



CGI in Higher Education

Building  
effective  
digital  
partnerships

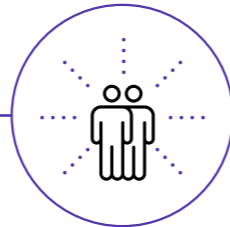
**CGI**

# Key challenges for delivering competitive advantage



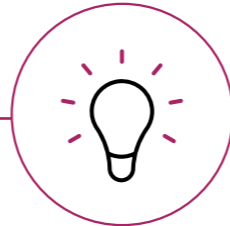
## Maintaining student satisfaction and attrition rates

Students are **demanding more** from their university with **growing expectations** on the services offered to them. **Outdated systems** are unable to deliver the services, joined up experiences and data required to remain competitive.



## Developing and maintaining brand awareness

The way universities communicate and connect with their audiences is growing in complexity and requires sophisticated **tools, technology and processes** to deliver competitive advantage and attract **students, staff and funding**.



## Driving innovation and competitive edge

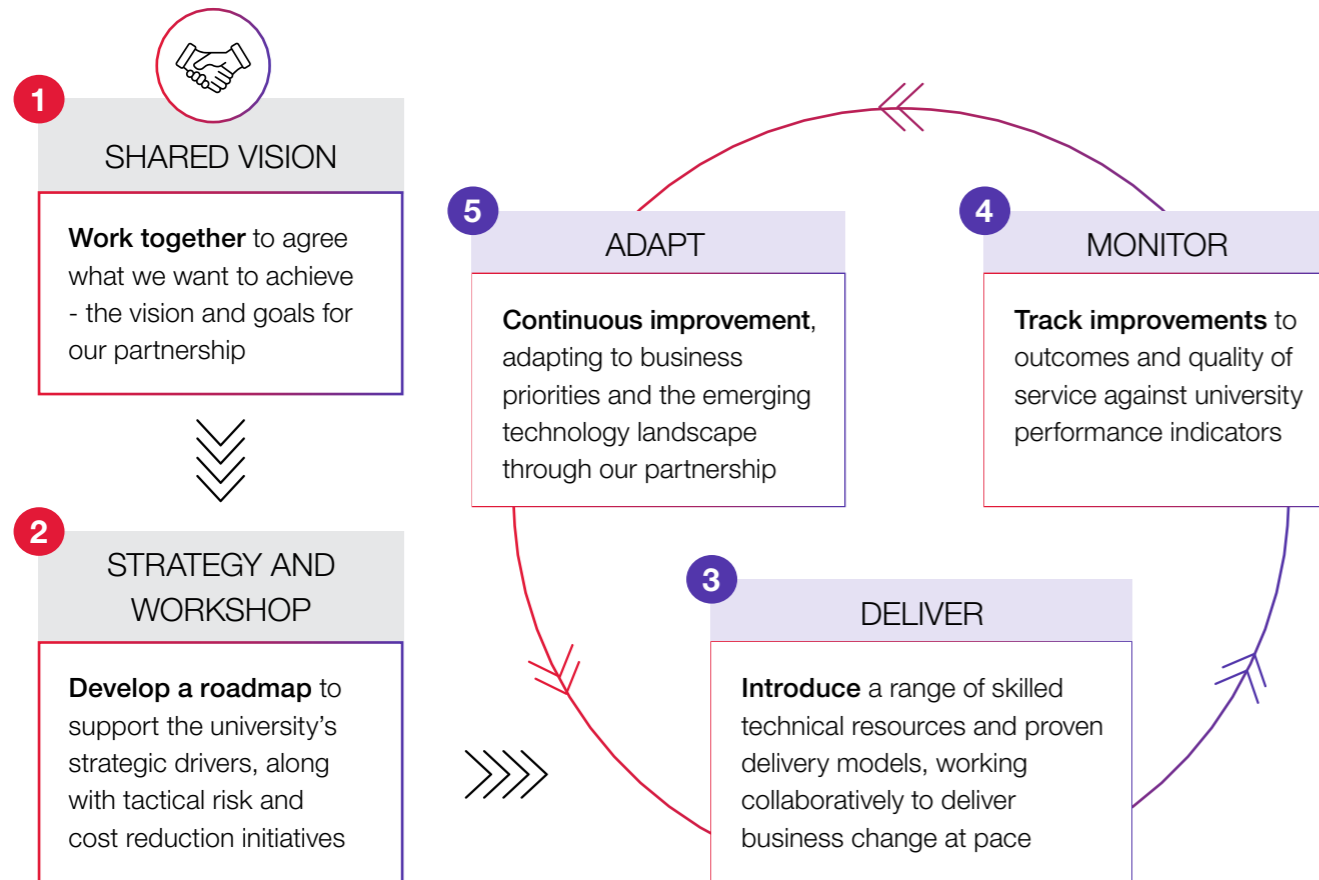
The expectation to **embrace technology**, introduce new capabilities, deploying technologies and developing skills through **upskilling existing staff** and attracting **new talent**.



## Securing budget and an actionable vision

With high expectations of what digital can deliver, a clear **actionable vision** is required to give confidence in the benefits and to **secure funding** amongst **competing budgetary demands**.

# Our digital partnership approach



# Digital partnership delivery models

We offer **flexible delivery models** and **bespoke services** to meet the needs of your organisation, where **ultimate authority** and **strategic direction** remains with the university.



Blended team  
(University led)



The **majority** of the team are university staff, with additional delivery support being provided by CGI.

Blended team  
(Digital Partner led)



We provide the **majority** of the delivery team, with additional support being provided by the university.

Digital Partner led  
and delivered



We make up the **entirety** of the delivery team.

# Working together in partnership

Working with a digital partner can help maintain competitive advantage and address the challenges faced across the industry.



## At CGI, a successful digital partnership means:



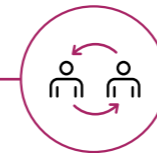
### Shared vision and values

**Working together as 'one team'** with a shared vision and goals, supported by regular communication. We are open, professional and impartial, respecting and balancing the needs of different stakeholders.



### Improved outcomes

**Focusing on improving outcomes for students and staff**, implementing a digital roadmap designed to support universities to deliver their strategic goals and key success measures.



### Strong delivery

**Complementing the university's existing team**, bringing additional capability and capacity where needed. We work side-by-side with our clients, supported by a global network of technical specialists.



### Innovation

**Sharing ideas and solutions**, we draw on the best of our emerging technology, cross-sector experience, and technology partner ecosystem, to help universities maintain competitive edge, improve operational efficiency and reduce risk.

# Benefits



Improved student outcomes



Enhanced insight from data



Enhanced reputation and brand awareness



Increased operational efficiency



Increased capacity to transform at pace



Reduction in costs



Systematic approach to innovation



Lower operational and security risk



# CGI in Higher Education

We work closely with our Higher Education clients, helping them to **accelerate their digital transformation journeys**.

Our solutions **improve outcomes for students**, staff and researchers, enabling universities to improve their brand reputation and positioning.

Within student engagement we offer a **full range of services** from strategy, user research, implementation and optimisation.



## Our values

### Local

We invest in the communities we work in

### Diversity

Proud to support and promote diversity across the business

### Sustainability

Committed to reaching Net Zero in the UK by 2030

## Our capabilities

### Innovation

Bring inspiration from our cross-sector experience and global network in areas such as AI, augmented reality and data strategy

### Industry focused thought leadership and expertise

**Operational excellence**  
Our Enterprise Architecture practice provides structure and pragmatism

## Our approach

### Best fit

Our flexible approach to partnering ensures we support your needs

### Adopt

Rapid access to specialists to adopt new technology at pace

### Grow

Build internal capability as we Transform and Transfer

### Commercial flexibility

We offer a range of options to ensure a productive partnership



## 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 91,500 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

Our commitment: Insights you can act on.

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