**2018 trends at a glance**

**COMMUNICATIONS**

### TOP TRENDS

% of communications executives citing top trends

1. **Becoming digital organizations to meet customer expectations**
   - All responses: 94%
   - North America: 80%
   - Europe: 100%

2. **Protecting through cybersecurity**
   - All responses: 91%
   - North America: 87%
   - Europe: 100%

3. **Assuring regulatory compliance**
   - All responses: 80%
   - North America: 72%
   - Europe: 84%

4. **Leveraging robotics and AI to reduce costs & enhance customer experience**
   - All responses: 79%
   - North America: 76%
   - Europe: 81%

5. **Increasing investments in new products & services to accelerate growth**
   - All responses: 75%
   - North America: 76%
   - Europe: 75%

### TRANSFORMATION STAGE

**Digital strategy implementation**

- For the entire enterprise extending to our external partners and suppliers
  - 9% Producing results
  - 19% Operational results
  - 30% Launching
  - 15% Building
  - 21% Don’t know
  - 21% Other

Of the executives who say they have a defined digital strategy, 34% are launching, have operationalized or are realizing results from a strategy that includes their ecosystem partners.

**Technology implementation**

- **Artificial intelligence (AI) & machine learning**
  - 48% Investigating
  - 17% Proof of concept
  - 13% Transformation in progress
  - 19% Transformation achieved

Communications executives indicate there is growing focus on AI and machine learning to drive process automation.

### BENCHMARKING

We asked business and IT executives to rank their satisfaction with their own IT organizations based on the 10 key attributes of a world-class IT organization. Communications satisfaction scores are above the global average.

### Business leader satisfaction vs. IT leader satisfaction

Scores from 1 to 10, with 10 most satisfied

- **Providing cost-effective service**
  - Business leaders: 7.0
  - IT leaders: 6.7
  - Industry avg: 6.8
  - Global avg: 6.1

- **Delivering on time and on budget**
  - Business leaders: 6.6
  - IT leaders: 6.4
  - Industry avg: 6.5
  - Global avg: 5.9

CGI can provide a discussion of all available benchmarking from our interview data, including each client’s positioning, on topics such as IT satisfaction, IT budgets, innovation investments, digital maturity and more.

**Discover additional communications insights and request access to more industry reports by contacting us at info@cgi.com.**

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