



2020 CGI CLIENT
GLOBAL INSIGHTS

Manufacturing Insights Summary

Each year, we meet with client executives to get their views on the trends affecting their organizations and industries. Through the CGI Client Global Insights, we analyze these findings to provide a valuable global antenna by industry—based on facts, not hype—to benchmark best practices. This summary shares sample insights from our manufacturing client executives.

Meeting customer expectations still dominates

Becoming digital organizations to meet customer expectations is the top trend by impact once again in 2020. The most important business and IT priorities continue to focus on optimizing operations and on digitizing processes to improve agility and efficiency, respectively.

> Top trend by impact

Become digital organizations to meet customer expectations

> Top business priority by importance

Optimize operations (improve productivity, agility and speed to market)

> Top IT priority by importance

Digitize processes to cut costs, improve agility and customer experience



> **Post-pandemic declaration trends show a rise in investments in new products and services**

For interviews conducted after the pandemic declaration by the World Health Organization (WHO) on March 11, 2020, increasing investments in new products and services rises in impact as a trend (+21%), while regulatory compliance and sustainability lessens (-7%), compared to earlier interviews.

> **Results from digital strategies are still low**

13 % of executives say their organizations are producing results from digital strategies, up from 12% in 2019; 97% have a strategy in place, up from 92%.

> **Few executives cite having highly agile business models for digitization**

14 % say their business model is highly agile (score of 8 or higher*) when it comes to addressing digitization, up 4 points from 2019.

> **Fewer plan to increase new applications and infrastructure budgets**

57 % of executives indicate plans to increase new applications and infrastructure budgets, down from 70% in 2019. (Some budget data was collected prior to the pandemic declaration, so may be subject to change.)

> **Data insights is the top innovation investment priority within 3 years**

87 % of executives cite data and predictive analytics as the top innovation investment area within the next 3 years.

> **IT modernization is the top IT spending driver**

94 % of executives say the main spending trend for IT budgets is modernizing IT applications, followed by digitization (91%).

Learn more at cgi.com/client-global-insights. For a complete set of industry insights and to consult with one of our experts, contact us at info@cgi.com.

About the insights

In 2020, we met with 1,447 business and IT executives. This summary shares sample insights from 175 manufacturing executives across the commercial and industrial (83%) and natural resources (17%) sub-sectors.

Interviews were conducted before and after the pandemic declaration, providing unique insights into evolving priorities.

Interview demographics

Pre-March 11**	Post
54%	46%
Business leaders	IT leaders
38%	62%
Europe	North America
88%	12%
C-level	Ops-level
54%	46%

*Scale of 1 to 10 with 10 highest

**Pandemic declaration by WHO

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