



2020 CGI CLIENT  
GLOBAL INSIGHTS

# Oil and Gas 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. This summary shares sample insights from our oil and gas client executives.

## Top business and IT priorities increase in importance year-over-year

Responding to oil price pressures is the new top trend for 2020, ahead of becoming digital organizations. The top business priority continues to focus on optimizing operations, with organizational and business complexity seen as the main constraint to achieving it. Operational efficiency and excellence remains the top IT priority.

### > Top trend by impact

Respond to oil price pressures

### > Top business priority by importance

Optimize operations

### > Top IT priority by importance

Operational efficiency and excellence



> **Post-pandemic declaration trends show a rise in the importance of operational efficiency and excellence as an IT priority**

For interviews conducted after the pandemic declaration by the World Health Organization (WHO) on March 11, 2020, operational efficiency and excellence rises in importance as an IT priority (+33%) while embracing new IT delivery models, such as cloud and agile, lessens (-53%) compared to earlier interviews. The importance of cost reduction and performance improvement as a business priority rises (+19%).

> **Results from digital strategies are still low, with cultural change the top-cited challenge**

**11** % of executives say they are producing results from digital strategies, down from 15% in 2019; 97% have a strategy in place, up from 94% last year. This year, 90% cite cultural change as the top challenge to strategy implementation.

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

**10** % indicate their business model is highly agile (score of 8 or higher\*) to address digitization, down 8 points from 2019.

> **Energy transition and climate change continues to be a critical business priority**

**90** % of executives cite the energy transition and climate change as a top business priority (third most important). For North American executives, it rises to third from seventh in 2019. For European executives, it falls to fourth from second last year.

> **Data and analytics is the top innovation investment priority within 3 years**

**97** % of executives cite data and predictive analytics as the top innovation investment area within the next 3 years.

> **Most executives measure innovation investment ROI; however satisfaction is moderate**

**92** % of business executives measure innovation investment ROI, compared to 58% across industries; however just 33% say they are highly satisfied (score of 8 and higher\*) with the ROI realized from innovation investments.

> **Data analytics is the top IT spending driver**

**93** % of executives cite data analytics as the main spending trend for IT budgets, followed by cybersecurity (86%) and operational cost reduction (75%).

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Learn more at [cgi.com/client-global-insights](https://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](mailto:info@cgi.com).

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\*Scale of 1 to 10 with 10 highest

## About the insights

In 2020, we met with 1,447 business and IT executives. This summary shares sample insights from 29 oil and gas executives across 10 countries.

Interviews were conducted before and after the pandemic declaration, providing unique insights into evolving priorities.

### Interview demographics

Pre-March 11**	Post
55%	45%
Business leaders	IT leaders
45%	55%
Europe	North America
69%	31%
C-level	Ops-level
62%	38%

\*\*Pandemic declaration by WHO