

2023 Voice of Our Clients

Findings from interviews with executives in

Communications & Media



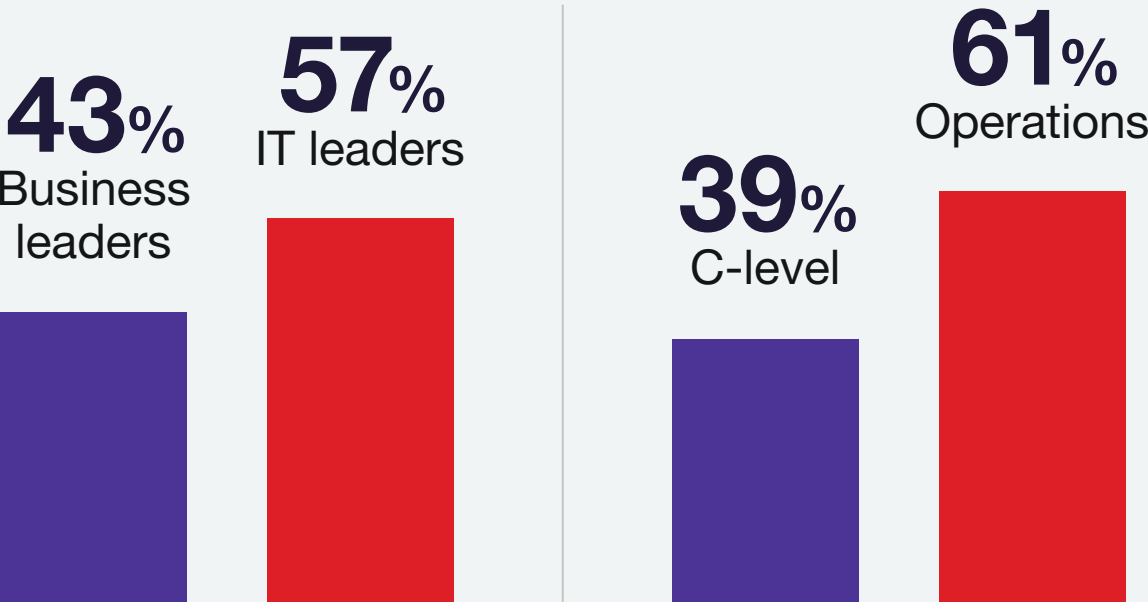
Top trends & priorities

	Macro trends	Industry trends	Business priorities	IT priorities
1	Technology and digital acceleration	Becoming digital organizations	Improve customer experiences	Digitize and automate business processes
2	Changing social demographics	Increased investment in network	Develop new offerings, product bundles and digital services	Protect through cybersecurity
3	Fight against climate change	Cybersecurity protection	Improve network efficiencies	Become digital enterprises



Executives we interviewed

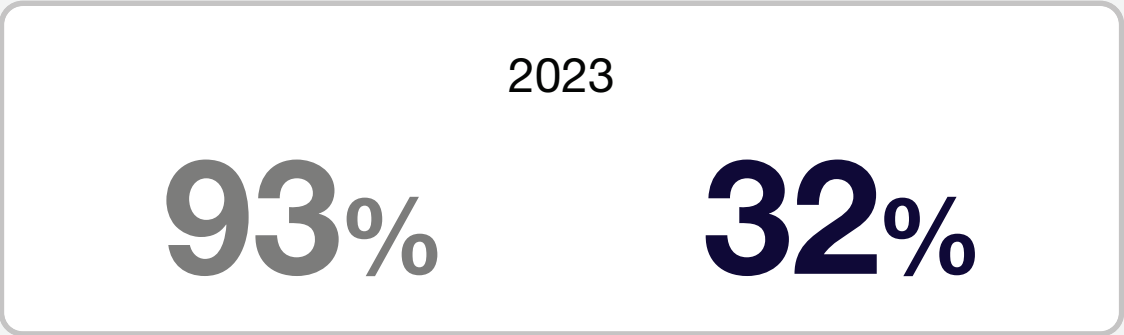
Annually, CGI leaders meet with executives across industries and geographies to gather their perspectives on the trends affecting their enterprises:



Digital strategy progress

While their digitization strategies are in place, Communications & Media organizations need to increase their execution progress by 3 times to fully realize their digital goals.

Communications & Media



Key findings in Communications & Media



Still early days
in the cloud evolution

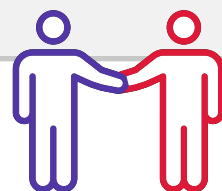
Just 33%

say they can manage across multiple cloud providers to a high degree



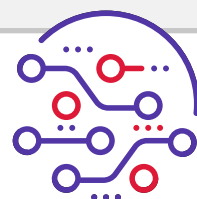
Digital journey
advances

The industry shows
growing sophistication
in enhanced automation
and data initiatives



Improving customer
experience is key

**It tops
business priorities**
along with data-led personalization



Greater business agility needed

Only 26% say their business model
is highly agile for digitization








New offerings are imperative

84% see developing new services and
products as a major strategy consideration

Digital leaders in Communications & Media

When comparing insights from the 32% producing results from digital strategies (**digital leaders**) to those building or launching digital strategies (**digital aspirants**), some striking differences emerge.

Among the biggest distinctions are: leaders excel in business-IT alignment, application modernization, cloud migration and high business model agility.

		Digital leaders	Digital aspirants
	Better align IT and business operations (+80%)	61%	35%
	Modernize more of their applications (+30%)	49%	37%
	Migrate more of their applications to cloud	30%	21%
	Have highly agile business models (3X more)	35%	12%
	See fewer challenges to digitization from legacy systems	31%	49%

5 recommendations for transforming into agile digitization and technology integration leaders

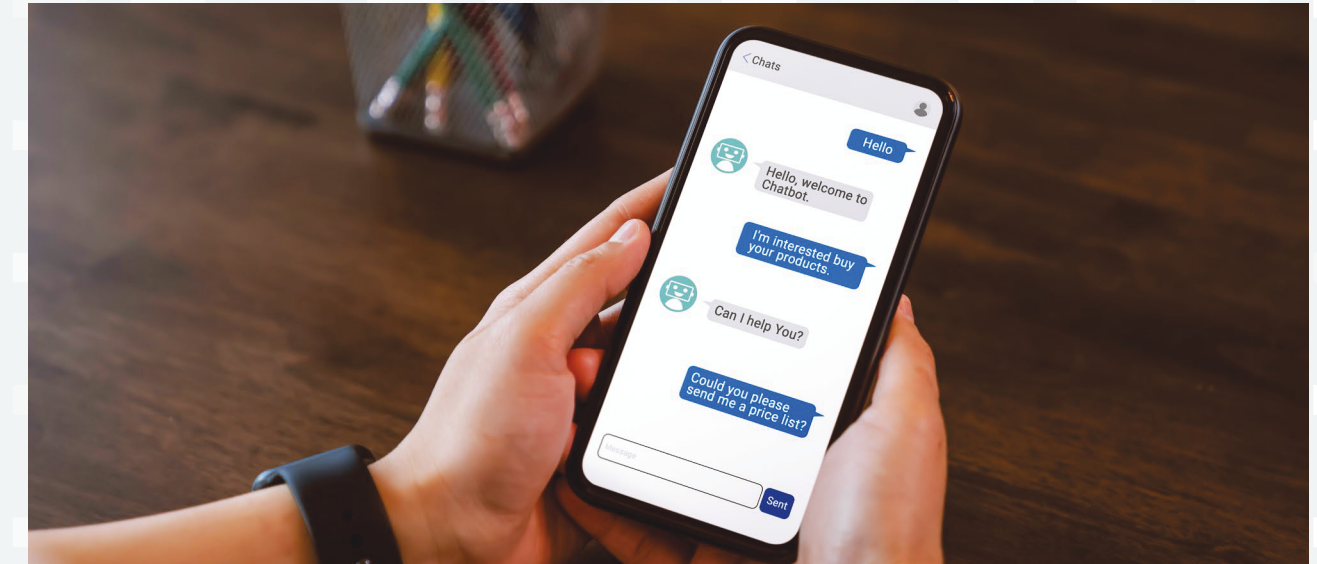
1 Focus on evolving advanced automation
to drive digital transformation in zero-touch network-as-a-service operations.

2 Implement data-driven decisioning
to leverage data engineering and data science for growth.

3 Digital aspirants: focus on personalization
for better digital customer experiences to close the gap with digital leaders.

4 Seek more agile business models
to increase reaction speed for industry-wide transformation.

5 Develop new convergent offerings
leveraging partners and cloud marketplaces.



At CGI, we help Communications & Media organizations to deliver on business agility and drive digital transformation.

[Learn more →](#)

Meet with our experts about these insights.

[Schedule a discussion →](#)