



Global Insights Summary

Each year, we meet with client executives to get their views on the trends affecting their organizations and industries. Through the CGI Client Global Insights, we analyze these findings to provide a valuable global antenna by industry—based on facts, not hype—to benchmark best practices and help you turn the resulting insights into action. This summary shares sample insights, globally, across the 10 industries we serve.

Meeting customers' digital needs remains top trend, but cost pressure rises

Becoming digital to meet customer expectations is the top trend by impact once again in 2020. Improving the customer experience is the new top business priority, separating from “becoming digital.” Becoming digital has become the new top IT priority, surpassing IT modernization.

> Top trend by impact

Becoming digital to meet customer/citizen needs

> Top business priority by importance

Improve the customer experience

> Top IT priority by importance

Becoming digital to meet customer/citizen needs



> **Post-pandemic declaration trends show small rise in cybersecurity**

For interviews after March 11, 2020 when the pandemic was declared by the World Health Organization (WHO), cybersecurity as a trend rises somewhat in impact (+3%), compared to earlier interviews.

> **Results from digital strategies are still low**

12 % are producing results from enterprise digital strategies, up from 10% in 2019.

Clients seeing higher results have common characteristics such as the use of substantial managed services (16%), implementation of enhanced automation (27%) and reporting highly agile business models (29%).

> **Few cite having highly agile business models for digitization**

18 % say their business model is highly agile (score of 8 or higher, where 10 is high) when it comes to addressing digitization, up 4 points from 2019. More report that digitization has a high impact on their organization's business (46% in 2020 versus 38% in 2019).

> **Satisfaction with innovation investment ROI is low**

25 % rate their satisfaction with the ROI of their innovation investment at 8 or higher.

> **Post-pandemic declaration: small rise in substantial managed services for applications over 3 years**

40 % of executives interviewed after March 11 intend to use substantial managed services for applications, compared to 37% interviewed before that date, and 34% in 2019.

> **Analytics and cybersecurity top IT spending drivers and planned innovation investments in 3 years**

75 % say the main spending trend for IT budgets is analytics, followed by cybersecurity (70%). Analytics (70%) and cybersecurity (66%) also top the planned innovation investments over the next 3 years.

> **Commercial and government business priorities diverge**

3rd most important business priority for commercial leaders is business agility, while government leaders cite cybersecurity as third most important.

Learn more at cgi.com/client-global-insights. For a complete set of industry insights and to consult with one of our experts, contact us at info@cgi.com.

About the insights

In 2020, we met with 1,447 business and IT executives with the interviews split nearly 50-50 between the timeframe before and after the pandemic declaration. The unique timing of these strategic conversations provides insights into how business and IT priorities are evolving rapidly. This summary shares sample insights from executives across banking, communications, government, health and life sciences, insurance, manufacturing, oil and gas, retail and consumer services, transportation and logistics, and utilities.

Interview demographics

Pre March 11*	Post
50%	50%
Business leaders	IT leaders
48%	52%
Europe	North America
70%	30%
C-level	Ops-level
62%	38%

*Pandemic declaration by WHO