## 2023 Voice of Our Clients
Findings from interviews with executives in Transport & Logistics

### Top trends & priorities

<table>
<thead>
<tr>
<th>Macro trends</th>
<th>Industry trends</th>
<th>Business priorities</th>
<th>IT priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology and digital acceleration</td>
<td>Becoming digital to meet customer expectations</td>
<td>Cost control and budget optimization</td>
<td>Digitize and automate business processes</td>
</tr>
<tr>
<td>Fight against climate change</td>
<td>Protect through cybersecurity</td>
<td>Improve the customer experience</td>
<td>Protect through cybersecurity</td>
</tr>
<tr>
<td>Changing social demographics</td>
<td>Driving new partnerships, technologies and business models</td>
<td>Optimize today’s operations</td>
<td>Drive IT modernization</td>
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</tbody>
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Executives we interviewed

Annually, CGI leaders meet with executives across industries and geographies to gather their perspectives on the trends affecting their enterprises:

- **1,764** across 21 industries
- **72** in Transport & Logistics

Digital strategy progress

Overall expected results from digital strategies are rising, with the cargo sector significantly ahead of the global average of 30%.

- **93%** in place
- **30%** producing expected results

<table>
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<th>Sector</th>
<th>Digital strategy progress</th>
<th>Producing expected results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transport &amp; Logistics globally</td>
<td>93%</td>
<td>30%</td>
</tr>
<tr>
<td>Passenger</td>
<td>23%</td>
<td></td>
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<tr>
<td>Cargo</td>
<td>45%</td>
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Key findings in Transport & Logistics

Data quality drives digital success
85%
plan to improve quality of data to support data strategy over the next 3 years

Sustainability creates value
75%
say sustainability is highly core to value creation, 20pp higher than the all-industry average

Advanced automation rises
13pp increase
in enhanced process automation since 2022

Application modernization to rise
61%
plan to modernize >20% of their applications portfolio in 2 years vs. 38% now

Cybersecurity matures
75%
say their strategy status is "being implemented" and "fully operational" vs. 62% in 2021
Digital leaders in Transport & Logistics

When comparing insights from the 30% producing results from digital strategies (digital leaders) to those building or launching digital strategies (digital aspirants), common attributes emerge.

Digital leaders in Transport & Logistics have closer alignment between IT and business operations and are focused on optimization across all operations. Increasingly, they use modernization and automation to accelerate digital progress and meet customer expectations.

<table>
<thead>
<tr>
<th></th>
<th>Digital leaders</th>
<th>Digital aspirants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have highly agile business models to address digitization and integrate new technologies</td>
<td>28%</td>
<td>3%</td>
</tr>
<tr>
<td>Produce results from cybersecurity strategies</td>
<td>59%</td>
<td>25%</td>
</tr>
<tr>
<td>Have highly aligned IT and business operations to support strategy execution</td>
<td>71%</td>
<td>16%</td>
</tr>
<tr>
<td>See lesser degree of impact from changing social demographics</td>
<td>32%</td>
<td>52%</td>
</tr>
<tr>
<td>Cite fewer challenges from legacy systems to digital implementation</td>
<td>22%</td>
<td>42%</td>
</tr>
</tbody>
</table>
5 recommendations for achieving your top priorities

1. **Turn strategy into action**
   by focusing on business-IT alignment to execute with efficiency.

2. **Modernize applications and infrastructure**
   to accelerate digitization across delivery and partner ecosystems.

3. **Optimize your data foundation**
   by addressing data quality, management and governance.

4. **Prioritize sustainability as critical**
   to your strategic roadmap, which should include the energy transition and waste reduction.

5. **Learn from digital leader attributes**
   including automation, modernization and IT and business operations alignment.

At CGI, we help Transport & Logistics organizations optimize operations, strengthen customer interactions and collaborate in a wider ecosystem to drive smart, sustainable and resilient operations.

Meet with our experts about these insights.

Learn more

Schedule a discussion