TOP **TRENDS**

% of communications executives citing top trends

1 Becoming digital organizations to meet customer expectations
- 94%
- 80%
- 100%

2 Protecting through cybersecurity
- 91%
- 100%
- 87%

3 Assuring regulatory compliance
- 80%
- 72%
- 84%

4 Leveraging robotics and AI to reduce costs & enhance customer experience
- 79%
- 76%
- 81%

5 Increasing investments in new products & services to accelerate growth
- 75%
- 76%
- 75%

Legend: ■ All responses ■ North America ■ Europe

Top challenges to digital transformation

Once again this year, **cultural change and change management** is cited as the top barrier to digital transformation.

Discover additional communications insights and request access to more industry reports by contacting us at **info@cgi.com**.

TRANSFORMATION STAGE

Digital strategy implementation

For the entire enterprise extending to our external partners and suppliers

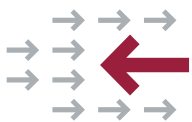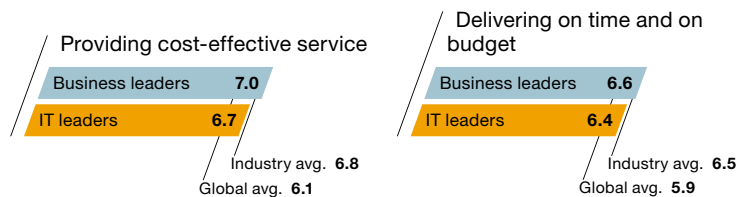| 6%	9%	19%	30%	15%	21%
Producing results	Operational	Launching	Building	Don't know	Other
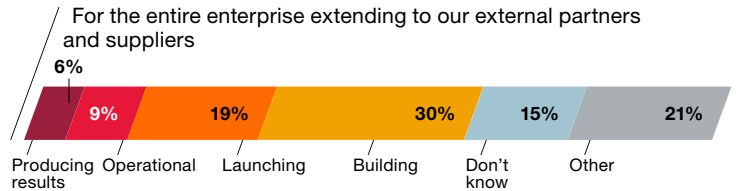
Of the executives who say they have a defined digital strategy, 34% are launching, have operationalized or are realizing results from a strategy that includes their ecosystem partners.

Technology implementation

Artificial intelligence (AI) & machine learning

48%	17%	3%	0%	13%	19%
Investigating	Proof of concept	Transformation in progress	Transformation achieved	Not for us	Other
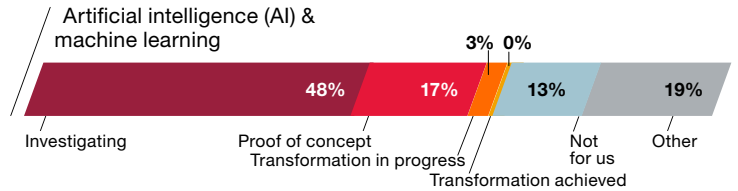
Communications executives indicate there is growing focus on AI and machine learning to drive process automation.

BENCHMARKING

We asked business and IT executives to rank their satisfaction with their own IT organizations based on the 10 key attributes of a world-class IT organization. Communications satisfaction scores are above the global average.

Business leader satisfaction vs. **IT leader** satisfaction

Scores from 1 to 10, with 10 most satisfied

Providing cost-effective service
- Business leaders 7.0
- IT leaders 6.7
- Industry avg. 6.8
- Global avg. 6.1

Delivering on time and on budget
- Business leaders 6.6
- IT leaders 6.4
- Industry avg. 6.5
- Global avg. 5.9

CGI can provide a discussion of all available benchmarking from our interview data, including each client's positioning, on topics such as IT satisfaction, IT budgets, innovation investments, digital maturity and more.