediately. Instead of waiting for an email notification, all they need to do is look at the NOC dashboard and trace down to see which check has a problem.

SALES TEAM

Always helping you obtain the best deal

Kumar is also full of praise for Site24x7’s sales team, particularly the sales contact he works with. He always helps Publicis Sapient to obtain the best price and best renewal deal.

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“The NOC view of this product is very attractive.”

What's more, when Publicis Sapient recently referred a client from the Middle East to Site24x7, again the sales team helped get the best price for that account.

SUPPORT TEAM

Resolution within 24 hours

Kumar also mentions support. He was particularly impressed with the service provided by Site24x7's support team recently.

A member of Kumar's team had an issue that led him to seek help from Site24x7. He approached the support team. Before even 24 hours had passed, they had already resolved the issue

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“The Site24x7 sales team are awesome.”

And for a customer-centered organization like Publicis Sapient, that level of responsive service is what they're looking for in a partner.

Transform your customer service with Site24x7's MSP monitoring

About Site24x7

Site24x7 offers unified cloud monitoring for DevOps and IT operations. Monitor the experience of real users accessing websites and applications from desktop and mobile devices. In-depth monitoring capabilities enable DevOps teams to monitor and troubleshoot applications, servers and network infrastructure including private and public clouds. End user experience monitoring is done from 100+ locations across the world and various wireless carriers.

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