2019

INNOVATE
Digital Transformation Made **SMART**er

innovation
- Driving Innovation with Simplicity

CGI

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CGI at a glance
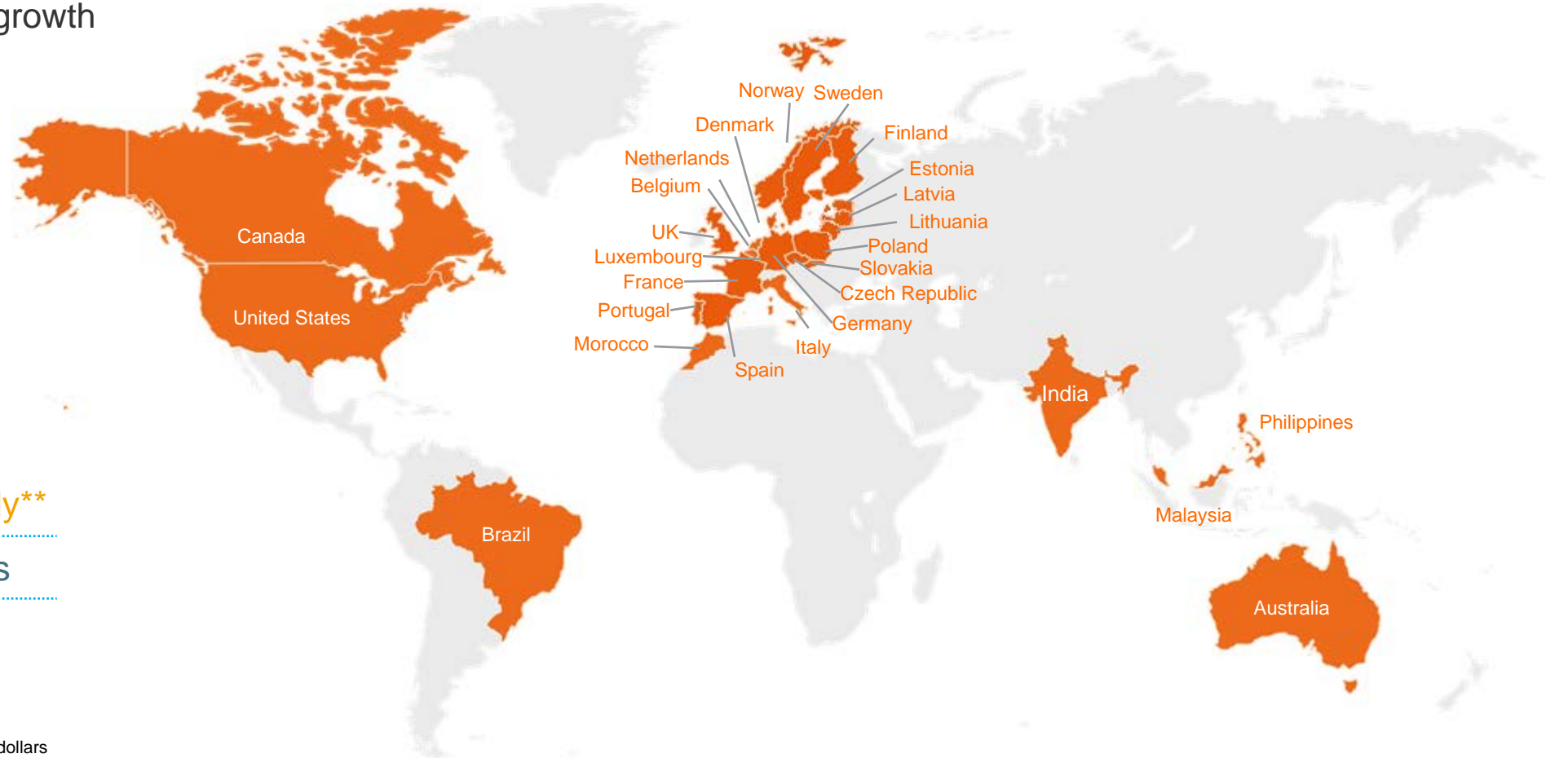
Founded in 1976

43 years of profitable growth

$11.5 billion revenue*

74,000 professionals

40 countries **400** locations

5,000 end-to-end services clients globally**

175 IP-based solutions

Canada

United States

Brazil

Norway Sweden

Denmark

Netherlands

Belgium

UK

Luxembourg

France

Portugal

Morocco

Spain

Finland

Estonia

Latvia

Lithuania

Poland

Slovakia

Czech Republic

Germany

Italy

India

Philippines

Malaysia

Australia

* Revenue in Canadian dollars
** CGI also serves 30,000+ clients in its business process services operations

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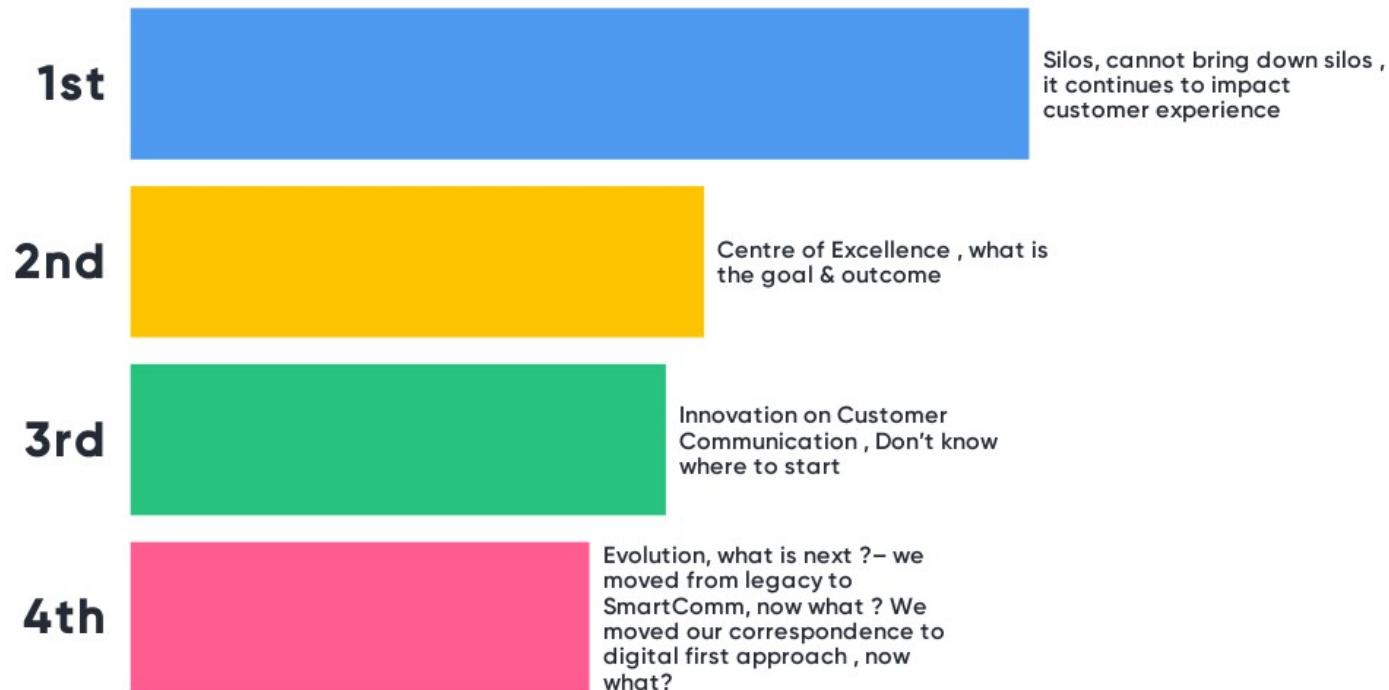# In IT, 'suitcase words' carry baggage…
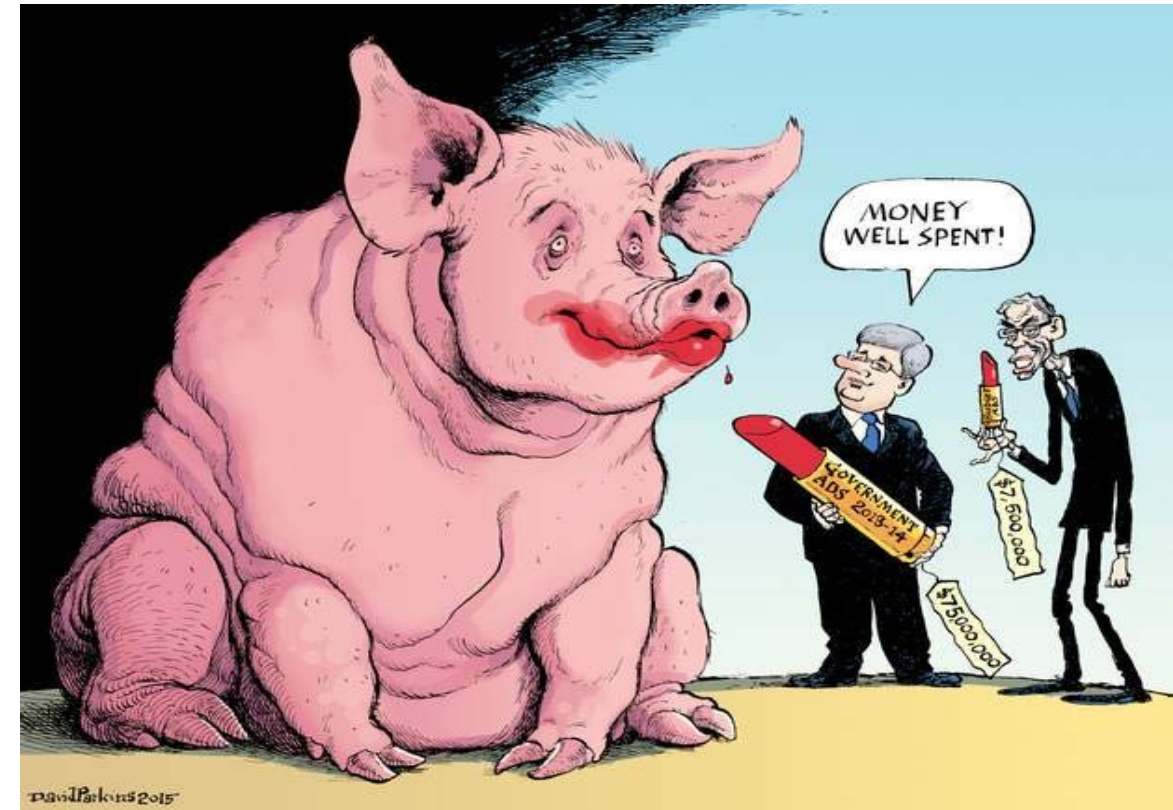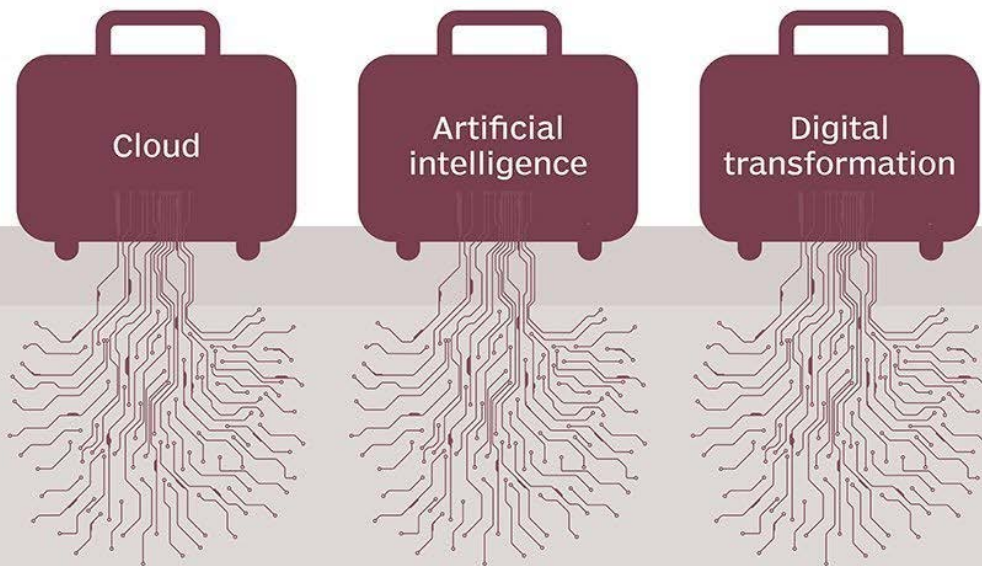
What are we hearing ?

→ **Centre of Excellence ,** what is the goal & outcome

→ **Silos,** cannot bring down silos , it continues to impact customer experience

→ **Evolution, what is next ?–** we moved from legacy to SmartComm, now what ? We moved our correspondence to digital first approach , now what?

→ **Innovation on Customer Communication ,** Dont know where to start

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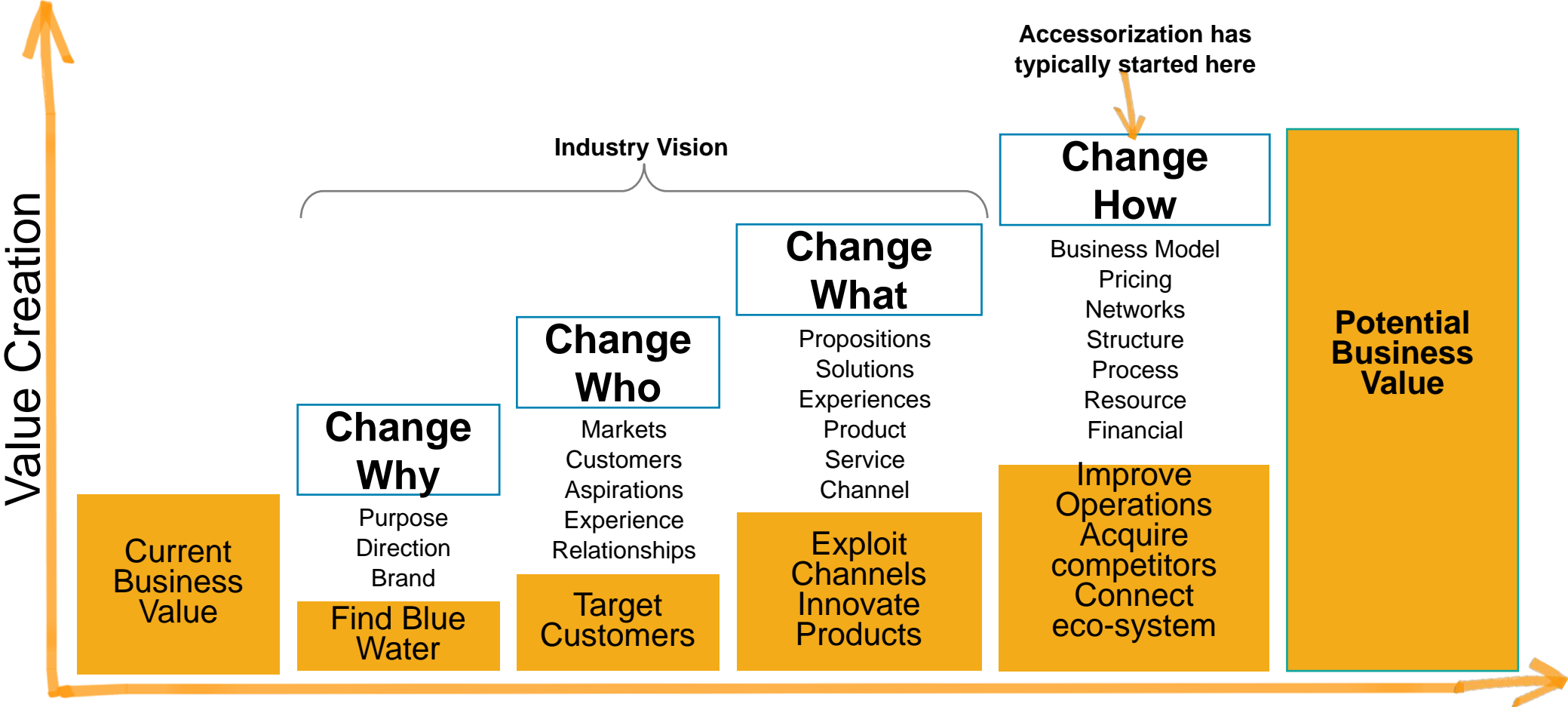# Organizations that successfully transform their businesses – Focus on the power of "Why"

Value Creation (vertical axis)

Industry Vision

Accessorization has typically started here

Change Why
- Purpose
- Direction
- Brand

Change Who
- Markets
- Customers
- Aspirations
- Experience
- Relationships

Change What
- Propositions
- Solutions
- Experiences
- Product
- Service
- Channel

Change How
- Business Model
- Pricing
- Networks
- Structure
- Process
- Resource
- Financial

Current Business Value

Find Blue Water

Target Customers

Exploit Channels Innovate Products

Improve Operations Acquire competitors Connect eco-system

Potential Business Value

Strategic Innovation (value impact of changing the game)

© Gamechangers, Peter Fisk

Innovation is re-orienting the mind-set of organizations

When it comes to digital transformation, technology is only part of the answer.

Realizing the promise of digital requires transformation across three areas—organization, business model and technology.

CGI has a **Digital Strategy and Transformation Approach** focused on all three areas of transformation.

Change organization
- 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

Organization, Culture, & People

Business Model, Operating Model & Process

Technology

Change the game
- 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
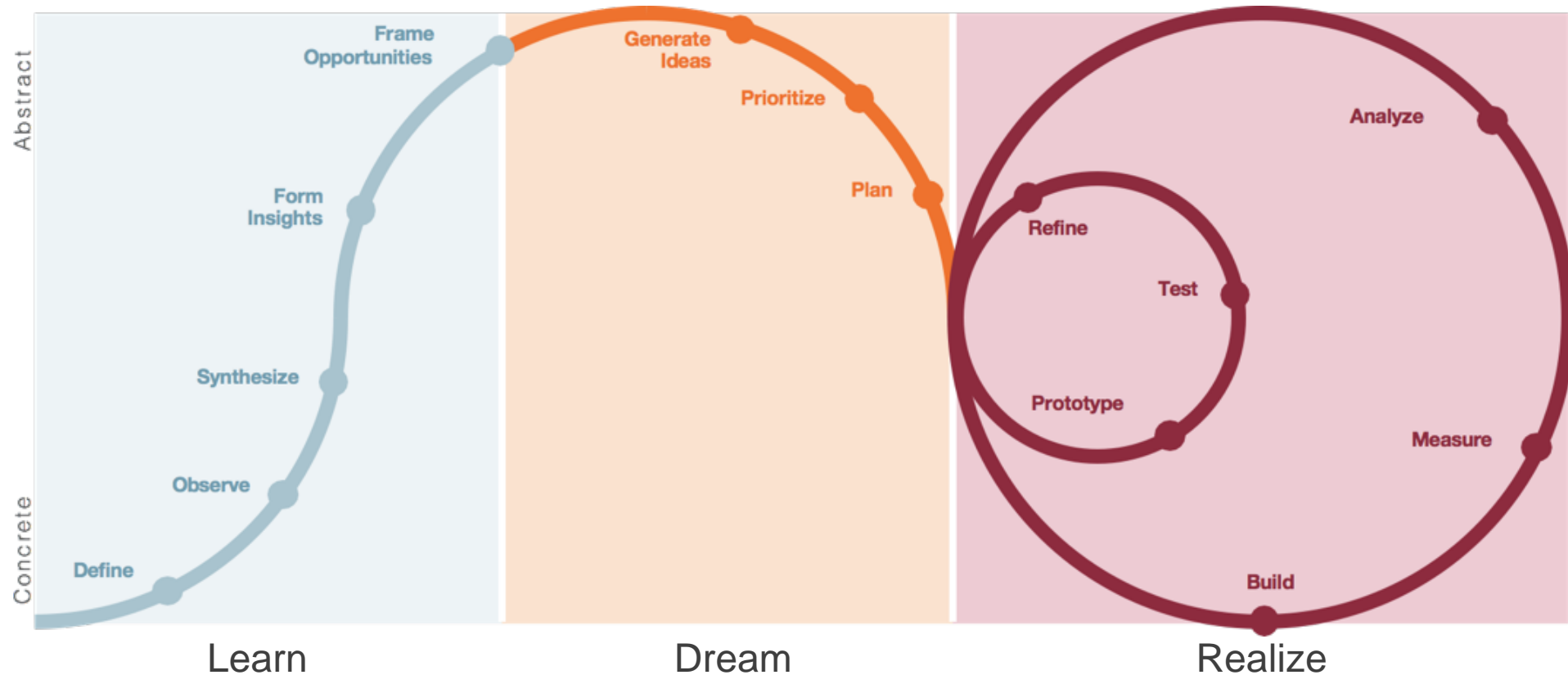- Simplify
- Speed up and become agile

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

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How can we bring the power of "Why" and change the mind-set

Learn

Connect with your customers and work to deeply understand their unmet needs and motivations, industry success models and market shifts. Focus on opportunities to solve key problems.

Dream

Generate ideas to address high value opportunities. Align stakeholders around a vision for the future and create an actionable plan for change.

Realize

Put your ideas into action build, test and adjust. Build incrementally toward the vision with smaller risks to drive traction.

# How we enable to deliver outcome driven innovation...

Analyze and understand current state and user engagement opportunities

We facilitate workshops with stakeholders to facilitate conversation about the big picture and gather opportunities for improvement, leveraging user surveys and inputs.

Create a strategic roadmap to guide technology investment, design, and project execution

We help our clients define key eco-systems and challenges and key initiatives. We build a tactical roadmap of the project, defining the future state and how to get there.
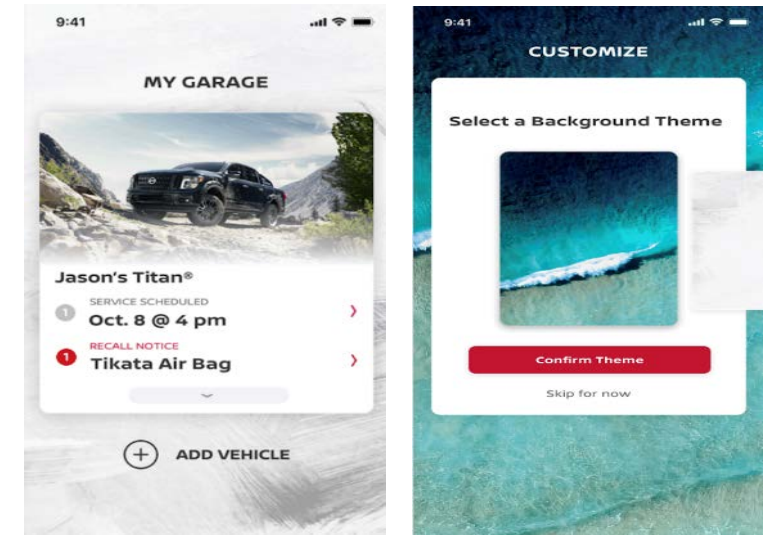
Build human-centric products that bring analysis and vision to life

We deliver rapid prototypes, wireframes, and final digital products. We harness technology and market innovations to help our clients define the path to digital transformation and stand out in their industry.

Smart Communications and CGI has developed a framework to "define" the need and deliver value-based solution through innovation to our joint customers

What should be innovation?

→ **Interdisciplinary teams** develop strategies with business, technology, and design expertise

→ **Focus on innovation to deliver business value,** not just technology

→ **Technology-agnostic** approach to drive the best mix of build, buy, commercial, open source, legacy, or service provider solutions

→ **Agile lean approach** to strategy drives fast time to value and reduces risk

→ **End-to-end solutions** that bring ideas to realization with full build, deploy and run services
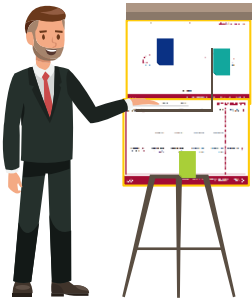
K.I.S.S → Keep It Simple yet Strategic

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Build strategic innovation culture with our innovation enablement offerings

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Innovation/Digital day
Hold a one day workshop to envision how innovation should work in alignment with your strategy and identify initial innovation cases

Lean innovation agency
Set up an innovation incubator that fits your organization with tailored frameworks and blueprints

Innovation coaching
Experienced CGI innovation coaches guide your innovators and visionaries through perfecting and delivering their innovation pitches

INNOVATION

Innovation sprint
CGI facilitate and run one or several innovation sprints to demonstrate how innovation can work fast

Innovation @ scale
Full end-to-end service from discovery and ambition setting to ideation, organizational design, implementation, operation and continuous improvement

Innovation "run" services
Let CGI run and operate all or parts of your innovation agency processes; planning and executing of innovation campaigns, from idea backlog to pitch to design thinking and MVP

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