

Our world is changing

Welcome to the Metaverse



Connecting physical and digital communities in new ways, to realise new possibilities

The metaverse presents new opportunities for organisations to engage and lead the way in an ever evolving world. Let's explore, shape and build your pathway to the Metaverse so you stay ahead.

Unlocking value in a new digitally-enabled world

The metaverse is a **digitally-enabled world**, where organisations and communities interact in real time. It's a persistent environment where we come together to learn, work, shop and share experiences.

The metaverse is evolving, with organisations exploring how to:

- **Enhance collaboration** to improve experience
- **Monetise key assets** to generate new revenue streams
- **Create brand awareness**, market and differentiate products and services to increase value
- **Improve productivity and reduce operating cost** to improve organisational efficiency

Pathways to the metaverse

We help organisations shape pathways to the metaverse. Combining digital advisory, emerging technologies, ecosystem integration and industry know-how to explore, shape and build your solution.

We can help shape your pathway by:

- **Defining your ambition**, business case and roadmap
- **Engaging customers and employees** in your journey
- **Building and deploying** relevant solutions
- **Identifying and managing** your metaverse ecosystem
- **Integrating** and managing your IT.



What is the metaverse?

The metaverse is a collective virtual space, created by the convergence of physical and digital reality where users share experiences and interact in real time.

It is still evolving, and has the potential to transform how people work, shop, communicate, and consume content.

We connect data insights across ecosystems to realise your organisational ambitions and improve experience. Our decades of experience has helped our clients and ecosystem to unlock value from the enabling technologies of the metaverse that include:

- **Augmented and virtual reality** for immersive collaboration
- **Web 3.0** for human-centric experience
- **Non-fungible tokens** (NFTs) and fan tokens for monetisation of assets and building loyal communities
- **Cryptocurrency and blockchain** for secure transactions
- **Internet of things** (IoT) and **edge compute** for real time connected insights
- **Digital twin** for accurate modelling and insights
- **Cyber security** for responsible and ethical data use.

We are working with a number of clients to define and shape pathways to Smart Cities in healthcare, city and community settings. These pathways further digitally connect people, operations and insights for improved outcomes.

The next step is to explore the innovative people and organisational opportunities the metaverse and its technological building blocks present to further connect physical and digital worlds. Will you take on the metaverse opportunity?

Contact us

Contact us today to start your pathway to the metaverse. Together, we'll realise your ambition and unlock value. We are also excited to start discussions about the possibilities.

Welcome to the Metaverse.

About CGI

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. We are insights-driven and outcomes-based to help accelerate returns on your investments. Across 21 industry sectors in 400 locations worldwide, our 84,000 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

For more information:

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