



Experience the commitment®

# Digital Day

Insight. Experience. Value.

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# Seizing the opportunities of digital transformation

A fundamental change is taking place in the mind-set of organizations across industries and the globe.

There's an urgent trend towards digital transformation with a focus on driving...

**Insight. Experience. Value.**



# Digital is re-orienting the

When it comes to digital transformation, technology is not the promise of digital requires transformation of the business model and

CGI has a **Digital Strategy and Transformation** on all three areas

## Enable the curious employee

- Evaluate leadership
- Revise structure
- Adjust appetite to risk
- Modernize the culture and environment
- Make decisions based on insights
- Encourage innovation and collaboration



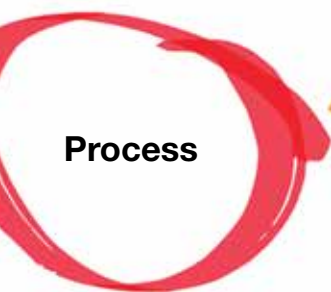
**Organization,  
Culture &  
People**

**Technology**

# mind-set of organizations

Technology is only part of the answer. Realizing transformation across three areas—organization, business process, and technology.

**Transformation Approach** focused on business process of transformation.



## Put the customer first

- Optimize the customer experience across all touchpoints
- Make decisions based on insights
- Increase innovation and collaboration
- Create new market opportunities, products and services
- Explore new business models
- Think outside-in, partner more
- Be frugal and simplify
- Speed up and become agile



## Leverage new technology

- Move to real-time integrated operations
- Automate as much as possible
- Leverage new technology
- Take advantage of connectivity and cheaper economics

# Introducing CGI's Digital Day

We invite you to test drive CGI's Digital Strategy and Roadmap Approach. Our Digital Day gives you the opportunity to:

- **Experience** our digital transformation capability and our unique style of working
- **Discuss** digital transformation insights
- **Explore** models for developing digital strategies
- Closely **collaborate** with CGI digital experts
- **Understand** how we develop digital strategies and roadmaps for our clients





# How you can benefit from **Digital Day**

Market dynamics require substantial business model change enabled by digital transformation. Our clients are focused on becoming digital organizations, and we're partnering closely with them to drive their success.

Through Digital Day, clients benefit from:

- Taking a step back from the daily business and **immersing** themselves in a digital journey
- Understanding the **trends** shaping the global market and their industry
- Looking at their business through a **different lens**
- Establishing a **plan of action** to evolve their digital approach or even rethink their digital strategy



# What to expect from Digital Day

Like all test drives, our time for collaborating with you is limited, so we want to make the most of Digital Day to maximize the benefits you receive.

Digital Day allows us to explore with you key digital transformation trends, strategies and priorities in both a fun and interactive way.

Of course, we can only scratch the surface in this short time, but we hope the sessions are informative, drive new ideas and spark your interest in learning more.



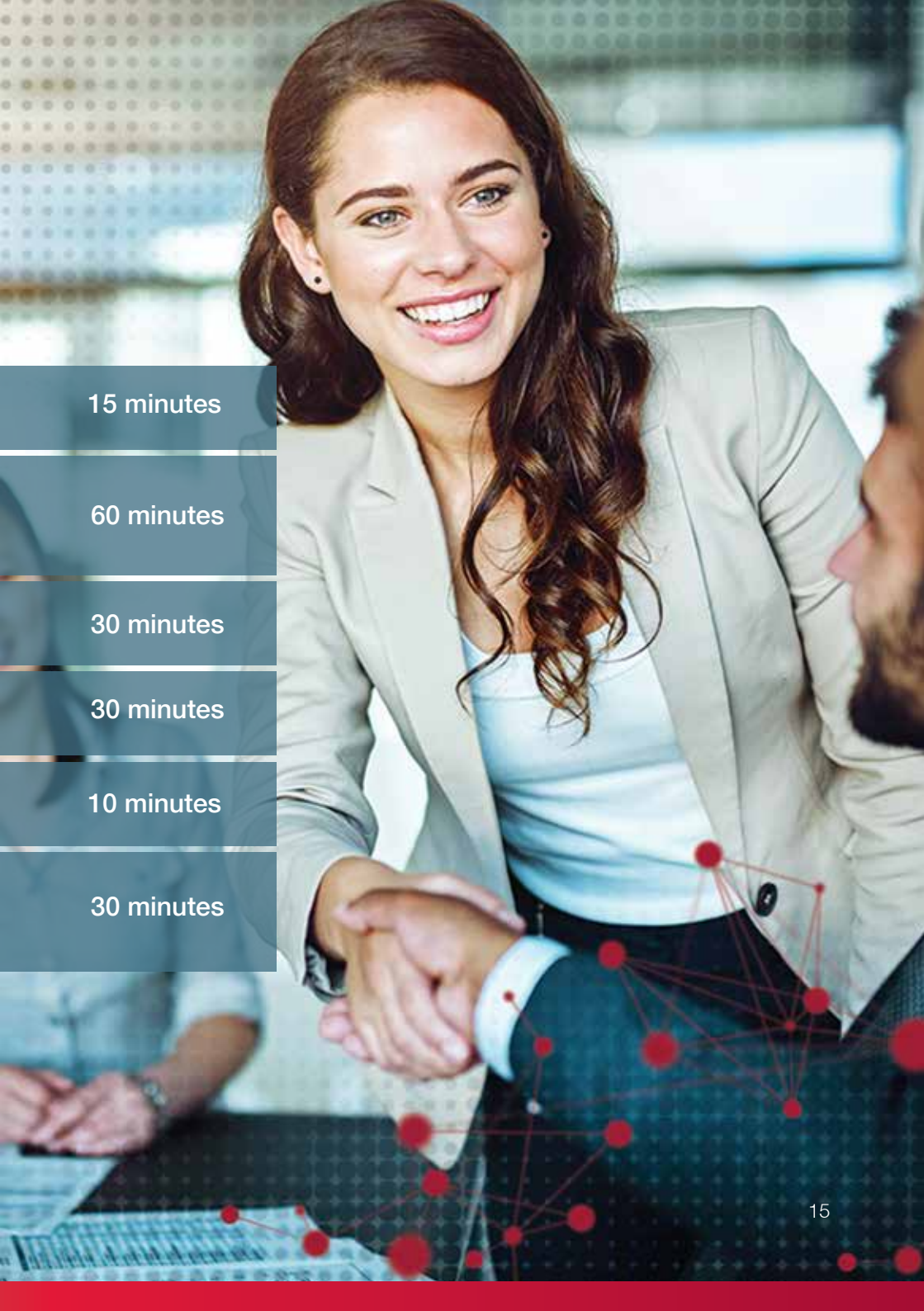
Digital Strategy  
& Roadmap

# Digital Day:

## Morning agenda

- Welcome and introductions
- Present our view of digital transformation
- Review and discuss external market drivers
- Present and discuss our 2017 CGI Client Global Insights
- Introduce Business Model Canvas
- Present and discuss client questionnaire results





15 minutes

60 minutes

30 minutes

30 minutes

10 minutes

30 minutes

# Digital Day:

## Afternoon agenda

- Introduce working teams
- Present two key topics
- Teams work through exercises
- Teams present their outcomes
- Roundtable feedback session on the day





10 minutes

40 minutes

150 minutes

60 minutes

30 minutes

# What our clients have to say about the **Digital Day**

We understand that your time is precious.

That's why we've designed our Digital Day to ensure you come away with tangible actions that you can put into practice quickly.

We then follow up with a complete, practical plan aligned with the digital objectives for your organization.

Many clients also choose to partner with us to help them with digital projects, both large and small.



# What our clients have to say about the **Digital Day**

Here's what some of our clients have said **before** participating in a Digital Day:

*“We have a digital plan already.”*

*“With this many of my senior people in one room, I'm hoping you can get us aligned—and fast.”*

*“CGI is our outsourcing partner—you do consulting too?”*

*“We have so many competing digital priorities.”*

*“I have no idea what to expect from today.”*





# What our clients have to say about the **Digital Day**

Here's what some of our clients have said **after** participating in a Digital Day:

*“Very positive experience, enjoyed the teamwork aspects and the creative solutions implemented around the world.”*

*“Great experience, I found it an extremely interesting day.”*

*“The industry trends are compelling, and this opened our eyes to new ways that we can work as a business.”*



# Who should attend Digital Day

Always involving a mix of both business and  
executives and other people at different

**A Digital Day is for anyone in your  
for change**



C-level  
executive  
management



Operations  
management



Customer  
relationship  
management



Technology



Marketing



IT leaders, Digital Day is for the CEO, senior  
erent levels involved in digitalization.

**ur organization who is an agent  
change.**



Contact us to set up  
**a Digital Day** for your  
organization.

Digitalization is inevitable, and it's  
important for all organizations to get on  
the right path.

**Invest in your digital future.**



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