



Experience the commitment®

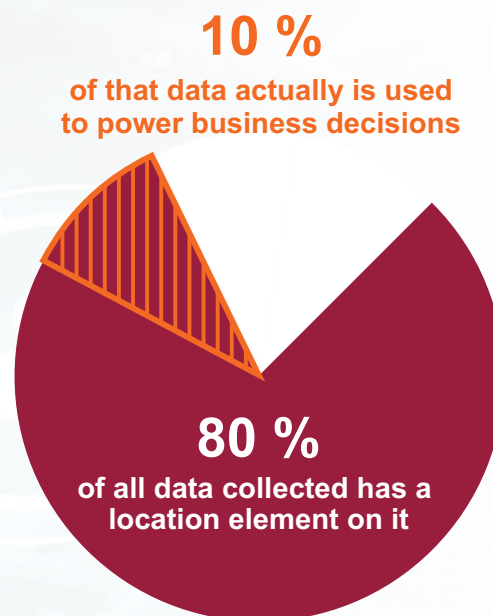
LOCATION INTELLIGENCE FOR SUCCESSFUL DIGITAL TRANSFORMATION

Driving Innovation with GIS
Management Consulting



Location data is constantly being generated by business activity, but is not being applied to provide meaningful value or insights. There is a huge opportunity to expand location intelligence in organizations that are getting ready to be location aware. We provide the means and the expertise to capture, process, store, build insights and drive changes in your organization using **location aware services**.

CGI provides **high-end IT and Management Consulting** to better leverage geospatial data assets and build a comprehensive roadmap to success in your data-driven digital transformation. The following document focuses on our value driven approach to success, how our Geospatial Centre of Excellence can better support your organization to accelerate time to market for insightful and meaningful **geo-enabled business solutions**.



Data is transforming all organizations

Top management priorities from CGI's Voice of Our Clients program:

- **Digital Transformation**
Location is fundamental for transformative industry trends
- **Data and predictive analytics**
Geospatial analysis is a deciding factor when considering the new citizen, employee and customer experience

Building the right Geographic information system (GIS) and location data strategy is essential to create a data-driven culture that will enable operational efficiency, target customer engagement and facilitate product and service innovation.

Location is the new champion of analytics

- Placing location at the center of business processes provides **key insights and business outcomes**
- Geospatial data can be integrated to all kinds of business systems and applications to **boost the decision-making processes**
- 80% of data captured by organizations has a **location component**



Demographic



Behaviors



Expenditures



Mobility



IoT



Environment



Property
Addressing

Location information can contribute to increased customer satisfaction and productivity, decrease risk, improve quality, lower cost and augment revenue.

Location intelligence is key to competing in the digital age

Here are the top benefits of Location Intelligence

- **Big Data** - Allow business to have a global and comprehensible vision
- **Small Data** - Reveal patterns, connections and opportunities
- **Business Operation** - Streamline workflows within and across the organizational silos
- **Customer Experience** - Optimize responsiveness to customer needs, personalize experience, improve loyalty and drive business growth
- **Fast Data** - Help make real-time risk management & smarter decisions
- **Performance Management** - Reveal the relationship and value of location to assets, transactions, facilities and people
- **Digital Twin** - Add location dimension to data to ground them in reality
- **Advanced Analytics** - Boost business intelligence and artificial intelligence

“66% of enterprises rank Location Intelligence as either critical or very important to revenue growth strategies”¹

¹Forbes *2018



INSURANCE

- Claims management
- Underwriting
- Risk monitoring
- Fraud detection
- Telematic & smart car
- Micro-insurance
- Sensors - IoT



ENERGY + UTILITIES

- Network management (digital twins)
- Real-time view of assets, traffic, weather & disaster
- Assess network vulnerability
- High-demand areas
- Outage management
- Grid management



TELECOMMUNICATIONS

- Network management
- Design optimal routes
- Backhaul optimization
- 5G network
- Outages management
- Service qualification
- Door-2-door campaigns
- Customer analytics



RETAIL

- Find the right store location
- Market & merchandise planning
- Customer analytics
- Patterns in customer, sales & market data.
- Indoor mapping



OIL + GAS

- Visualize data as digital terrain & 3D models
- Field operations, engineering management
- Environmental risk management
- Retail site selection & customers analytics (downstream)



PUBLIC SECTOR

- Smart cities
- Safety and resource allocation
- Health programs
- Operational efficiencies
- Land & resources management



TRANSPORT

- Infrastructure planning & management
- Real-time assets / traffic monitoring
- Road network analysis
- Routing & scheduling
- Vehicle tracking & dispatching
- Fleet management



Accelerate Location Intelligence adoption with strategic partnership

CGI high-end IT and management consulting services chart the path to Location Intelligence value. To be indisputably recognized as a leader, CGI can help you become:

Outcome-oriented

Accelerate progress in research and innovation, geospatial solutions delivery, application maintenance and development, migration to the enterprise geospatial platform, and geospatial data analytics capabilities. Contribute to tangible outcomes that offer value to your customers.

User-Driven and Responsive

Align technology with business to take a responsive, market/user-driven approach that enables your partners to be in turn user-driven and responsive. Offer the user experience you wish you had and you would personally pay for.

Creative

Find new ways to foster creativity and innovation, through design thinking sessions and workshops, keep an open mind constantly adapting to change. Engage with your stakeholders (bottom up and top down) and encourage them to share creative ideas, but more importantly keep track of innovations.

Collaborative

Catalyze and coordinate approaches to drive outcomes through partnerships across the industry, academia and stakeholders. Set yourself for success by becoming a partner of choice and a trusted advisor.

Strategic

Advise the organization on its standards development, bringing forward geospatial leadership, foresight and expertise overarching services and programs, and leveraging strategic partnerships across stakeholders. Transform GIS into an organization wide strategy for location intelligence with a Center of Excellence.

Data-Driven, Transparent and Accountable

Demonstrate and communicate proactively, promote a fact based approach with tangible value of investments in geospatial via success stories and performance measurements. Create tailor-made strategies grounded in facts and common sense to manage security and privacy in an ever more complex ecosystem

Avoid technology lock-in by doing business with a strategic partner that is not only independent, but capable of providing end-to-end services throughout the application life-cycle



Our Approach, Your Success

QUICK SCAN

Measures the maturity and quality of existing landscape - Shared understanding provides a baseline for measuring future performance and recommendations for improvements.

PROOF OF VALUE

Provides visibility and awareness into the value of the location data and analytics use case of your choice - Expert overview of solutions and benefits, discovery of the potential business value, address challenges with key stakeholders, and establish a shared view of the business case - Test the use case in our lab.

VISION AND ROADMAP

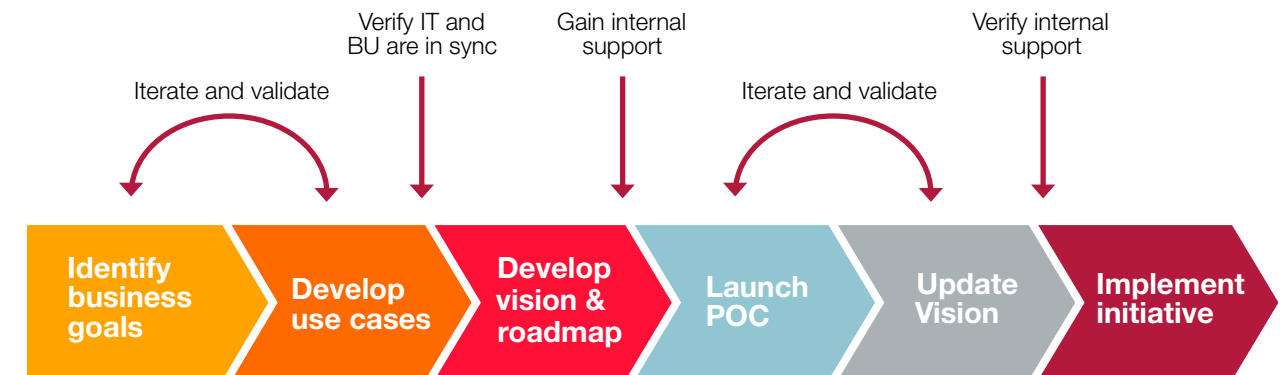
Offers a balanced approach to building roadmap for success using location data and analytics - Address key elements such as: reduce total cost of ownership, improve quality of service, make information accessible, build a customer experience and embracing industry and technology trends.

SPRINT AND SCALE

Transform your sector oriented (cost center) geographic information services to an enterprise global platform (strategic value) capable of providing services to the whole organization. Expert insight on how to leverage continuous improvement, continuous delivery and continuous management to streamline the delivery of geospatial applications.

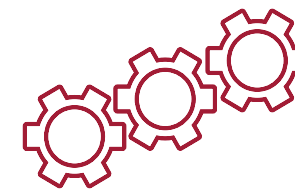
Focus on Value & Objectives

Business process mapping for Location Intelligence from project ideation to continuous improvement



Delivering value through an interactive approach to stay focused on your business outcomes.

Accelerate time to market



Leverage latest technology to streamline data collection, cleansing, enrichment and analytics



DevOps approach to establish a collaborative mindset and increase customer engagement and satisfaction



Maximize value through a Low-Code delivery leveraging out-of-the-box solutions

Let us become your silver bullet

Geospatial Centre of Excellence

Our strengths

- 80 members strong in Canada and more than 500 worldwide with geospatial expertise
- 25+ years of experience in development, integration and design of business solution
- Agile and DevOps applied to Geospatial Information Systems and Location Analytics

Our services

- Design scalable location intelligence solutions and Enterprise GIS Platforms
- Build Web and Mobile Business Applications
- Application lifecycle management from design to modernization including support and maintenance
- Data acquisition, integration and enrichment for location analytics
- Data automation, quality insurance, performance and secure by design solutions
- Big Data and Small Data Analytics, Web of Things (IoT) and Indoor Location
- Augmented and Mixed Reality, 3D Modeling and Innovation
- Training, Skills Development and Adoption of new technology

Digital is re-orienting the mind-set of organizations

When it comes to digital transformation, technology is only part of the answer. Realizing the promise of digital requires transformation across three areas—organization, business model and technology.

CGI has a Digital Strategy and Transformation Approach focused on all three areas of transformation.

Change organization

- Evaluate your leadership
- Revise structure
- Adjust appetite to risk
- Modernize the culture and environment
- Enable the curious employees
- Make decisions based on insights
- Encourage innovation and collaboration



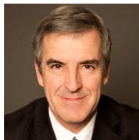
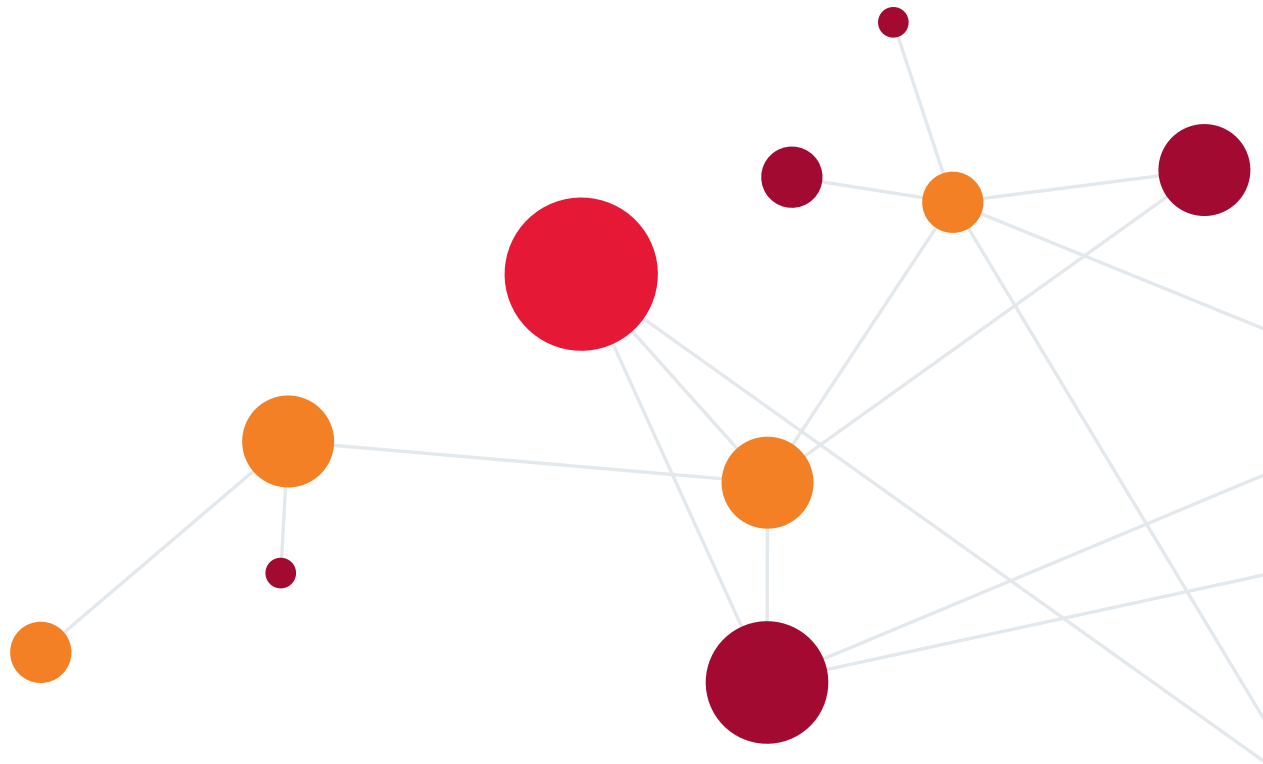
Change the game

- Optimize the customer experience across all touch points
- Make decisions based on insights
- Increase innovation and collaboration
- Create new market opportunities, products and services
- Explore new business models
- Think outside-in, partner more
- Simplify
- Speed up and become agile

Leverage new technology

- Move to real time integrated operations
- Automate as much as possible
- Leverage new technology
- Take advantage of connectivity and cheaper economics





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About CGI

Founded in 1976, CGI is one of the largest IT and business consulting services firms in the world. Operating in hundreds of location across the globe, CGI professionals help clients to achieve their goals, including becoming customer-centric digital organizations. We deliver an end-to-end portfolio of capabilities, from high-end IT and business consulting to systems integration, outsourcing services and intellectual property solutions that help accelerate clients' complemented by a global delivery center of excellence network to help clients accelerate results, transform their organizations and drive competitive advantage.
