

The CGI logo is positioned in the top right corner. It consists of the letters 'CGI' in a bold, red, sans-serif font. The background of the entire advertisement is a photograph of three business professionals in a meeting. A man in a light blue shirt is pointing at a large digital screen. A woman is looking at the screen, and another man is looking towards the camera. The scene is brightly lit, suggesting a modern office environment. There are decorative red dots and lines in the bottom right corner, resembling a network or data visualization.

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 end goal. 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 employees

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



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 touch points
- 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.

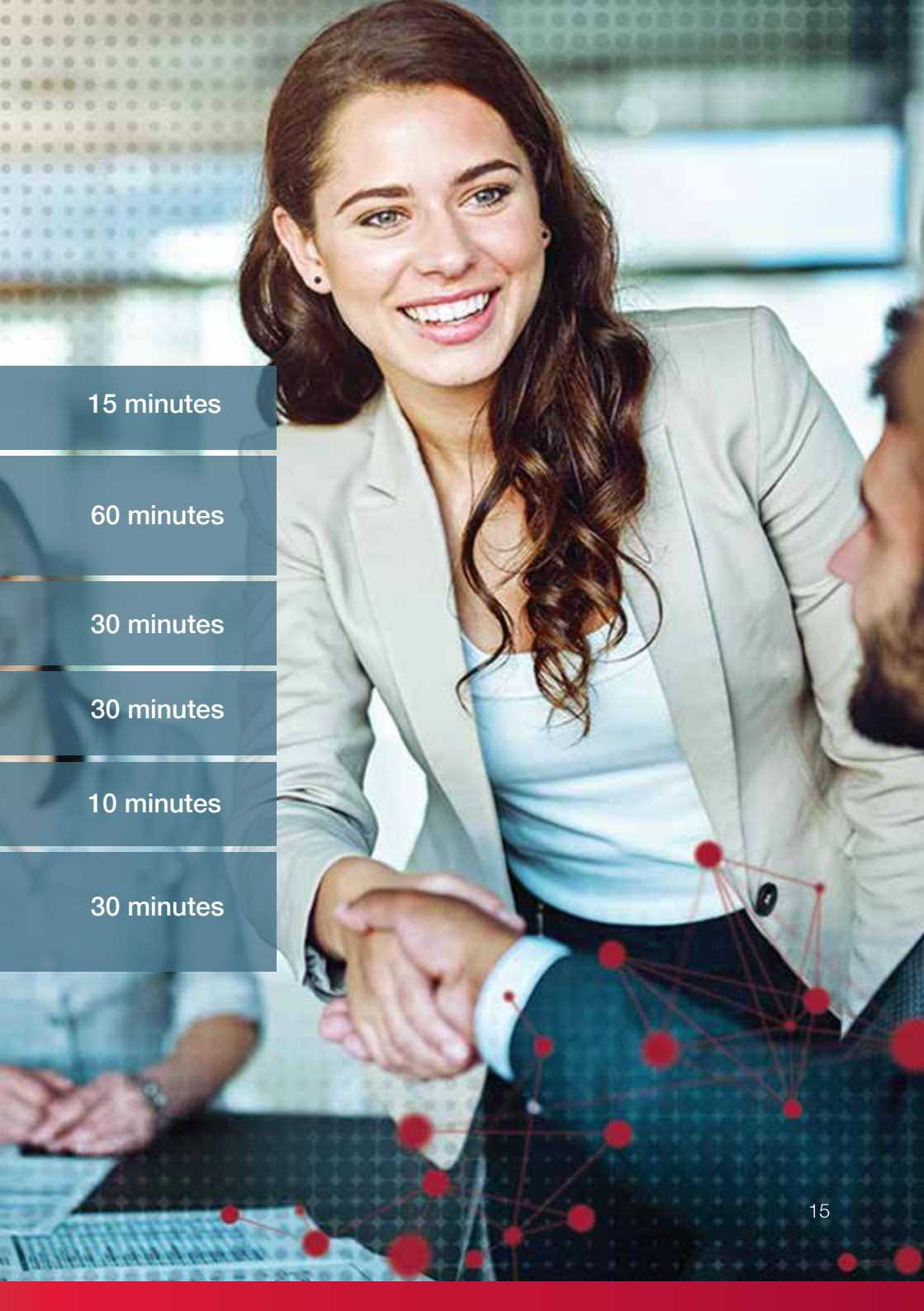


Digital Strategy
& Roadmap

Digital Day:

Morning agenda

- Welcome and introductions
- Presentation our view on Digital Transformation
- Review and discuss External Market Drivers
- Present and discuss CGI 1000 Key Findings
- 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
- Presentation on 2 key topics
- Teams work through exercises
- Presentation by team on their outcomes
- Round Table 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.

So is ours.

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

We then follow by a fulsome, practical plan customized to the digital dream 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 is what our clients have had to say **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 is what our clients had to say **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 a mixture of IT and Business colleagues, leadership team, other leaders, and people

A Digital Day is for anyone in your organization for change



C-level
executive
management



Operations
management



Customer
Relationship
Management



Technology



Marketing

...agues, a Digital Day is for the CEO and the
...e at different 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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