Digital
workplace
and the Digital Backbone

Enhance customer and citizen experiences and foster organisational growth, with employee-focused digital transformation that promotes productivity, efficiency, and service quality.

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.

Contents

The new normal

The digital workplace is central to the strategies of forward-thinking businesses. Embedding effective digital workplace practices into digital transformation efforts is crucial to thrive in this new era; this means using technology responsibly, supporting flexible work environments, and leveraging digital solutions to foster positive business outcomes.

Hybrid work is the new normal. As digital transformation accelerates across industries and geographies, the way employees work has fundamentally shifted. No longer confined to traditional office spaces, modern work is now characterised by a reimagining of the workplace and a redefinition of how we measure productivity and success.

This shift is bringing substantial benefits for employees, from greater work-life balance to increased productivity. And organisations are also seeing tangible improvements in efficiency as their staff engage with more flexible, remote, and collaborative environments.

Forward-thinking businesses are therefore embracing this transformation by recognising that employee experience is more than just tools and processes—it is the sum of all the moments that matter between an employee and employer. This includes how employees feel, how they perceive their potential, and how they assess their overall wellbeing.

In fact, modern work and employee experience are as crucial to an organisation's success as the customer experience. By investing in technology, collaborative platforms, and a user-first approach, you can optimise both the employee and customer experience, enhance operational agility, and position your organisation for long-term resilience.

These evolving, human-focused business needs (coupled with rapid technological advancements) make it essential for businesses to rethink their operational strategies. Organisations are now expected to commit to ambitious productivity targets, implement robust collaboration strategies, and maintain transparent reporting practices. This proactive approach not only helps mitigate operational risks but also enhances brand reputation, drives innovation, and improves stakeholder engagement.

Additionally, as digital workplace standards evolve, organisations are recognising the need to stay ahead of regulations and trends. By adopting future-focused strategies, you can not only meet compliance requirements but also foster employee loyalty through a positive and flexible work culture.
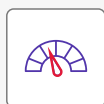
Surveys show that 74% of businesses have adopted communication tools and collaborative platforms to **boost productivity**. Additionally, 40% of executives believe that the top benefit of adopting a digital model is improved **operational efficiency**.

Source: ATSG, Impactful Stats on Digital Workplace Transformation Trends in 2023
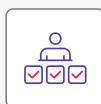
91% of Gen Z employees consider an employer's technology as a critical factor when choosing job offers. This highlights the necessity for organisations to adopt advanced, accessible, and automated work processes to **attract and retain top talent**.

Source: World Economic Forum, Companies need to digitally grow up, or risk losing employees 2023

A study by Forbes and Microsoft found that organisations that lead in digitally empowering their frontline workers are three times more likely to achieve **annual growth** exceeding 20%. This highlights the critical role of digital tools and strategies in **driving profitability**.

Source: Deloitte, Activating the future of workplace 2023

Digital workplace 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** 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.

The Digital Backbone—our end-to-end framework to make IT the enabler of your success.

The Digital Backbone delivers twelve fundamental building blocks to inspire transformation and unlock your organisation's full potential. These can be implemented 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 strategy.

That's why we made digital workplace a key component of the Digital Backbone, enabling you to drive tangible business results through digital investments that enhance user experience. Our approach ensures that your technology not only supports a productive workplace, but also delivers measurable outcomes, such as increased revenue, reduced costs, customer satisfaction, 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
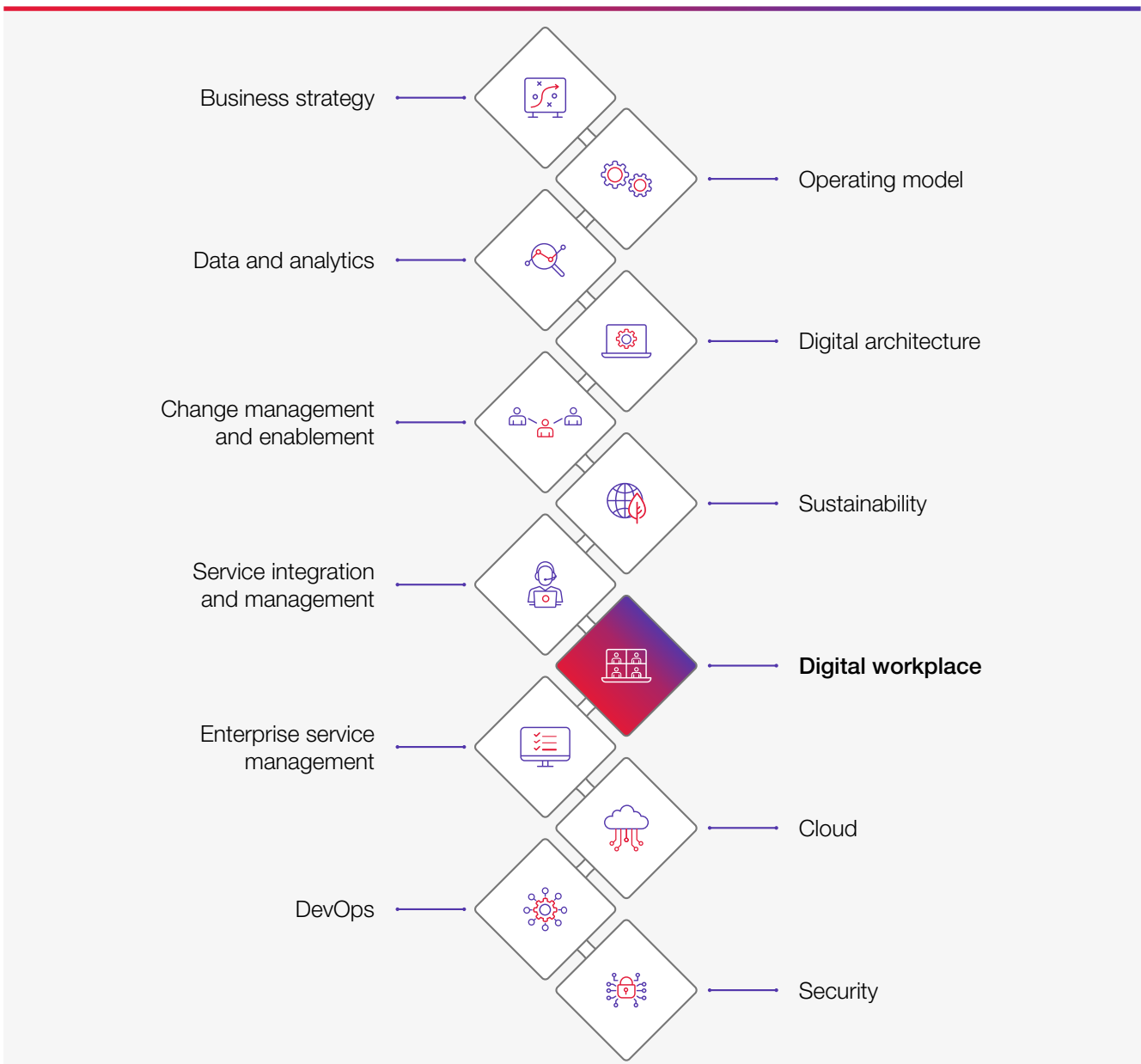
Whatever your digital workplace strategy, one thing is clear: user expectations have evolved, and the traditional workplace must transform accordingly.

The questions digital leaders are asking themselves include:

- How can my IT teams adapt to managing hybrid workers?

- How can my employees be more productive through citizen development and artificial intelligence assistants?

- What can we do to create and maintain a modern employee experience?

- How do we protect and secure the modern worker?

Whether an employee is on-site, remote, or even travelling, it is essential that flexibility is not at the cost of productivity. The digital workplace leverages cloud-based modern management technologies that enable users to work securely and with connection integrity from any device and location, at any time.

When moving to a "smart working" model, the new norm is to enable effective collaboration from anywhere using tools such as Microsoft 365 and video conferencing. Accelerating your implementation of tools such as SharePoint and OneDrive alongside the likes of Zoom and Microsoft Teams empowers employees to work together in real time whilst avoiding data proliferation and realising efficiencies in documentation collaboration and control.

Additionally, tools like **Microsoft 365 Copilot** can further enhance productivity by providing AI-driven assistance.

By adopting and **optimising cloud services such as Microsoft 365** and virtual desktop infrastructure, you will establish seamless user experiences across all device types under a consolidated management layer. Your employees will also need access to quality support methods to help effectively navigate their tools.

An omni-channel experience is key, providing end users with the freedom to interact with a contact centre via an interface they are most comfortable with, whilst also enabling your organisation to integrate solutions that enhance user experience and reduce ticket resolution time.

An agent can handle a call, email, webchat, or social media post all using one single user interface. And by linking this to your customer record management (CRM) platform, agents have a 360-degree view of the user and their full journey to provide the highest quality service.

With this user-focused approach to digital transformation, you'll successfully:
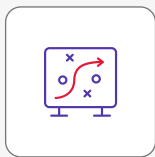
Future-proof your digital workplace strategy architecture and roadmaps by treating them as ongoing, cross-functional strategic planning processes. This ensures long-term resilience, aligns your organisation with evolving standards, and enhances investor confidence.
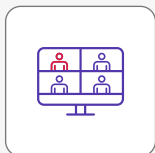
Accelerate the adoption of digital workplace technologies and practices, ensuring your IT foundations are smart, agile, and effective. This reduces operational costs through efficiency, meets regulatory compliance, and improves brand reputation.

Propel your product and service innovation with digital workplace-driven development and operations capabilities. This drives market differentiation, attracts tech-savvy customers, and opens new revenue streams.

Modernise your complex legacy systems with effective integration and re-architecture, ensuring business continuity with minimal disruption. This enhances operational efficiency, reduces maintenance costs, and improves scalability.
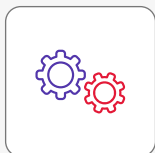
Govern, manage, run, and optimise everything effectively using full-stack site reliability engineering (SRE) and managed services. This ensures high system reliability, reduces downtime, and fosters a culture of continuous improvement. You'll also simplify IT management with the latest device management technologies.
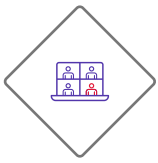
Harness technology to address the challenges of regulatory compliance, enhance operational efficiency, and build stakeholder trust.

Explore how immersive, human-centred technologies like **the metaverse** can transform consumer and employee experiences, driving innovation and engagement.

A vision for digital workplace transformation

Enhance customer and citizen experiences and foster organisational growth, with employee-focused digital transformation that promotes productivity, efficiency, and service quality.

We have identified the steps to enable you to address your digital workplace challenges and achieve your ambitions.

Wherever you are on your modernisation journey, you'll need the right combination of modern technologies and partner capabilities to help accelerate business outcomes.

The key steps

1

Assess your current state

Evaluate your organisation's current digital workplace environment and identify areas for improvement. Use data analytics to understand employee engagement, technology usage, workflow efficiency, and customer satisfaction.

IT service management maturity assessments can provide a comprehensive view of your current capabilities and help you identify areas for improvement.

2

Set clear digital workplace goals

Define achievable targets for enhancing productivity, collaboration, and user experience, aligned with broader business objectives.

3

Develop a comprehensive strategy

Build a detailed roadmap that outlines your digital workplace goals, including initiatives, timelines, and key metrics. This should align to an employee experience strategy.

4

Adopt digital workplace technologies

Invest in tools like integrated communication platforms and cloud services to enhance productivity.

Leverage digital workflow and automated processes (such as Microsoft Power Automate), artificial intelligence assistants (Copilot for M365), and low code/no code applications (Microsoft Power Platform).

5

Engage stakeholders

Involve employees, customers, and partners, fostering collaboration through training and promoting the use of digital tools.

6

Monitor and report progress

Track progress towards your goals using automated data management and reporting tools to ensure transparency, compliance, and valuable insights.

7

Continuously improve

Keep refining your strategies, staying informed about new technologies and best practices to enhance collaboration and maintain a scalable modernisation model.

Also continuously predict and optimise costs, and consider sustainability initiatives every step along the way.

8

Protect your business and employees

Implement robust measures to protect your digital assets and data (Microsoft Purview), ensuring a resilient cyber security posture where you can assess risk, protect your organisation, and operate with confidence whilst embracing digital workplace transformation.

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 digital workplace—we have the offerings and solutions to ensure your transformation project succeeds.

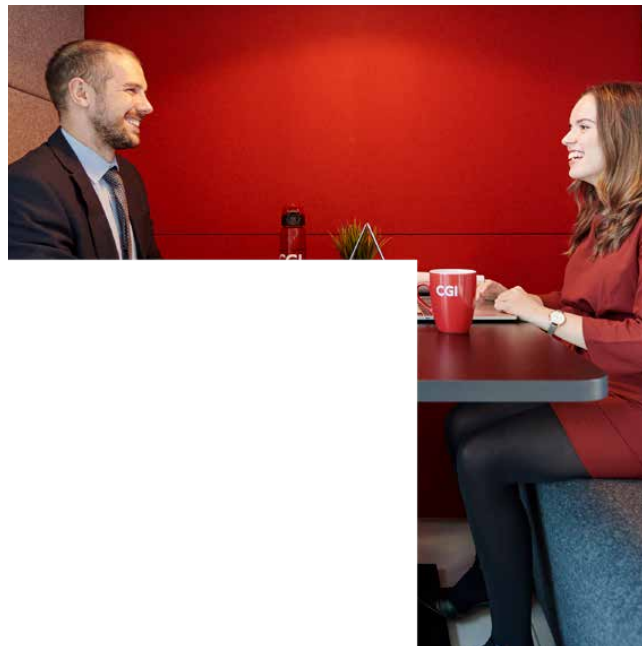## Our digital workplace offerings include:

- **Service management advisory**—maturity assessment, strategy, design, implementation

- **Customer and citizen experience**

- **Contact centre advisory**—maturity assessment, end user support, omni-channel solutions, reporting and analytics, knowledge management, incident handling, artificial intelligence

- **Service configuration and IT asset management**—strategy, assessment, tooling, asset refresh, identifier dashboard

- **Immersive solutions**—metaverse advisory, human-centred design, artificial intelligence, immersive reality

- **Virtual desktop**

- **Microsoft 365 advisory**—adoption, optimisation, configuration and security, endpoint management, data compliance, Teams, SharePoint, Copilot, Power Platform

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 alliances** 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 digital workplace 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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