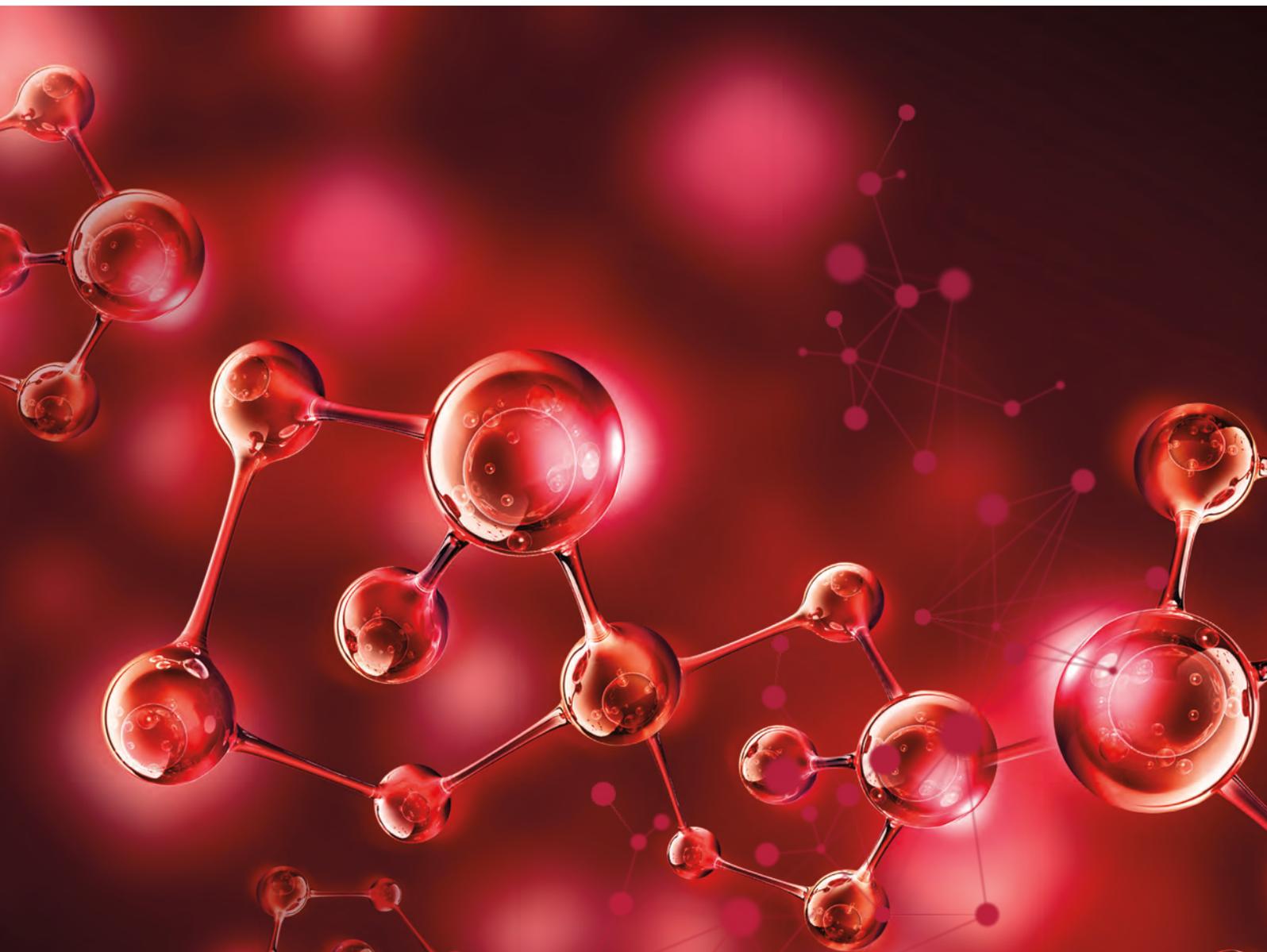




Experience the commitment®



CGI's DNA Evolution Framework

A Transformational Journey for
Communication Service Providers

An effective way for CSPs to realign their corporate culture, brands and business capabilities and achieve sustainability through:

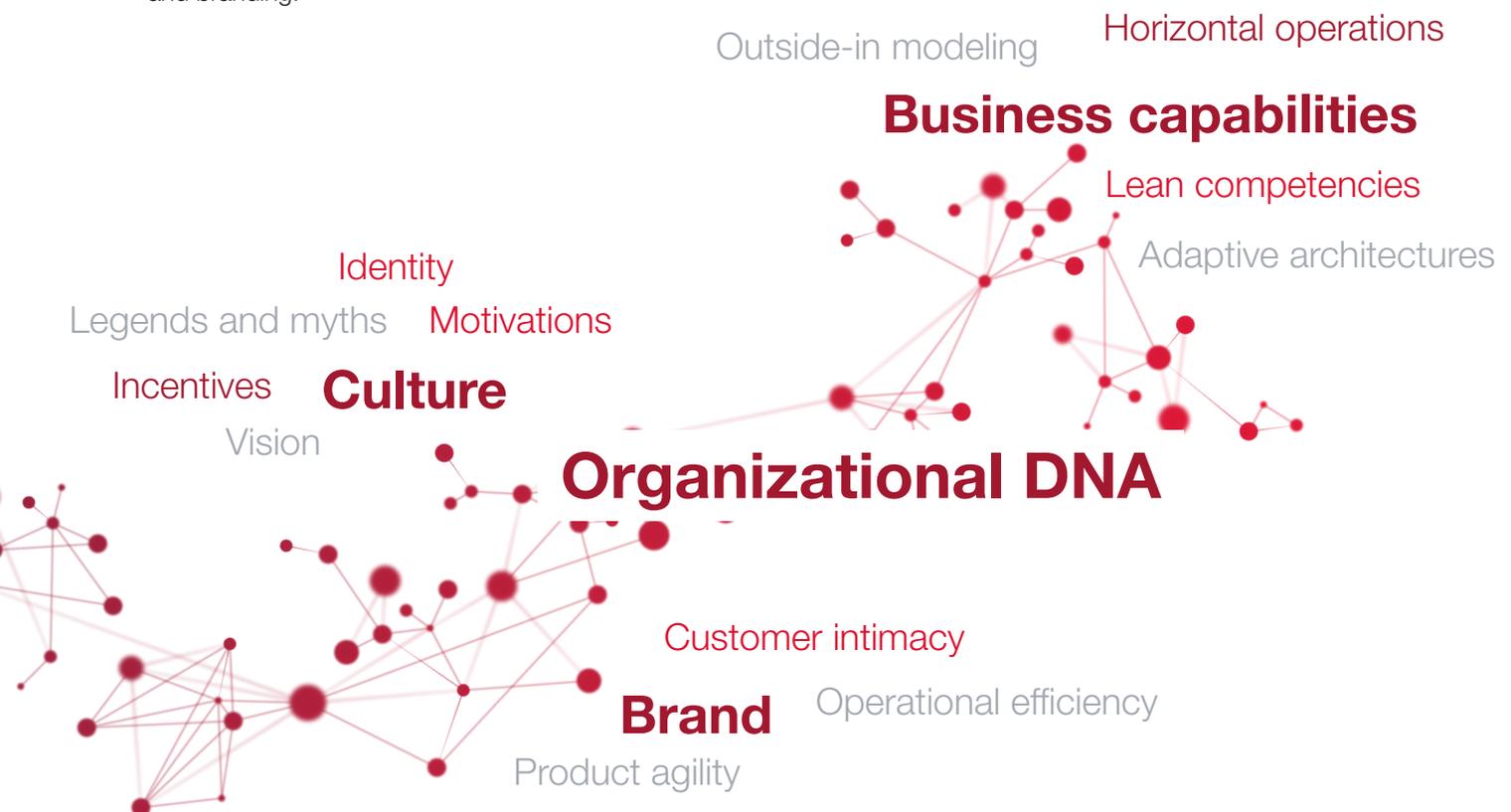
- Greater agility and flexibility
 - Faster time to market for new products
 - New revenue streams and reduced costs
 - Greater employee satisfaction, loyalty and productivity
 - Increased return on capital expenditures
-

The challenge

Communication service providers (CSPs) are facing existential issues. Under attack from nimbler, more energetic and more agile players, they find themselves on a slippery slope. The risk is that of degenerating into mere pipeline providers with low margins. A great deal is at stake, and the penalty for doing nothing is simply too great. To survive, secure their markets, and resume growing, it's essential for CSPs to provide a broader range of innovative digital services. To do so, however, they must take a bold step and redefine their corporate DNA—in other words, their culture, business architecture and branding.

The solution

CGI has developed a uniquely powerful approach and service for shifting the focus and forging a culture of horizontal and external collaboration. It systematically transforms the mindset, values and behaviors that are practiced and rewarded on a daily basis in an organization. In the process, employees learn to embrace risks and uncertainty as the norm instead of the exception. Throughout it all, the paradigm is steady evolution instead of sudden transformation.



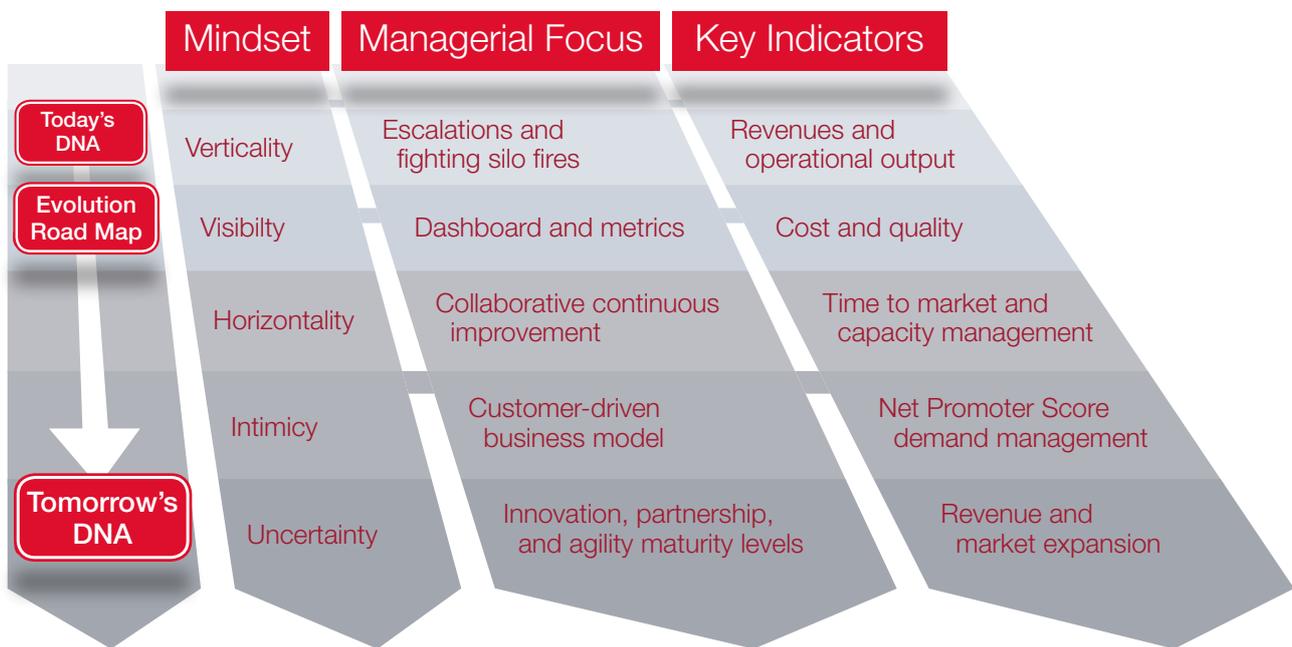
Components of organizational DNA for ensuring a successful transformation

The service

CGI dispatches transformation teams armed with a proven Evolution Toolkit that includes a Telco 3.0 capabilities heat map, a DICE-based¹ change framework, the CGI GO ON methodology and Safe Agile Framework (SAFe), design thinking workshops, a cultural framework diagnostic tool, and other components as needed.

The process is ignited by focusing on a single pilot or seed department or business unit (which can also be a start-up or recently acquired smaller company) during

a period of around 12–16 weeks. During this time, we define and test a strategy and achieve a series of quick wins. A road map is then developed for the next phase, which lasts about 18 months and focuses on extending the evolutionary process to the rest of your organization. Key members of the CGI team continue working with your people during this expansion phase. In every ongoing project, key organizational roles are leveraged to gradually evolve the capabilities and mindset of your staff and organization.



Where you are today and where you need to go: An organizational DNA perspective of a typical communication service provider

Benefits

You're already working to improve the customer experience, manage your business processes better, and implement other transformational programs such as network analytics, which is great. Our role is to help you find the missing pieces of the puzzle. You're enabled to remodel your entire value chain, achieve greater collaboration, and fully tap your capabilities and resources. Together we plant the seeds for a gradual evolution that begins spreading and bearing fruit right away. CGI can get you started on this journey fast while helping you avoid exhaustion and disappointment.

You gain more flexibility for defining and entering new fields of business. A whole panorama of possibilities

opens up for you to develop new commercial models, partnerships and brands. Barriers to the success of your business process management, customer experience, network analytics, and Center of Excellence programs disappear. As a result, you become a more agile and innovative player. This lets you make the most of market opportunities —and maximize value for your customers and stakeholders.

We have helped organizations all over the world embark on this evolutionary process. You're invited to join them in achieving greater success.

¹DICE is a Boston Consulting Group framework. Dice stands for Duration, Integrity, Commitment, Effort.



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About CGI

Founded in 1976, CGI is one of the largest IT and business process services providers in the world. We combine innovative services and solutions with a disciplined delivery approach that has resulted in an industry-leading track record of delivering 95% of projects on time and within budget. Our global reach, combined with our proximity model of serving clients from 400 local offices worldwide, provides the scale and immediacy required to rapidly respond to client needs. Our business consulting, systems integration and managed services help clients leverage current investments while adopting technology and business strategies that achieve top and bottom line results. As a demonstration of our commitment, our client satisfaction score consistently measures 9 out of 10.

Visit cgi.com for more information

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