Building your
digital backbone

Maximise your organisation's success using our proven, end-to-end Digital Backbone framework for digital transformation.

CGI Business Consulting and Advisory insights

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.

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Digital is a key enabler of the modern enterprise

In today's hyper-connected world, customer, employee and citizen expectations are higher than ever before. Organisations must embrace digital technologies to deliver seamless, personalised experiences across every touchpoint; from intuitive e-commerce platforms and artificial intelligence-driven (AI) customer services, to productive digital workplace solutions and data analytics to understand behaviours, every interaction becomes an opportunity to engage with and satisfy users.

Moreover, digitalisation extends beyond the human-facing moments, permeating every facet of modern organisations:

- **Informing strategy and operations** - technologies shape an organisation's strategy, operating model and workforce.

- **Data utilisation** - scaled digital architectures and analytics allows for the exploitation of information available to an organisation.

- **Technology integration** - leveraging elements such as cloud and digital workplace technologies to ensure secure and efficient operations.

This transformative potential extends to all sectors of the economy, from public to private, and has accelerated the pace of digital transformation as organisations have to adapt quickly to match user expectations and outperform competitors.

Healthcare

Telemedicine, wearable devices, and data analytics are revolutionising patient care, improving outcomes and reducing costs, as well as supporting staff wellbeing.
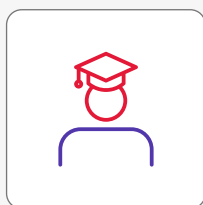
Education

Digital learning platforms and immersive technologies are enabling better quality education, and access to personalising learning wherever students are around the world.

Banking

Intuitive banking is now available via customer-centric digital channels, enabled by AI-powered banking platforms such as mobile apps available at users' fingertips.

Typically, those organisations that embrace technologies and change are also better equipped and more resilient to the challenges posed by volatile or extenuating circumstances, such as a pandemic.

They maintain productivity and connectivity in a distributed workforce, continue to deliver quality services and products, and attract skilled talent and loyal customers in the long-run.

Adaptability will therefore continue to empower organisations, as they leverage the next wave of digitalisation – hyper-personalisation and generative AI technologies – to enable their ongoing success.

The future of your organisation is digital

Harvard Business Review insights reveal that

89%

of executives anticipate digital transformation will create significant industry disruption.[1]

IDC research forecasts a

26%

increase in profitability for organisations investing in digital transformation.[2]

McKinsey evidences that a comprehensive digital transformation strategy supports a

23%

increase in revenue growth.[3]

The Salesforce State of the Connected Customer report highlights that

84%

of consumers prioritise the quality of experience offered by an organisation, alongside their products and services.[4]

LinkedIn's Future of Recruiting study reveals that

80%

of professionals prioritise organisational innovation when making employment decisions.[5]

References:

1 **Harvard Business Review (2023)**, The value of digital transformation
2 **International Data Corporation (2023)**, Worldwide spending on AI-centric systems forecast to reach $154 billion in 2023
3 **McKinsey (2022)**, Digital transformation survey results
4 **Salesforce (2023)**, State of the connected customer
5 **LinkedIn (2024)**, Future of recruiting 2024

Your organisation should therefore embrace digital transformation now.

Transform organisations

Digital transformation isn't just about adopting new technologies. It's a fundamental reshaping of your organisation from the ground up. Focus on developing end-to-end strategies with supporting technologies that modernise not only your IT operating models, but your processes overall.

Drive strategic and operational maturity that enables efficiencies, agility, financial stability, and improved service and product quality. Implement a comprehensive digital information approach powered by AI, unlocking actionable insights to make informed decisions that help you stay ahead of the curve.

Empower employees

Provide your people with greater flexibility and autonomy in how, when, and where they work.

The rise of cloud computing and mobile devices allows employees to access critical information and applications from anywhere with an internet connection, facilitating remote work arrangements and enhancing work-life balance.

To navigate this shift, you must prioritise cybersecurity alongside employee engagement, enabling seamless collaboration and communication through digital workplace technologies, as well as automation technologies that drive productivity.

Innovative experiences

In a customer-centric world, delivering exceptional experiences is vital.

You must create personalised, seamless experiences that resonate with your users' needs. From predictive analytics, to omni-channel marketing and communication automation, engage your customers and citizens in new, user-friendly ways to drive loyalty and satisfaction.

The Digital Backbone

Technology can unlock your organisation's full potential – **but only when digital transformation is strategic!**

Technology is the tool to both facilitate and enhance your business processes, making them more efficient, effective, and scalable.

But harnessing the power of digital transformation requires a strategic approach. Developing a digital backbone is therefore essential to navigate the complexities of digitalisation, helping you seize new opportunities and create an IT-enabled foundation for your organisation's continued growth.
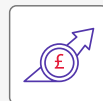
What is a digital backbone?

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 supports continuous innovation and transforms everything you do, enabling:

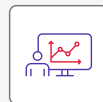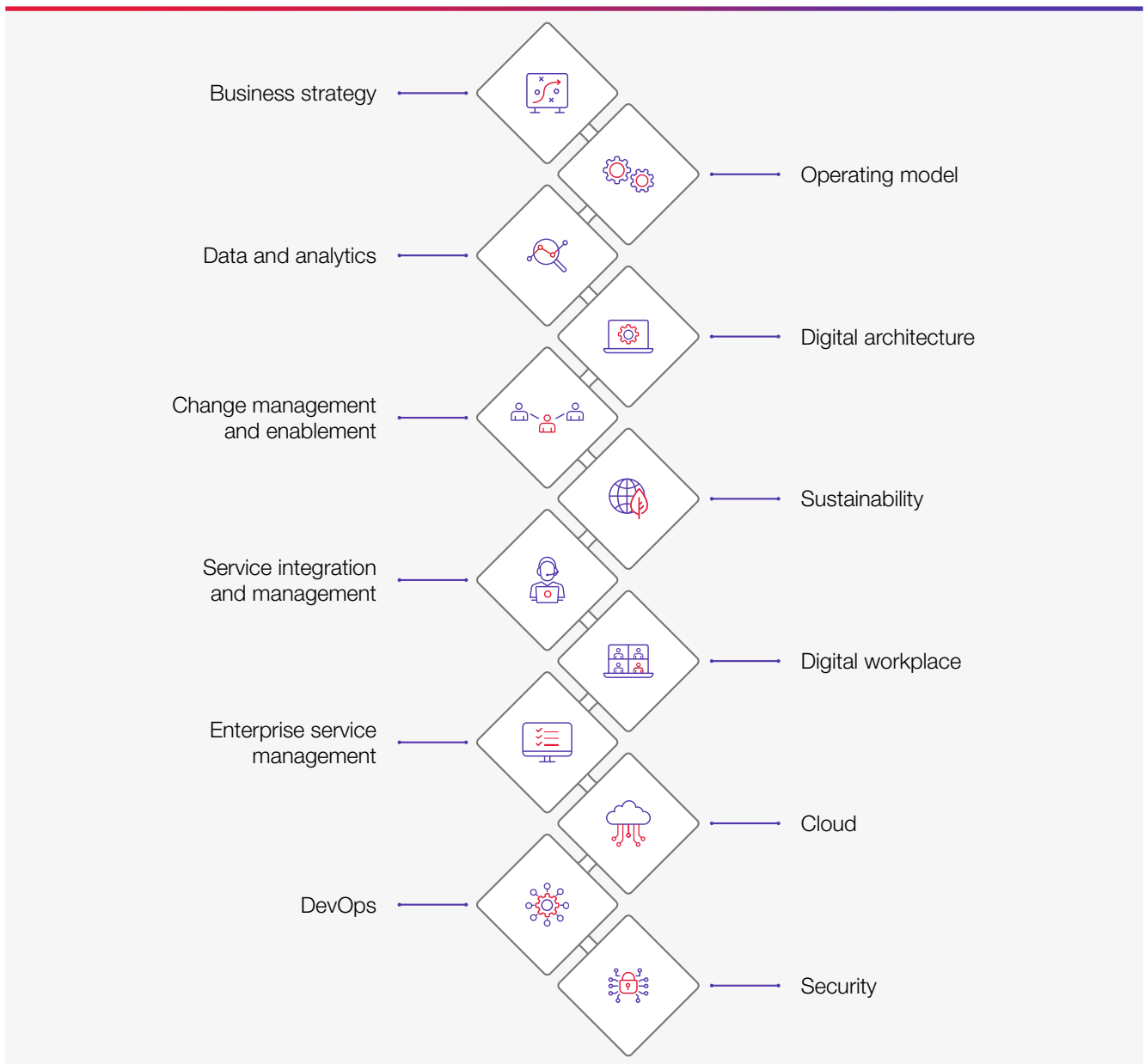|	
Increased **efficiency and productivity across** streamlined operations.	Increased **revenue** alongside more cost efficient processes.
Greater **agility and growth** with a faster time to market.	Better **regulatory compliance**, including empowering sustainability initiatives.
Improved **service and product quality** for customer, employee and stakeholder satisfaction.	Strategic **decision making** through data-driven insights.

That's why we developed the Digital Backbone, our end-to-end framework that will make IT the enabler of your success.

Our Digital Backbone framework

A proven, end-to-end approach, providing the twelve fundamental building blocks to inspire digital transformation and make IT the enabler of your success.

The Digital Backbone offers end-to-end support to unlock your organisation's full potential. It is business-led and technology-enabled, meaning your specific **organisational goals are the primary drivers** of your strategy, with **technology serving to achieve these objectives**.

By focusing on these twelve core elements, you can create a resilient, adaptable digital backbone that drives continuous innovation and growth. Adopting this strategic approach to digital transformation ensures that technology becomes the driving force behind your organisation's success, enabling you to thrive in an ever-evolving digital landscape.
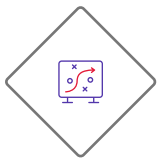
Business strategy

Operating model

Data and analytics

Digital architecture

Change management and enablement

Sustainability

Service integration and management

Digital workplace

Enterprise service management

Cloud

DevOps

Security

The Digital Backbone's propositions

These twelve propositions can be implemented either individually or as a whole programme, so no matter where you are on your transformation journey, you have a comprehensive vision for success.

Start by understanding the specific problems or opportunities you want to address. Identify organisational pain points, inefficiencies, or areas for competitive advantage, and conduct a thorough value assessment. This helps you select the areas of the Digital Backbone most relevant for your organisation.

Next, base your technology investment decisions on their potential return on investment (ROI) and impact on organisational performance. Then plan your chosen initiatives in a multi-year roadmap, prioritising according to strategic importance and potential to deliver value.

By addressing these key propositions, you can create a solid foundation for digital transformation:

Business strategy – develop a clear but adaptable strategy that leverages technology to achieve your organisational goals.
- Digital strategy
- Information strategy
- Transformation roadmap
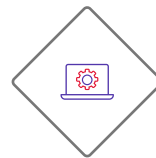
Digital architecture – select the right platforms, tools and technologies that integrate seamlessly, and support your strategic initiatives.
- Design solutions
- Digital tools
- End-to-end implementation
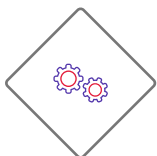
Operating model – design processes, roles and responsibilities that enhance your agility and efficiency, to support digital transformation.
- Target operating model and organisation design
- Service design
- Process excellence
- Strategic benefits management
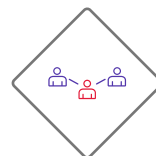
Change management and enablement – foster a culture where people can embrace new processes and technologies, enabled by effective change management strategies.
- Business analysis
- Learning and development
- Change management assurance
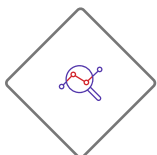
Data and analytics – implement advanced analytics capabilities to create data-driven insights that drive continuous improvement.
- Data architecture, workflow and blueprint
- Data and AI strategic roadmap and governance
- Insight solutions
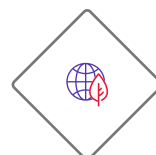
Sustainability – integrate sustainability into your digital transformation efforts, reducing environmental impact and promoting responsible technology use.
- Sustainability and net zero strategy
- Scope 3 emissions and supply chain optimisation
- Digital sustainability
- ESG data solutions

Service integration and management (SIAM) – seamlessly integrate your in-house and external systems and teams to enable efficiencies and quality.

- Service onboarding, offboarding and transition squads
- Target operating model and ICF design
- SIAM operations, BOT and hybrid staff augmentation
- Supplier management
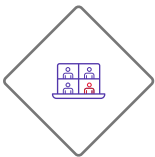
Digital workplace – enhance customer, citizen and employee collaboration, productivity and loyalty with digital tools that create efficient, quality user experiences.

- Service management strategy, design and implementation
- Customer experience and contact centre
- Service asset configuration management, and software asset management
- Immersive and metaverse solutions
- Collaboration and productivity tools

Enterprise service management – develop a comprehensive approach to efficiently manage enterprise services, aligned to your organisational goals.

- IT operations management
- IT service management tooling
- ServiceNow
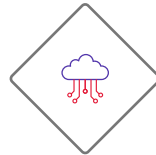
Cloud – enhance scalability, flexibility, and cost-efficiencies in line with your digital transformation objectives and business needs.

- Cloud strategy, planning and architecture
- Cloud readiness and migration
- Cloud health check and cost optimisation
- Cloud partners
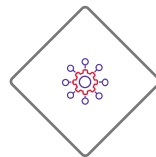
DevOps – streamline software deployment by fostering collaboration between your development and operations teams, accelerating delivery and improving quality.

- Organisational transformation
- DevOps engineering
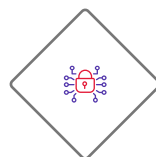
Security – implement robust measures to protect digital assets, embracing digital transformation whilst safeguarding your data and reputation.

- Assessing risk
- Protecting the organisation
- Secure digitalisation

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.

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.

Whatever your specific requirements or industry, our consultants' breadth of experience means we can empower you with a team that is hand-picked to enable your success. Our experts cover a range of sectors such as higher education and healthcare, as well as specialist areas including:

- **Business consulting** – Whatever your business size or sector, our consultants will help you realise your full potential with strategic, outcomes- and people-focused organisational change.

- **Technical advisory** – Impactful digital transformation will make your IT work for you. Our consultants will help you create true value realisation from your digital solutions.

- **Service advisory** – Guided by ITIL best practices, our consultants will help you apply effective enterprise service management to deliver quality, user-focused services.

- **Sustainability advisory** – Responsible operations should be central to your strategy. Our consultants will help your organisation thrive whilst creating positive economic, social and environmental impact.

- **Partnerships** – Whilst supplier agnostic, we also combine our knowledge and delivery experience with strategic partnerships. We have teams of experts designated to the likes of Microsoft, ServiceNow, Google, Dell, NetApp (and more), to design you the right solutions, working with the right partners to deliver the best outcomes.

Solutions-led

We understand that digital 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.

Wherever you are on your transformation journey, we're here to help.

Whether you'd like to build a complete digital backbone that will become the cornerstone of your organisation's growth, or if there's one specific area standing in the way - your business strategy, operating model, a specific legacy process, skill gaps, the implementation of innovative solutions like artificial intelligence, analytics or cloud - we have the offerings to ensure your transformation project succeeds.

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 Digital Backbone framework and our Business Consulting and Advisory offerings 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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