Digital Strategy

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Digital strategy overview

A roadmap to transformation

Today more than ever, companies are asking: “How can we be competitive in this digital world?”

The answer cuts right through your business: it’s how you engage with your customers, and employees. How effectively your operations run as well as how you drive growth through targeted collaboration with other organisations.

If done successfully and as a joined-up strategy rather than ad-hoc projects, digital transformation can mean achieving profitable growth and operating efficiencies, ensuring competitiveness in the digital world.

Benefits include:

- Maximising the return on investment of your products and services to your customers.
- Improved operational running and reduced costs.

Enabled through:

- Engaged employees aligned with customer needs.
- Timely business decisions powered by information.
- Commercially viable collaboration opportunites explored with and across organisations.

We can help you investigate how much value a digital strategy would add to your organisation – and put you on the right path to profoundly transform your business.

40%+ upside profit for digital “winners” in retail bank

Percentage of Executives who rate digital transformation as a “matter of survival” 27%

MIT Sloan Management/Capgemini | Embracing Digital Technology 2013
A digital strategy focused on delivering tangible business outcomes

At CGI, we don’t begin work until we’ve demonstrated the value the solution will bring. Driving profitable growth and reducing cost are usually the two most compelling reasons behind our digital strategy offering.

Profitable Growth
- An effective digital strategy can transform an organisation by driving revenue growth for your existing products and services, and help grow revenue from new products and services.

Reduce costs
- The right digital strategy can optimize your operations and improve how you run your business. This can reduce the cost associated with delivering existing products and services, and make it cheaper to bring new products and services to market.

Digital strategy enablers
- Focus on the ‘values agenda’ to achieve tangible business outcomes.
- Drive profitable growth
- Improve operational efficiencies through exploiting digital channels
- Enable your ability to scale
- Increase efficiency and agility
- Get more from your assets
- Become proactive, not reactive
- Lower costs and reduce risk
- Reduce your time to market
Anatomy of a solution

A typical digital strategy roadmap is made up of several technology components and business processes.

**Business value impact:** You get a clear business case that spells out the value up front. You can see the revenue growth you can expect from your investment.

**Imperatives:** Our digital strategy offering will identify a range of business imperatives – opportunities that exist in your business to grow revenue, reduce cost and improve efficiency. We will work with you to decide which ‘levers to pull’ first.

**Integration of digital & physical channels:** It’s easy to get stuck in the gap between digital and physical channels. We can help you engage customers using the most appropriate channel – whether that happens to be digital or physical and get the right balance across them.

**Analytics across the enterprise:** We can help you use analytics to make timely decisions on the things that matter most.

**Exploitation of platform based services:** We can help you to cut costs and improve efficiency by consuming services as and when they’re needed.

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**How we work together**

CGI collaborates with clients to create a seamless experience for your customers and citizens by providing the following:

- A joined-up vision and roadmap for digital enablers such as big data analytics, social media, mobility and the Internet of Things (IoT) that is adapted according to clients’ needs, digital maturity, and mission-critical systems and processes.

- An approach that balances customer demand-driven agility at the front-end and the need for integration, compliance and security at the back-end and across the organization to deliver innovative services anytime, anywhere, anyhow.

- A forum for bringing insight and practical experience to promote meaningful dialogue between the business, operations and I.T.

- We help clients make critical connections across industries, technologies and partners to link devices, infrastructures and users to deliver value to customers, citizens, suppliers and employees.
As health care enters the digital age, the health care sector is undergoing unprecedented transformation. Patients are becoming empowered, and there is a drive to focus on prevention and behavioural change.

- Providers are under pressure to reduce health care costs. Through digital transformation, providers have tremendous potential for monitoring patient behaviour.
- The right digital operations can help to monitor long-term behavioral change.
- As part of a holistic digital strategy, CGI’s cyber security helps providers adapt to the new world of digital health.

In the consumer products sector, brand owners are under pressure from the trend for consumers to increasingly buy cheaper own-label brands.

- An end-to-end digital strategy can help FMCG organisations grow margins to compensate for product cost inflation.
- Digital transformation can also be key to tailoring global FMCG organisations’ governance, product portfolio and supply chain to the individual needs of each local market.
Complex global regulation has led to a desire for simpler organisational structures. Banks are challenging their business models as they look to operate more efficiently.

- Digital transformation can ensure that customer experience is at the heart of operations – and that with the rise in smartphone usage, mobile channels offer a consistent experience.
- A CGI digital roadmap can help financial services organisations phase out legacy systems and streamline processes to reduce the cost associated with stricter compliance.
- A digital strategy can help organisations deepen and retain customer relationships, guarding against nimble competitors from the technology sector.

Today, leaders are under pressure to do more with less. With falling tax revenue, rising deficits and the specter of national debt it’s now crucial to channel resources wisely.

- Digital transformation can improve service delivery. Digital government helps authorities provide better public services to citizens and businesses more efficiently.
- A digital roadmap addresses cybercrime, which costs governments more than US$400 billion each year.
- Governments are making it a priority to update deteriorating IT infrastructure.

Economic uncertainty, globalization, volatile demand, increased customer centricity and greater government oversight are creating new and intense pressures for today’s manufacturers.

- Digital transformation can help find the best way to recover operational productivity, in order to respond to rising costs and falling yields.
- Digital strategy can chart the best way to respond to volatility by using data to predict demand.
- Digital strategy can help organisations focus on innovation.

Telecommunications companies are facing growing competition from nimble technology companies, and it’s creating fierce challenges over the ownership of customers.

- For some providers, growth will come from extending their enterprise connectivity services into the world of the Internet Of Things.
- For operators, customer experience is key to increasing customer loyalty. CGI’s big data analytics can help reduce churn and target marketing.
Today, companies are finding they need to respond to shifts in technology and customer behaviour. Today, the pressure is on to take full advantage of all the promise that digital strategies, processes and technologies can offer. CGI’s Digital Strategy & Roadmap offering is based on the core principles of value, insight and experience.

Here are some ways we can help:

- We can run digital awareness sessions with the leadership team to galvanise support and provide a common view on the digital opportunities/threats.
- Perform an enterprise value assessment to quantify business impacts.
- Establish a critical information assessment to enable the IT aspects of the transformation.

**CGI’s approach**

**Revenue**

- Existing Products
  - In House
  - With Others
- New Products

**Enablers**

- Collaboration
  - Exploitation of New Market Opportunities
- Data Insight
  - Outcome / Client Insight
- Productivity
  - Employee Productivity

**Cost**

- Existing Products
  - In House
  - With Others
- New Products

**Our Principles**

We base our approach on the following principles:

- Business outcome focused to ensure tangible capabilities are created and drives growth/cost effective operations.
- Business value focused to ensure financial returns are achieved.
- Hypothesis driven to ensure rapid testing of options.
- Connecting business strategy through information to ensure the correct solutions are defined and established.

CGI’s approach is to increase revenue and reduce cost by focusing on three valuable enablers: collaboration, data insight and productivity.
Digital Roadmap

When we engage with an organisation we create a strategy roadmap – studying the company’s priorities to create a transformational journey unique to each business. Our strategy and roadmap approach explores the value and opportunity of digital transformation, leaving you with a clear way forward.

We work with partners we know and trust, to bring you a best of breed solution.

With over 4,000 experts across multiple industries, we understand the unique challenges that organisations face in each sector.

Highlighting the potential

We believe it’s important to see the potential before you begin on a digital strategy programme. We’ll help you to evaluate the value of exploiting digital solutions, so you can build a strong business case that has the momentum you need to carry the project through to a successful completion.

We’ll identify your critical management information – discovering how its quality and availability affects and supports key business decisions.
Why CGI?

1. We go beyond defining the scope – we’re also trusted to deliver the journey.

2. We have experience of delivering complex, mission critical systems across commercial and public sectors. This ensures the roadmaps we develop are realistic, achievable, and effective – and that the solutions that are implemented are scalable and secure.

3. Our approach is based on Insight, Value and Experience. We co-create the outputs working closely with stakeholders.

4. We can assist with your digital strategy wherever you are on your journey – whether you’re at the start, or whether you already have a strategy, you need help evaluating and implementing it.

5. Our starting point is your business strategy. You can be confident that our work is aligned with and informed by your overarching strategy.

6. We have the cross-industry expertise it takes to spot opportunities across the areas of: Customer, Employee, Cities and Regions, Operations and wider Communities.
Examples of our digital roadmap solutions

Euromoney

Euromoney is an international publishing, events and electronic information group, delivering business information to the finance, law, energy and transport sectors. They wanted to improve their ability to exploit all available customer data to drive intelligent marketing communications.

- A holistic customer view and the ability to measure and report on customer trends and engagement.
- Able to deliver a more highly personalised customer experience, with end to end.

ThyssenKrupp

ThyssenKrupp Elevator (TKE) maintain more than 1.2 million elevators around the world. They wanted to test how to transition to a more proactive and predictive maintenance approach driven by real-time data.

- Potential for a truly global solution that can be rolled out to over 700K elevators.
- Enabling engineers to be appropriately informed for resolutions.

ProRail

ProRail aim to provide a safe, reliable, punctual and sustainable rail network. ProRail wanted an IT system that would enable employees to manage the condition of the rail lines and combine design and measurement-data of the railroad track in multiple dimensions on a geographical information system.

- Effective management of the rail track.
- Helps improve punctuality of trains.
- CGI were announced winners of the 2014 Esri Honours Outstanding Partner awards for this application named SiGMA.
About CGI

Founded in 1976, CGI is the fifth largest independent information technology and business process services firm in the world. Approximately 68,000 professionals serve thousands of global clients from offices and delivery centers across the Americas, Europe and Asia Pacific, leveraging a comprehensive portfolio of services, including high-end business and IT consulting, systems integration, application development and maintenance, infrastructure management, as well as a wide range of proprietary solutions.

Email: digitalstrategy.uk@cgi.com
Web: www.cgi-group.co.uk/digitalstrategy