Innovation in the fast lane
How agile leaders innovate at pace
Helping clients change, adapt and innovate
See how our collaboration with clients across industries helps them adapt and innovate at pace.
“It is not the strongest of the species that survives, nor the most intelligent. It is the one that is most adaptable to change.”

Charles Darwin
Unlocking innovation from within: the new imperative

We find ourselves in a new era of digital disruption, where barriers to entry effectively have vanished.

The 1st wave of disruption in the late 1990s and early 2000s encompassed the dot.com boom followed by the advent of the smartphone and social networks—utterly disrupting the channel landscape and eroding barriers to entry.

The 2nd wave of big(ger) data and analytics featured digital innovators using big data to microtarget and personalize their value propositions and cherry pick incumbents’ most-prized customers, eroding another barrier to entry—customer knowledge.

The current 3rd wave is happening in the operations, production and back-office sides of the enterprise. Advances in artificial intelligence, intelligent automation, robotic process automation, the Internet of Things and autonomous 3D printing are breaking down the last vestige of competitive advantage of incumbents.

Going forward, what will make organizations thrive in a digital world is the ability to operate in a lean and agile manner and to continuously unlock innovation from within, at pace and scale.
Following are real-world innovation success stories from around the globe, along with a brief story of how CGI helps clients become more agile and innovation-focused in this upended, digital world.

An Innovation Story

Cast

Ms. Gonzales
Chief Innovation Officer
Acme Corp., a global enterprise

Mr. Miller
Vice-President, Consulting, CGI

Acme Corp. executive leadership team, including CEO and board of directors

CGI team of experts, including analysts, innovation facilitators, emerging technologists
What a difference. My CEO’s getting lots of recognition from the market, our customers and our employees for our innovation efforts.

How can we innovate to stay ahead…?

Becoming better at innovation than competitors is the way to thrive in the digital economy.

Increasing disruption requires agile innovation at pace and scale.

What if we could change travel habits and behaviors to help save the planet?

Learn how travel is being transformed in the Netherlands through **gamification** and **big data** analytics.

Present day

How can we innovate to stay ahead…?

9 months earlier
What if we could understand the emotions of customers in real-time?

Read how Finland’s largest music festival improves the concert experience through real-time crowd sentiment analysis.

As barriers to entry have eroded, agility and innovation are the keys to success.

Innovation activism ≠ innovation strategy. Even organizations with digital strategies in place find it hard to achieve results.

Entry barriers
- Channels/Distribution ↓
- Data/Micro Markets ↓
- Automation ↓

Solution
AGILITY
+ INNOVATION

Meanwhile at CGI

A few days later
Becoming agile and innovative requires a vision, strategy and roadmap—ultimately a change in DNA and culture.

A facilitated workshop day in a CGI Innovation Center explores ambitions, visions and challenges.

What if we could automatically assess conditions of passing freight cars from the track side?

Creating efficiencies in rail operations though trackmounted, IoT sensors and machine learning.

100% agree. Innovation takes a clear vision and solid planning. We’ve helped many clients with this, and can help Acme too.

Let us facilitate an Innovation Focus Day with your leadership to identify the best ways to get Acme an agile innovation track.

The discussion continues...

...and ends with next steps
Use Case Ideas:
- machine learning / AI-driven decisions
- video & IoT analytics
- automation / robotics
- human-centered design

Great idea.

That’s really key for us.

What if we could protect a nation against the sea by autonomously keeping storm surges at bay?

Learn how intelligent automation helps achieve space-flight-level reliability for one of the largest flood barriers in the world.

Located near our clients, CGI Innovation Centers offer dedicated spaces for collaboration and creative design.

A CGI Innovation Focus Day helps clients create a vision for how innovation should work for their strategy and identifies strong use cases.

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Later that month

That went really well. I now see how innovation should work for us, with some great use cases for our next steps!

A few days later at Acme
Fantastic. Who should we bring from our side?

Our first next step is a sprint at our lab where we bring our emerging tech experts and co-create with your team.

Let me demonstrate how these technologies can be combined to drive even greater impact on the business.

Quick wins for agile innovation can be generated at a co-creation CGI Innovation Sprint.

Sprints are accelerated using platforms and capabilities at CGI Innovation Labs with our emerging technology experts.

What if we could provide a highly accurate, guaranteed global positioning service?

CGI delivers the mission-critical satellite constellation control facility for a global satellite navigation system.

Next steps are agreed

Later, at CGI’s Innovation Lab
What if we could streamline the complex, paper-based process of global trade financing?

Read about the potential to reinvent global trade through integrating blockchain with our proven CGI Trade360 platform.

Sprints also deliver fast-working prototypes and MVPs, and the perfect pitch to gain launch approval.

Achieving pace and scale requires structured innovation management, emerging technology engineering and culture hacking.
What if we could transform the way we create software?

CGI helped a Fortune 50 retailer replatform its applications through an agile transformation lab on Cloud Foundry.

CGI can help clients set up an internal Lean Innovation Agency and can augment the running of the agency.

To help clients build an ecosystem of technology partners, CGI cuts through the hype and brings emerging technology engineering expertise.
What if we could effortlessly see a city’s hidden underground infrastructure to better plan the future?

Watch how **augmented reality** and precision data are helping with planning the relocation of the entire Swedish city of Kiruna.

A roadmap lets digital leaders focus on a few key interventions at a time. Creating a roadmap can start with a CGI Digital Day.

Operating in an agile, iterative way helps organizations survive and thrive in the new norm of accelerating adaption and innovation.

**CGI Innovation Center**

**CGI Change Management**
- Innovation Culture Hacking
- Innovator Coaching

Most importantly, we can help you hack your culture and change it to one of an agile innovator.

...about culture change...

**CGI Agile Operating Model**

Shifting to an agile operating model would enable you to adapt more rapidly.

I am worried that Acme still moves too slowly.

...and agile operations
Transformation Roadmap

Incubate new innovations

New Business Model

Let’s work together on Acme’s agile transformation roadmap for how to do things differently.

CGI Innovation Center

By providing focus, you can avoid the trap of a large transformation.

Operating in an agile, iterative way helps clients survive and thrive in the new norm of continuous and accelerating adaption and innovation.

CGI helps clients create a competitive advantage by optimizing and scaling a self-learning AI system that adapts to competitors’ changing pricing strategies.

What if we could predict over 100 competitors’ sales pricing every day?

Armed with a roadmap, digital leaders focus on a few key interventions at a time. Developing the roadmap can start with a CGI Digital Day.

Let’s build on this great momentum. The pace of change only continues to accelerate, and there’s no rest for the weary.

Congratulations on all the progress with unlocking innovation and moving to an agile operating model.

Lastly, a roadmap

Back to present day

To be continued...
CGI has developed an automated inspection prototype deploying drones using a range of advanced sensors and AI.

What if we could automate the dangerous and time-consuming inspection of wind turbine blades?

CGI works with clients to recreate and visualize a national railway network in a 3D world, enabling safe, fast and realistic innovation testing.

What if we could easily test rail innovations by simulating in a 3D digital twin of the network?

In 6 weeks, CGI delivered a working pilot with real-time views of container loads in port and on-sea operations using IoT, machine learning and UX design.

What if we could create an entirely new data-driven business model and solution for a global container ship builder?

Read how CGI rapidly delivers service innovation prototypes through user collaboration and design thinking methods.

What if we could drive innovative service improvements at leading universities?
CGI has a global network of collaborative innovation centers and labs. Located near clients, these facilities enable workshop innovation and access to global innovation capabilities, with local support, clear accountability and measurable results. For our experts, they are a collaborative environment to test and evolve innovations and a space to share with the local community. These centers and labs are supported and informed by our clients and our Emerging Technology Practices.
CGI’s Emerging Technology Practices: Engineering skills that cut through the hype
Hold an Innovation Focus Day Workshop
Use this day to envision how innovation should work in alignment with your strategy and identify initial innovation use cases.

Run an Innovation Sprint
Let CGI facilitate and run one or several innovation sprints to demonstrate how innovation can work fast.

Set up your Lean Innovation Agency
CGI helps you set up an innovation incubator that fits in your organization with tailored frameworks and blueprints.

Leverage our Innovation Coaches
Experienced CGI innovation coaches guide your innovators and visionaries through perfecting and delivering their innovation pitches.

Use our Innovation “Run” Services
Let CGI run and operate all or some parts of your innovation agency processes—planning and executing innovation campaigns, from idea backlog to pitch, design thinking and MVP.

Hack your innovation culture
CGI helps with the changing of your organization’s myths and culture into one of a fast moving, agile, courageous innovator and ultimately of a digital leader.

Drive innovation at scale — all of the above
CGI provides full end-to-end service from discovery and ambition setting to ideation, organizational design, implementation, operation and continuous improvement.
ABOUT CGI

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. Operating in hundreds of locations across the globe, CGI delivers an end-to-end portfolio of capabilities, from IT and business consulting to systems integration, outsourcing services and intellectual property solutions.

CGI works with clients through a local relationship model complemented by a global delivery network to help clients achieve their goals, including becoming customer-centric digital organizations.

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