Data and analytics,
and the Digital Backbone

Power your business activities and maximise results with trusted data, insights and artificial intelligence.

CGI

An end-to-end digital framework to power your success

In today's complex and competitive business landscape, it is common for organisations to embed digital technologies that enable their growth strategies. For many, this involves implementing IT throughout their organisation, but few develop a holistic business case or transformation roadmap covering everything they do, or have a comprehensive strategy that aligns their IT with broader strategic goals.

At CGI, we believe that true digitalisation isn't just about adopting new technologies; it's about embracing a holistic mindset. As a leader in IT and business consulting, we help organisations unlock their full potential, driving our clients' growth through the power of "digital".

But digital transformation isn't simple. That's why we developed our value-led, technology-enabled Digital Backbone framework, which delivers best practices and lessons learned to inspire your journey.

The Digital Backbone offers the fundamental building blocks to drive your transformation success. It helps you envision secure and sustainable solutions that combat your challenges and support your ambitions. Combined, your new capabilities will create a robust, IT-enabled structure – a digital backbone – that transforms everything you do, enabling your organisation to thrive in our ever-evolving world.

Contents

The power of data in modern business

If data isn't at the heart of your business strategy, you're unlikely to achieve your target outcomes.

In today's rapidly evolving digital business landscape, staying competitive, relevant, and sustainable requires organisations to harness the power of data.

Data is a vital asset that permeates every aspect of modern business, regardless of industry vertical. Whether for strategy setting, driving operational efficiencies, mitigating risk, optimising customer experience, or minimising carbon emissions, data should play a central role. It enables:

Insight generation

Organisations must capture data from both internal and external sources to generate valuable insights, inform actions, drive the achievement of targets, and stay ahead in the competitive landscape.

Evidence-based decisions and actions

Making decisions based upon data is crucial for maintaining quality, adaptability, efficiency, and performance against targets. This ability to harness, analyse, and apply data effectively will drive business growth.

Continuous improvement

A robust data strategy supports continuous innovation and improvement in the quality, efficiency and performance of your organisation's operations, goods or services.

This concept of a data-driven business goes far beyond just producing regular reports to inform actions. A truly data-centric organisation uses data in various ways simultaneously to forecast events, trigger and feed automated processes, predict outcomes to devise intervention strategies, and revolutionise decision-making every step along the way.

A robust data and analytics strategy therefore delivers the critical foundations to not only power your organisation's day-to-day operations, but also supports digital transformation and continuous innovation that drives your organisation's future.

Data and analytics, and the Digital Backbone

Unlocking your organisation's full potential – **transformation done right**

What is a digital backbone?

A digital backbone goes beyond simply applying IT to areas of your organisation as a support mechanism. When designed effectively, a digital backbone becomes the cornerstone of a successful modern organisation; it embeds technology throughout all operations, using the power of IT to create a robust structure that enables continuous innovation and transforms everything you do.

Increased **efficiency and productivity across** operations.

Increased revenue alongside more cost efficient processes.

Greater **agility and growth** with faster time to market.

Better **regulatory compliance** including empowering sustainability initiatives.

Improved **service and product quality** for customer, employee and stakeholder satisfaction.

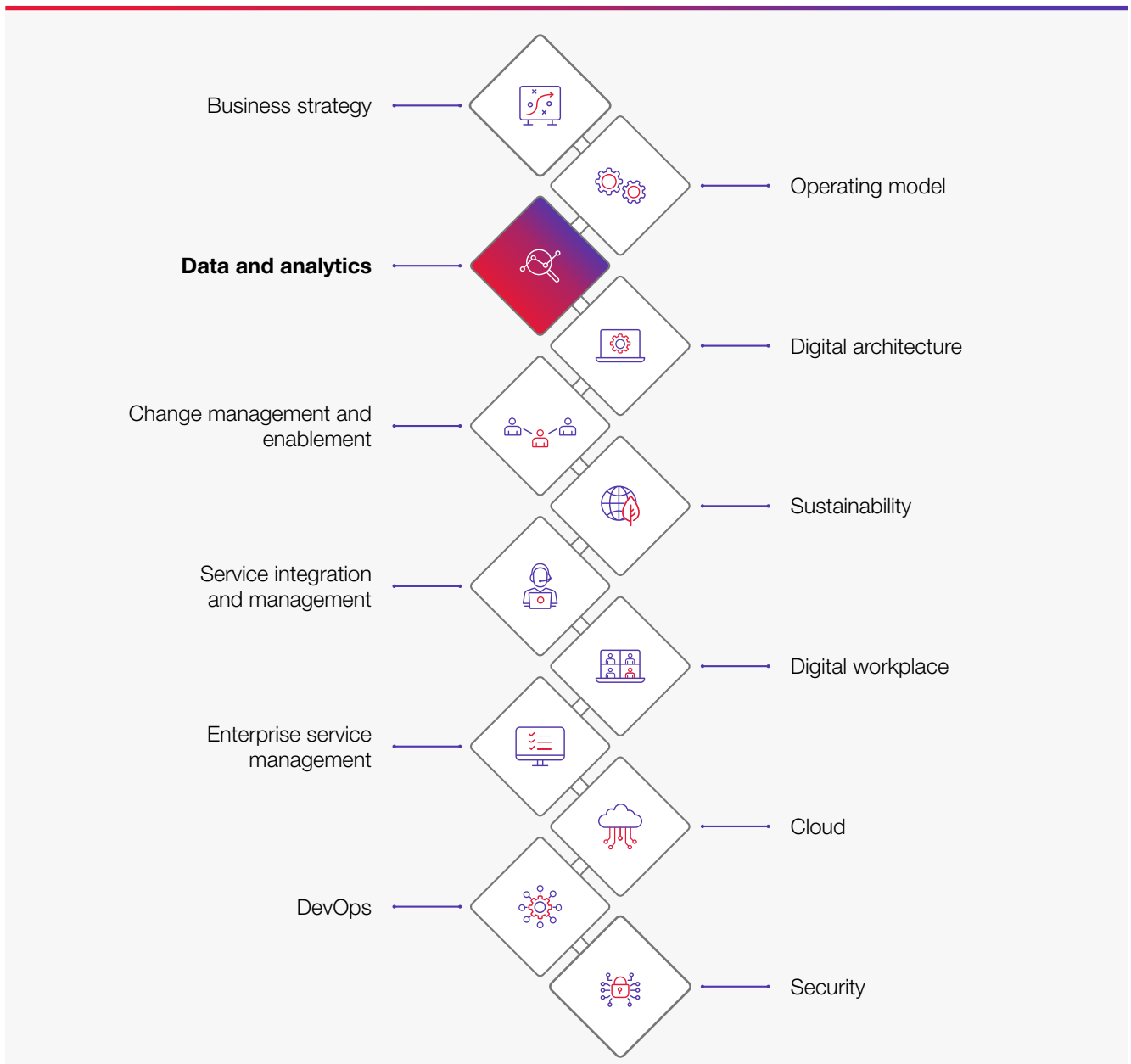Improve **decision making** through data-driven insights.

The Digital Backbone

Our end-to-end framework that will make IT the enabler of your success

The Digital Backbone delivers twelve fundamental building blocks to inspire digital transformation and unlock your organisation's full potential. These can be implemented either individually or as a whole programme, so no matter where you are on your journey, the Digital Backbone provides a comprehensive vision for your transformation.

That's why we made data and analytics a key component of the Digital Backbone, empowering you to make informed decisions, drive efficiencies, and foster innovation throughout your organisation.

By integrating our data and analytics best practices and strategic insights, you can effectively leverage data to help accelerate your digital transformation, enhancing operational performance and competitive advantage.

Business strategy

Operating model

Data and analytics

Digital architecture

Change management and enablement

Sustainability

Service integration and management

Digital workplace

Enterprise service management

Cloud

DevOps

Security

Becoming a digital leader

Data-driven and digitally enabled enterprises leverage technology to underpin their actions and decisions, resulting in higher business agility and success in digital transformation.

In the era of artificial intelligence (AI), becoming a leader requires strategic alignment and the synchronisation of your data and digital vision to support transformed business outcomes. This involves a prioritised, well-governed, and incremental plan to deliver real value.

Your data-driven transformation strategy should consider:

Data quality and integrity
Ensuring high standards of data is crucial for accurate analysis and reliable insights. Implement robust data governance practices and continuous monitoring to maintain data excellence.

Data security and compliance
Adhering to compliance standards and implementing strong data security measures protects your organisation and fosters stakeholder trust, ensuring your data assets are secure and reliable.

Advanced analytics and AI
Leveraging advanced analytics techniques such as predictive and prescriptive analytics helps you to anticipate future trends and prescribe optimal actions. AI-powered automation also enhances efficiency by handling routine tasks.

Enhanced customer experiences
AI enables personalised customer experiences by analysing customer data and behaviour patterns. Tailored products, services, and interactions foster customer loyalty and satisfaction, driving business growth.

Data-driven business strategy
Integrating data and analytics into your core business strategy enhances decision-making and operational efficiency. Align your data initiatives with business objectives to drive impactful outcomes and create a competitive advantage.

Continuous improvement and innovation
Stay up to date with the latest technologies and methodologies to continuously improve your data capabilities. Embrace innovation in data and analytics to maintain a competitive edge and ensure long-term success.

A vision for data and analytics transformation

Power your business activities and maximise results with trusted data, insights and artificial intelligence.

User-focused design thinking

It is useful to employ a user-centric approach, considering your organisation's different opportunities for strategically using data and then creating solutions that have real human use. By employing a product mindset and following a design thinking approach, professionals from across the spectrum of data, insight and AI can collaborate to build quality solutions which drive optimal user satisfaction and measurable business value.

The key steps

Achieving an effective, human-focused data and analytics strategy requires a comprehensive approach that encompasses structure, processes, governance and culture. By following these steps, you can establish a robust data and analytics framework that supports your digital transformation journey:

1 Empathise with users
Conduct interviews and reviews to understand users' struggles with current data presentation or utilisation and their needs. This will ensure your new data solutions are user-centric and address real business needs.

2 Define your data vision and strategy
Clearly articulate your organisation's data vision and align it with your user needs and overall organisational challenges and objectives. Develop a prioritised, well-governed and incremental roadmap to deliver real value early and often.

3 Ideate and prototype solutions
Explore and design creative solutions through brainstorming and prototyping. Envision data functionality or visualisations that can address user needs and enhance user experience.

4 Test and iterate
Test prototypes with real users, gather feedback, and iterate to improve the solution. Ensure the final data solution is technically sound, user-centred and impactful.

5 Monitor and measure the impact
Monitor and measure the incremental impact of your data solutions. This enables you to quantify the value of data efforts and continuously improve.

These steps will not only power your organisation's day-to-day operations, but also support continuous innovation to drive your business forward. You will optimise the management of your complex IT ecosystem, create a solid foundation for scalable and agile service delivery, and empower continuous digital transformation.

Collaborating across the business, communicating progress and celebrating success along the way, you will create a data-driven culture in which continuous improvement becomes the norm.

CGI Business Consulting and Advisory

Built over +47 years, CGI is one of the world's largest providers of high-end IT and business consulting services. We are trusted to transform organisations with innovative solutions, so developed our Business Consulting and Advisory (BC&A) team to share our knowledge and experience with you.

Offerings to support your organisation

Wherever you are on your transformation journey – whether you're looking to develop a forward-thinking business strategy, improve the effectiveness of specific processes, or implement an innovative solution – we're here to help.

We understand that transformation isn't simple, so our experts developed all **our BC&A offerings around The Digital Backbone's twelve key propositions**, to support you with the right solutions to address your challenges, achieve your ambitions, and build your own digital backbone capability.

Whether you'd like to build a complete digital backbone that will become the cornerstone of your growth, or if there's one specific area standing in the way – perhaps that's data and analytics – we have the offerings and solutions to ensure your transformation project succeeds.

Our data and analytics offerings include:

- Data architecture review
- Data and AI strategic roadmap
- Data blueprint
- Data and AI governance
- Data workflow assessment
- Insight solutions – design and build

BC&A places you at the heart of our offerings. We work to understand your unique challenges and opportunities – whether you require strategy development, or solutions design and implementation – and we'll guide you every step of the way.

Our teams cover a range of sectors such as higher education and healthcare, as well as specialist areas including business consulting, technical advisory, service management, and sustainability.

We remain supplier agnostic, but also have teams designated to our strategic partnerships with the likes of Microsoft, ServiceNow, Google, Dell, NetApp (and more), enabling us to design you the right solutions, working with the right partners to deliver the best outcomes.

So whatever your specific requirements, challenges or industry, with BC&A's breadth of knowledge and experience, we'll empower you with a team that is hand-picked to enable your success.

To find out more:

Explore the Digital Backbone and its twelve key propositions in more depth on our webpage.
Fill in this short form and we'll be in touch to discuss how our data and analytics offerings or our overarching Digital Backbone framework can support your specific needs.

About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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