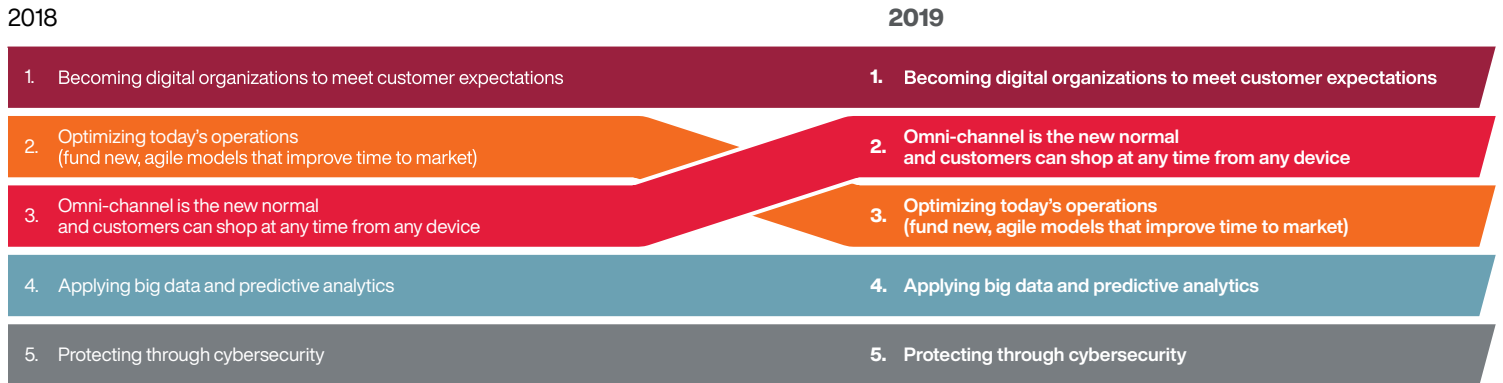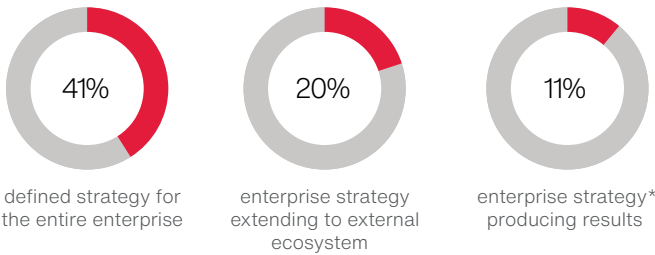# Top trends at a glance

RETAIL AND CONSUMER SERVICES

In 2019, CGI leaders met face-to-face with more than 1,550 business and IT executives to gather their perspectives on the trends affecting their enterprises. This infographic shares sample insights. Discover additional insights and request the complete industry report by contacting us at **info@cgi.com.**

Top trends ranked by impact

2018

1. Becoming digital organizations to meet customer expectations
2. Optimizing today's operations (fund new, agile models that improve time to market)
3. Omni-channel is the new normal and customers can shop at any time from any device
4. Applying big data and predictive analytics
5. Protecting through cybersecurity

2019

1. Becoming digital organizations to meet customer expectations
2. Omni-channel is the new normal and customers can shop at any time from any device
3. Optimizing today's operations (fund new, agile models that improve time to market)
4. Applying big data and predictive analytics
5. Protecting through cybersecurity

Stage of **digital strategy** implementation

- **41%** defined strategy for the entire enterprise
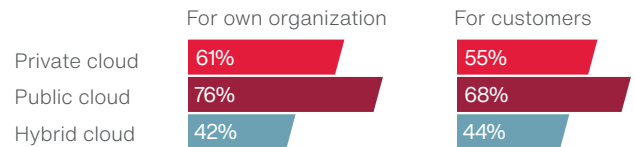- **20%** enterprise strategy extending to external ecosystem
- **11%** enterprise strategy* producing results

*Includes enterprise strategy and enterprise strategy extending to external ecosystem

Cybersecurity and **data privacy**

- **91%** formal security policy in place
- **15%** cybersecurity as an IT priority fully operational
- **63%** chief data protection officer in place

Cloud usage

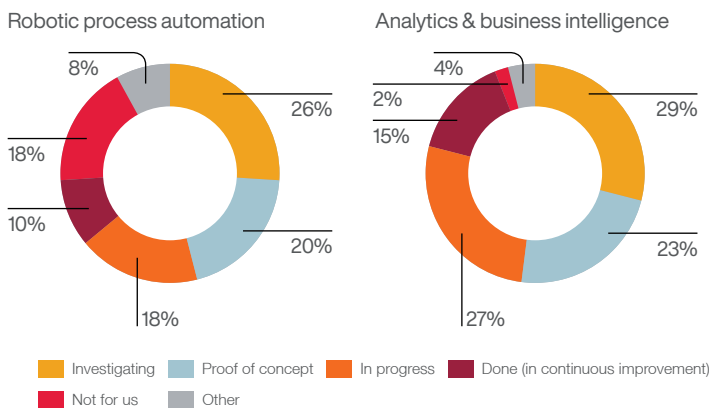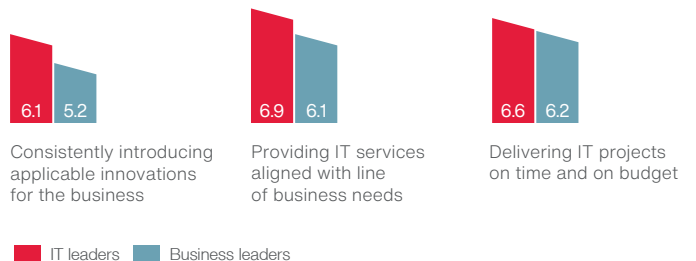|	For own organization	For customers
Private cloud	61%	55%
Public cloud	76%	68%
Hybrid cloud	42%	44%

Percentages represent "yes" answers. Executives can select multiple cloud usage types. "No" and "other" answers are not shown.

Stage of **digital technology** implementation

Robotic process automation
- 8%
- 26%
- 18%
- 20%
- 10%
- 18%

Analytics & business intelligence
- 4%
- 2%
- 29%
- 15%
- 23%
- 27%

Legend:
- Investigating
- Proof of concept
- In progress
- Done (in continuous improvement)
- Not for us
- Other

Business leader satisfaction vs **IT leader** satisfaction

Scores from 1 to 10, with 10 most satisfied (showing 3 out of 10 available attributes)

	IT leaders	Business leaders
Consistently introducing applicable innovations for the business	6.1	5.2
Providing IT services aligned with line of business needs	6.9	6.1
Delivering IT projects on time and on budget	6.6	6.2

- IT leaders
- Business leaders

Learn more about how we benchmark IT satisfaction through our Journey to World-Class IT methodology: **cgi.com/journey**