# publicis
sapient

At Publicis Sapient, Experience Technology teams are designing & implementing complex solutions leveraging the latest frameworks like React/Angular/Vue. The teams develop nimble and market-facing applications across web, mobile web and apps (using React Native / Ionic / Flutter and also native implementations). The XTians also strive to create more relevant and stronger experiences beyond the screens that help our clients quickly address the customer's wants and needs.

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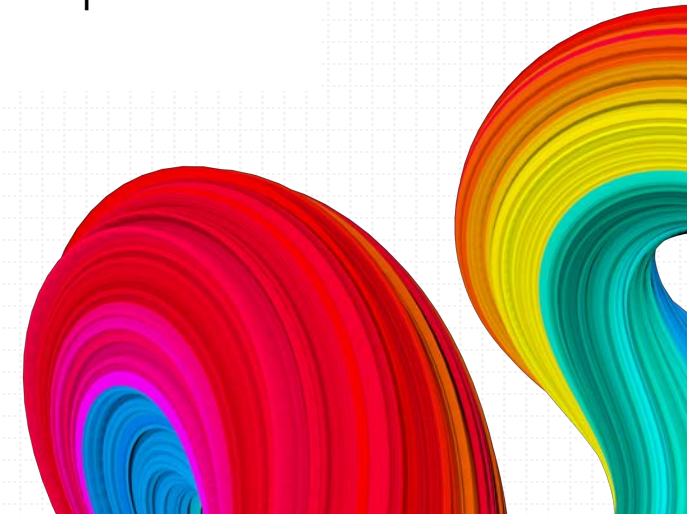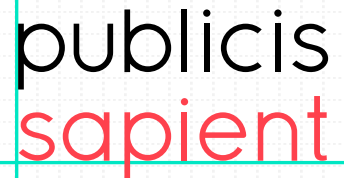
As a digital business transformation partner of choice, we've spent nearly three decades utilizing our ingenuity and the disruptive power of technology to help digitally enable the businesses of our clients in their pursuit of next.

We bring a startup mindset and agile methods to both established companies and the public sector to unlock value in ways that delight their customers and improve their operational effectiveness. Our approach to transformation is simultaneously grounded in a view of both the company and the customers, and a unique fusion of strategy and consulting, experience and engineering, along with an enduring culture of problem-solving creativity.

In the space between Next and Now is How. And we believe that How you seize that space is everything. Learn more: https://www.publicissapient.com
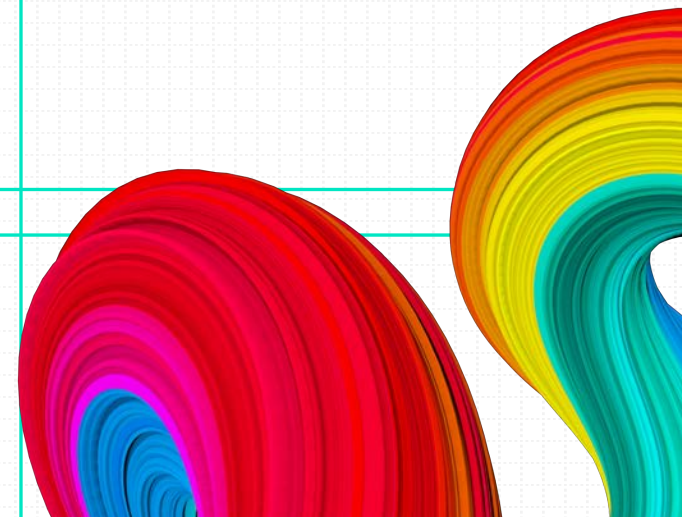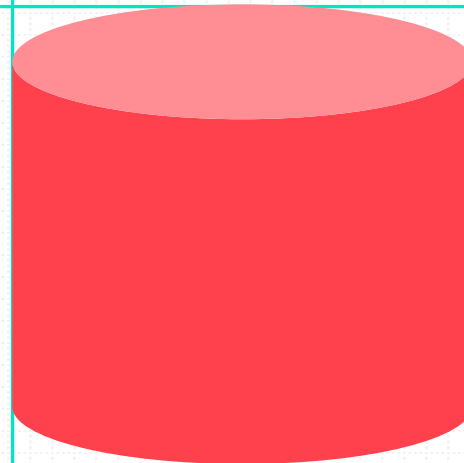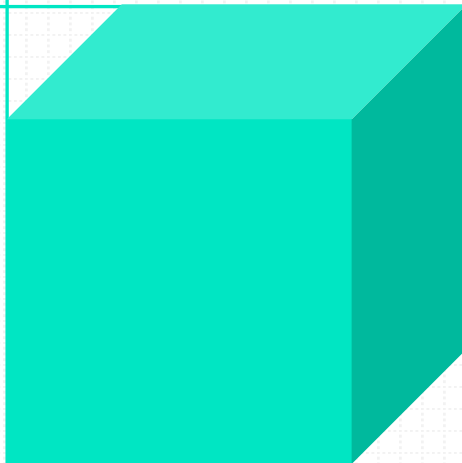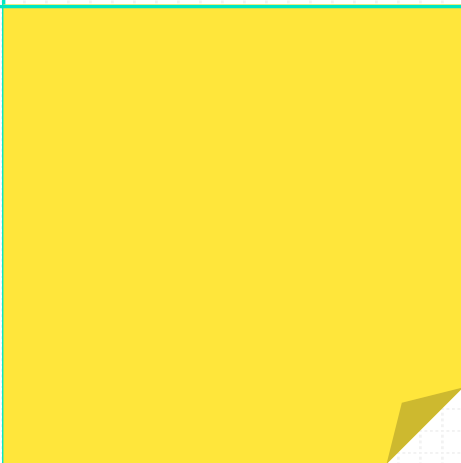
We Want To Hire
You!

And to help you clear our interview process, we have curated some the best resources available across the web.

THE PROCESS

Here are the major areas in which we probe:

- Core XT Round

- Framework Round

  - React/Angular

  - Node, Dev Ops & Cloud Basics (nice to have)

- Attribute Round

Core XT Round

WHY

Having a strong foundation leads to a long sustainable career. Frameworks come and go – what enables nimbleness in switching between these FW's are strong fundamental basics. Hence – the focus on OOJS, HTML, CSS & other core topics. Remember: No matter what FW you use – browser end of the day renders HTML.

WHAT

o Programming Paradigms (OOJS, FP)

o Design Patterns & SOLID Principles

o ES6, TS (optional)

o Responsive Web Design & Development

o DOM & Browser APIs

o NFR

   o Accessibility, Security, Performance, SEO

o Tooling: Module bundlers, linters, etc.

REFERENCE MATERIAL

o https://www.edx.org/course/web-accessibility-introduction

o https://web.dev/learn/css/

o https://developer.mozilla.org/en-US/docs/Web/JavaScript

o https://flexbox.io/

o https://cssgrid.io/

o https://javascript30.com/

o https://www.udacity.com/course/es6-javascript-improved–ud356

o https://www.udacity.com/course/website-performance-optimization–ud884

o https://www.udacity.com/course/responsive-images–ud882

o https://www.udacity.com/course/browser-rendering-optimization–ud860

o https://www.udacity.com/course/javascript-and-the-dom–ud117

o https://www.youtube.com/watch?v=8aGhZQkoFbQ

o https://www.youtube.com/watch?v=cCOL7MC4Pl0

o https://github.com/goldbergyoni/javascript-testing-best-practices

Framework Round – React / Angular

WHY

This needless to say – is the need of the hour. We have a lot of projects which are running on the React or Angular primarily. We also have projects running on React Native, Flutter and Vue.

Even if your exposure is limited but you know the WHY of things – we will train you to get better at the HOW.

WHAT

- Core Principles
- State Management
- Managing Styles & Theme
- Code Organization
- Routing
- CSR/SSR/SSG
- Code Splitting & Performance
- Error Handling
- Unit Testing
- Deployment Practices

REFERENCE MATERIAL

React

- https://reactjs.org/docs/getting-started.html
- https://egghead.io/courses/fundamentals-of-redux-course-from-dan-abramov-bd5cc867
- https://kentcdodds.com/blog/
- https://bradfrost.com/blog/post/atomic-web-design/
- https://www.smashingmagazine.com/2021/05/get-started-whac-a-mole-react-game/

Angular

- https://angular.io/docs
- https://egghead.io/courses/angular-basics-888f
- https://egghead.io/courses/build-performant-and-progressive-angular-applications-78032ff5

Framework Round (Coutd) – Node, Dev Ops & Cloud Basics (nice to have)

WHY

Full cycle is the way for us too. Know the complete end to end development life cycle – is what we would want all our engineers to be. This is a nice to have for us to start with. We will train you – to be good at it eventually ☺
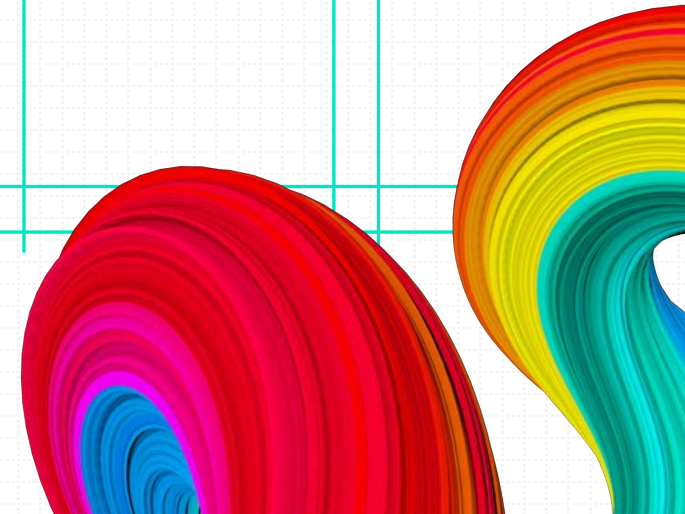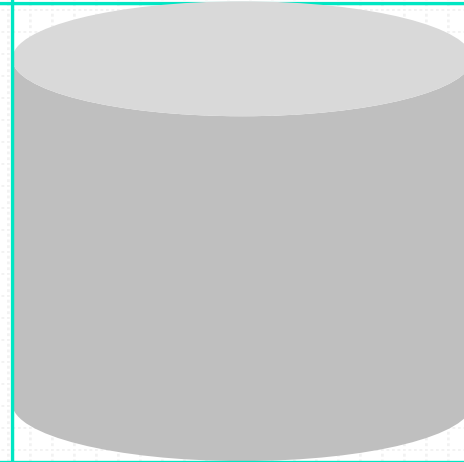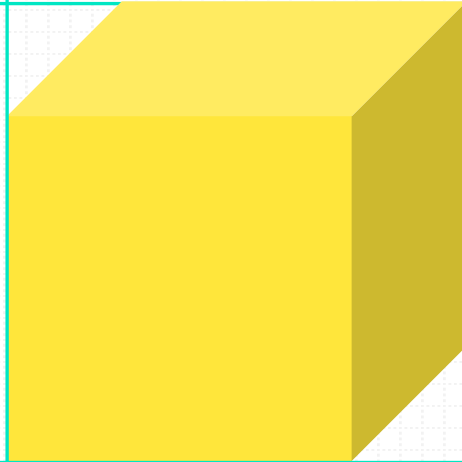
WHAT

- NodeJS Fundamentals
- Microservices With Framework of Choice e.g. Fastify, Express
- Security Best Practices
- Event & Message Queues
- Database Fundamentals
- Deployment, Logging &

Monitoring Practices

- Performance Tuning & Debugging
- Caching
- Containerization (Docker)
- Cloud Fundamentals With Vendor of Choice (AWS/Azure/GCP)

REFERENCE MATERIAL

- https://www.udacity.com/course/authentication-authorization-oauth–ud330
- https://betterprogramming.pub/how-to-design-a-web-application-software-architecture-101-df568b88da76
- https://medium.com/storyblocks-engineering/web-architecture-101-a3224e126947
- https://github.com/goldbergyoni/nodebestpractices
- https://microservices.io/

Learn More About Our eXperience Technology Domain

What is eXperience Technology?

Front End, Web, Interactive, Site Developers?

We are a community of 1200+ experience technologists, specializing in experience creation across 8 industry verticals at Publicis Sapient. In India, we are close to 960+ XTians with primary skills split across React, Angular, React Native, Flutter, Core XT, and Full Cycle

Automotive	Energy & Commodities	Travel & Health	Transportation & Mobility	Financial Services	Public Sector	Consumer Products	Telecommunication, Media & Technology

eXperience Technologists

We work with ==iconic brands== across industries

Financial Services	LLOYDS BANK	RBS The Royal Bank of Scotland	TD	WELLINGTON MANAGEMENT®	Bank of America	citi	HSBC	Nationwide Building Society
Energy & Utilities	Chevron	ExxonMobil	PHILLIPS 66	ADNOC	bp	Eni	centrica	
Consumer Products	Unilever	Kellogg's	ESTĒE LAUDER	adidas	Nestlé	MARS		
Transportation & Mobility	Audi	Mercedes-Benz	KIA	Ferrari	Ford		FIAT	
Health	BAYER	NHS choices	CDC	MD Anderson Cancer Center				
Retail	LOWE'S	Walmart	Neiman Marcus	Loblaws	TESCO	H&M	Carrefour	M&S
Telcommunications, Media & Technology	BT	sky	T··Mobile·	verizon	HTC			
Travel & Hospitality	Lufthansa	Heathrow Making every journey better	ACCORHOTELS Feel Welcome	DELTA	MGM RESORTS	CARNIVAL CORPORATION & PLC	McDonald's	MARRIOTT BONVOY

What makes us Awesome & Unique?

PEOPLE

Our people are our ambassadors and all of our community initiatives are for them and by them.
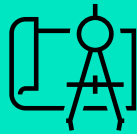
CRAFT

We have specialists in all our major needed skills who believe in sharing and giving it back to the community.

Learning & Talent Development

angular
flutter nest.js graphql
webassembly css git
webpack responsive react postcss
electron web vitals
nextjs fastify svelte vue j html
webpack angular
seo accessibility typescript
javascript nextjs angular native angular npm
lighthouse microfrontends
performance
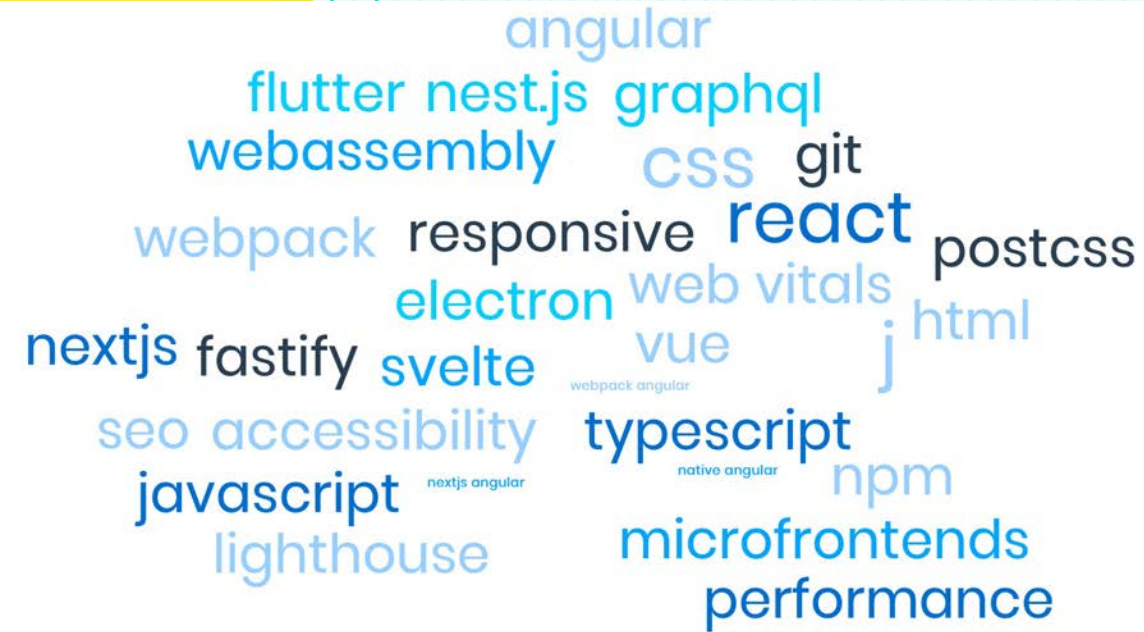
With diverse domains and projects – we work on the latest and greatest of tech stacks – to create the maximum impact for our clients by providing them the best possible solutions.

To ensure our people are always ahead of the curve – we run tech-trainings throughout the year. The learning never stops.

CAPABILITY DEVELOPMENT PROGRAMS

For trainings across skill-sets and frameworks

Certifications on
Accessibility, Performance, Security & SEO

40+	200+	30+	110+	80+	40+
in CoreXT	in React	in Angular	in FullCycle	in ReactNative	in Flutter

Giving it back to the community…

Meetups

Medium Blogs

Conferences

Webinars

Tech Connects

Podcasts

Hackathons

Our Own Global Conference (XTSUMMIT.com)

Engineering Experiences, the theme that defined the summit in 2020, revolved around five key technological elements that are instrumental to design thinking, experience creation and business transformation.

At the XT eSummit 2020 we brought to the fore what lies ahead in the future of eXperience Technology.

XT eSUMMIT 2020
September 11-12

The numbers in 2020

10+
Locations

40+
Speakers

1500+
Attendees

Our Blog(s)

- Choosing the right testing tool for your new React app
  - Soumya Sunny

- Accessibility — the mandatory — nice to have...
  - Sailesh Raghavan

- How does a Headless Content Management System (CMS) work?
  - Holger Hellinger

- Enabling Accessibility in the Modern Web
  - Lisa Kuliczkowski

- Do we really need class components anymore?
  - Gurpreet Singh

Medium

https://medium.com/engineered-publicis-sapient

Our Podcast(s) Channel

- No Website Should Be Without Accessibility
  - Sailesh Raghavan

- Why Your Next App Should Be In Flutter
  - Giri

- Building Crazy Fast Web Applications
  - Manish Shekhawat

- Micro Frontends Architecture in Practice Pt. 1& 2
  - Rakesh Menon & Gautam Chadha

Upbeat
eXperience Tech
Conversations

✳CHANGE

THE XT PODCAST // TOPICS WORTH LEARNING
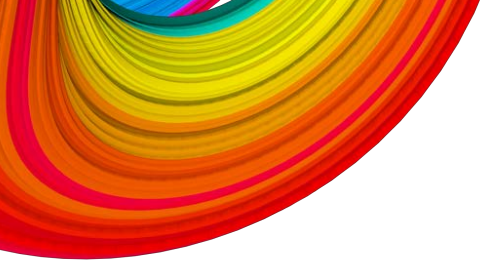
Community
Knowledge
Sharing &
Networking
Events

Other Initiatives

ARCHITECTURE EXCELLENCE

In the past year, our team has worked on developing adoption-ready reference architectures, some of which have already been adopted in several projects.

Adoption-Ready:

| Atomic React Pattern Library | Universal React | React Lite | Web Components Lib |

In Progress:

| React Widgets | Micro Frontend | Universal Vue | JADE (accelerator) |

SPONSORED CONFERENCES

React India   ReactFoo   JSFOO   GREAT INDIAN DEVELOPER SUMMIT
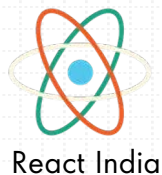
XT India – Social Channel Videos

Meet the Troublemakers

Life @ Publicis Sapient [WLB]

XT Summit 2020 Showreel

XT Summit 2014 Showreel

XT Summit 2020 Session Videos

International Conference of Engineering (Teaser)

Our presence at GIDS

XT Summit 2019 Showreel

Accessibility Workshop - 1

XT India – Social Channels

XT India Meetups

https://www.meetup.com/Experience-Technology/[NCR]
https://www.meetup.com/eXperience-Technologies/[BLR]

Open Source

MobX.dart

publicis
sapient

XT OpenSource

https://github.com/pagesource/
https://github.com/xt

Universal React

https://github.com/pagesource/universal-react-v2

Express API RefKit

https://github.com/anuragbhd/express-api-refkit

FACEBOOK

Experience Technology Group (Non-PublicisSapient)
https://www.facebook.com/groups/experienceTechnology

TWITTER

XT Bytes (Non-PublicisSapient)
https://twitter.com/xtbytes/

Accelerators & Solutions

Web Application Modernization

Web Application Modernization is a solution that prepares businesses for rapid innovation at scale through strategic code refactoring.

Engineering Transformation

Engineering Transformation is a holistic program that modernizes Information Technology (IT) to prepare companies for comprehensive Digital Business Transformation (DBT).

Digital Marketing Assessment for Automotive

The digital marketing operating system assessment measures the digital maturity of an automaker and develops a prioritized roadmap to transform customer engagement.

Rapid Commerce

Rapid Commerce is a cloud-native solution based on microservices that gives companies an agile way to implement commerce in their environments. The adaptive architecture empowers retailers to continually modify the customer experience, quickly & easily.

Point-of-Sale (POS) Modernization

Our unique Point-of-Sale (POS) modernization approach combined with our Rapid Commerce accelerator can help retailers leapfrog in their pursuit of a modernized, cloud-native POS system.

Pharma Growth Accelerator

The Pharma Growth Accelerator uses a wide range of digital tools and data to help pharmaceutical companies in sales and marketing.

Our Services

In the Technology & Engineering Space

Engineering Transformation:

We analyze the value streams within an IT organization to align the enterprise technology strategy with the needs of businesses and customers. We introduce new methods, processes, platforms and tools within IT to unlock innovation, speed and quality. We help our clients shift not only the technology but also the ways of working to achieve continuous improvement and value creation.

Experience Technologies:

We develop nimble, market-facing applications across web, mobile and voice that help our clients quickly address customer wants and needs while forging more relevant and stronger experiences along the customer journey.

Microservices & APIs:

We engineer and operate microservices and API platforms that enable stronger collaboration and agility within teams to accelerate digital innovation.

Site Reliability Engineering:

We improve connectivity across engineering, operations and governance teams and apply automation and machine learning to ensure systems are reliable, efficient and cost-effective.

Cloud Engineering:

We help organizations bring applications to market faster through the cloud and reduce risk with consistent, secure and reliable deployments through automation and self-service.

Software Implementation:

We help our clients select and implement the right software and use our proven, agile approach to accelerate marketing, commerce and business operations.

THANK YOU !!!