

# Canada Digital Adoption Program (CDAP)

Chambers of Commerce

Wherever business takes you

[MNPdigital.ca](https://mnpdigital.ca)



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# MNP Digital Overview

We combine inspiration and expertise to deliver purpose-driven strategies and solutions.

## Digital Advisory



Understand, anticipate, and accelerate with confidence.

## Applied Data & Analytics



Harness your data to fuel digital transformation.

## Application Development



Upgrade the way you work and captivate your customers.

## Digital Platforms



Boost your growth and productivity using modern platforms and tools.

## Cyber Security & Privacy



Minimize threats and proactively protect your most valuable assets.

## Cloud Services



Gain efficiencies and amplify innovation by leveraging the cloud.

## Managed IT Services



Simplify your IT mandate and focus on what you do best.



# Digital transformation focus areas

Innovation and improvement come in many forms



Integrating systems to reduce redundancies



Improving back-office support



Operational Efficiency



Improving the employee & customer experience

# What is CDAP?

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Federal Government Grant of up to **\$15,000** to help small to medium-sized businesses embrace digital transformation.

## Qualify For Funding?

- ✓ Be incorporated federally/provincially or be a Canadian resident sole proprietor
- ✓ Be a for-profit, privately owned business
- ✓ Have 1 – 499 full-time equivalent employees
- ✓ Have at least \$500,000 of annual revenues in one of the previous three tax years

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◆ **Potential to unlock future interest-free loans**

# Target business capabilities

Flexible areas of focus based on your unique needs

## Customer Relationship

Areas of focus could include:

- Sales
- Marketing
- Client Relationship Management
- Digital Presence
- eCommerce
- Point-of-Sale

## Operations

Areas of focus could include:

- Product Delivery
- Service Delivery
- Quality Management
- Product & Service Development
- Process Automation

## Back Office

Areas of focus could include:

- Finance & Accounting
- Supply Chain Management
- Human Resources
- Strategy & Planning
- Safety
- Field Services
- Risk, Legal & Regulatory

## Digital Foundations

Areas of focus could include:

- Data Management
- Content Management
- Cloud Adoption
- Cyber Security
- Information Technology Support
- System integration
- IT Infrastructure

# How can MNP help me?

## We understand digital transformation

Whether you want to better engage with customers, connect a geographically diverse workforce, or get better insight into the factors driving your business, we can help you get there faster.

### Grant eligibility assessment

Clients review the funding criteria with a qualified advisor to determine whether they qualify, and which stream would be best for their business.

01

### Business needs assessment

Review of the client's operations, current technology, and business strategy to identify where they can benefit from digital transformation — and what to prioritize.

03

### Strategy & roadmap

We design and present a comprehensive digital strategy for the client with steps, timelines, and resources to achieve near- and long-term transformation objectives

05

### Grant application support

Clients complete their application with the help of an MNP advisor who can help maximize their funding and the likelihood of approval.

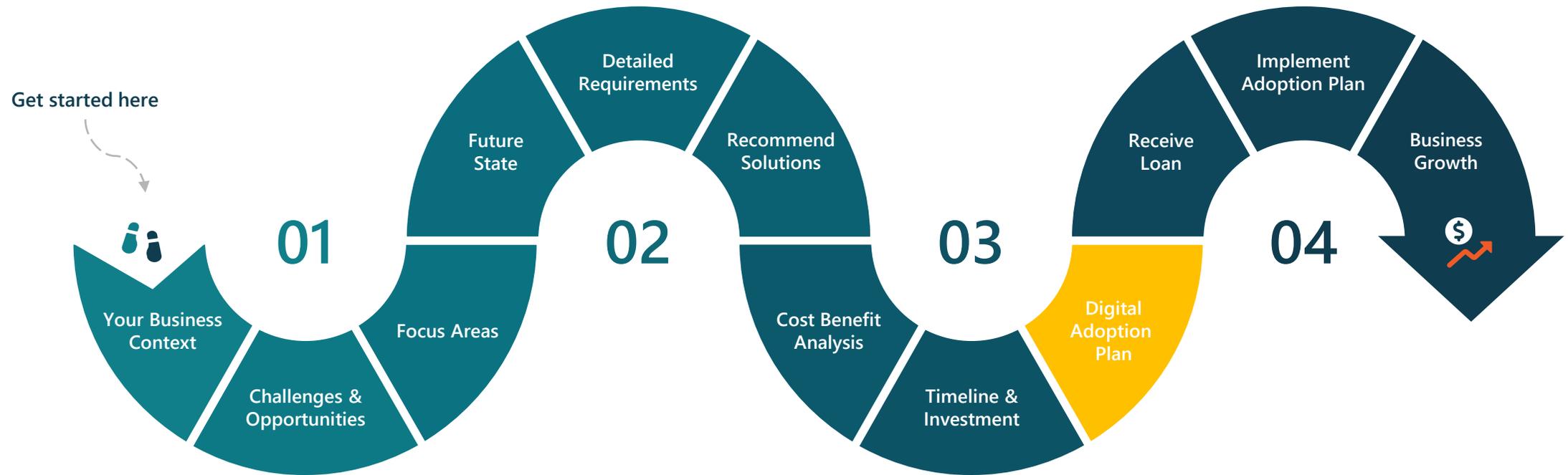
02

### Review solution options

Clients review the funding criteria with a qualified advisor to determine whether they qualify, and which stream would be best for their business.

04

# CDAP journey



# Canada Digital Adoption Program enabled strategy for cost reduction, and increased transparency

Fueling Infrastructure



## Challenge

Western Oil Services Ltd., installers and service providers of fueling infrastructure across various industries, knew it was time to **increase their digital presence and further optimize their processes – specifically targeting marketing, data management, and back-office**. As a result, they connected with MNP to provide expert advice on its current state, provide an opportunity assessment, and develop a digital strategic roadmap that it can leverage to future-proof the business.

## Approach

Through CDAP, MNP worked with the client to provide well-informed **recommendations on digital transformation**. The process involved conducting a current state analysis by reviewing documentation, conducting interviews to understand the stakeholders' pain points, facilitating a "future state" workshop to identify opportunities, and developing a digital strategy roadmap with **detailed initiatives, relevant solutions, phase-wise implementation plan as per the business strategy and investment break-down**.

## Results

Western Oil Services Ltd. could confidently proceed with its digital transformation using the detailed report. Recommendations were created considering the challenges identified at the beginning of the project and industry-specific needs. Recommendations were focused on **promoting accessibility and scalability through migrating from on-premise ERP to a cloud-based system and creating higher quality outcomes in efficient time-frames by optimizing project intake software**.

## Services Provided

Canada Digital Adoption Program (CDAP) • Opportunity Assessment • Strategic Roadmap • Digital Advisory

# Stimulating and supporting continued growth through technology and innovation

Construction



## Challenge

Brickeye Ltd., a business developing data-driven solutions for construction leaders, realized that to meet the increasing demand and to be agile, it needs to focus on the **digital acceleration of its production and distribution, finance and accounting, and data management**. Brickeye Ltd. then connected with MNP to provide expert advice on its current state, provide an opportunity assessment, and develop a digital strategic roadmap that it can leverage to future-proof the business.

## Services Provided

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## Approach

Through CDAP, MNP worked with the client to provide well-informed **recommendations on digital transformation**. The process involved conducting a current state analysis by reviewing documentation, conducting interviews to understand the stakeholders' pain points, facilitating a "future state" workshop to identify opportunities, and developing a digital strategy roadmap with **detailed initiatives, relevant solutions, phase-wise implementation plan as per the business strategy and investment break-down**.

## Results

The report and specific recommendations were built to effectively equip Brickeye Ltd. **to scale through rapid growth and realize its full potential**. Considering the challenges identified at the beginning of the project and industry-specific needs, MNP provided recommendations to take advantage of the growing offering of cloud-based systems in **Financial Management and Customer Relationship Management**.

# CDAP-funded opportunity assessment and strategic roadmap define clear path forward

Construction, Energy



## Challenge

Green Integrations, providers of turnkey renewable and efficient energy solutions, had several challenges they were looking to address including difficulties hiring needed resources, lead tracking gaps, and the desire for a standardized project management toolset. They engaged MNP to analyze their current state, provide an opportunity assessment, and develop a strategic roadmap.

## Solution

Leveraging CDAP funding, MNP started by reviewing Green Integrations' documentation and conducting stakeholder interviews to discuss specific areas of interest. Next MNP facilitated a "future state" workshop, exploring how to best address pain points that were identified early in the process. Once all the findings were collected, MNP then developed a complete report with recommendations.

## Results

MNP delivered a full report, identifying gaps, opportunities, and a clear path forward. This roadmap included solution comparisons, prioritization for projects, set timelines, and an investment breakdown. With that in-hand, Green Integrations is now ready to move to the next stage of their digital transformation, focused on improving their **human resources, strategy & planning, and data management.**

## Services Provided

Canada Digital Adoption Program (CDAP) • Opportunity Assessment • Strategic Roadmap • Digital Advisory

# Optimizing processes across the organization and discovering new efficiencies with CDAP

Food & Beverage



## Challenge

Shogun Maitake, an Ontario-based producer of rare mushrooms, wanted to take advantage of CDAP to improve several important areas of their business – specifically, optimizing production, upgrading human resources functions, and expanding their eCommerce footprint. They engaged MNP to analyze their current state, provide an opportunity assessment, and develop a strategic roadmap.

## Solution

To ensure all recommendations were as informed as possible, MNP started by reviewing documentation and conducting stakeholder interviews to understand Shogun Maitake's specific pain points. MNP then facilitated a "future state" workshop, working side-by-side with the client on potential solutions. With the discovery complete, MNP then created a roadmap with clear recommendations.

## Results

MNP provided a report that identified gaps, opportunities, and next steps. This roadmap included solution comparisons, prioritization for projects, set timelines, and an investment breakdown. Shogun Maitake is now confidently embarking on their digital transformation with a focus on an **IoT implementation, resource/labour tracking, and CRM and eCommerce platform upgrades.**

## Services Provided

Canada Digital Adoption Program (CDAP) • Opportunity Assessment • Strategic Roadmap • Digital Advisory

# Creating new value and deepening client relationships leveraging CDAP funding

Technology



## Challenge

RocketRez, a business intelligence platform, recognized that in order to take the next big step they needed to upgrade a few important business capabilities, including insight into their sales funnel, a better view of their customers' journey, and improved digital tools for service delivery. They engaged MNP to analyze their current state, provide an opportunity assessment, and develop a strategic roadmap.

## Solution

With direct funding from CDAP, MNP started by reviewing RocketRez's documentation and conducting stakeholder interviews to discuss pain points impacting their goals. MNP then facilitated a "future state" workshop, collaborating with the client on solutions and next steps. With all the findings collected, MNP then created a report and roadmap with recommendations.

## Results

MNP provided RocketRez with a full report that identified gaps, opportunities, and next steps. The roadmap included solution comparisons, prioritization for projects, set timelines, and an investment breakdown. With their next steps mapped clearly, the client is now ready to move to the next stage of their digital transformation, focused on improving their **client relationship management, service delivery, and sales.**

## Services Provided

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# How to get started?

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We are here to help.

To know more about CDAP and to get started with the application process, please contact [cdapsupport@mnt.ca](mailto:cdapsupport@mnt.ca) or visit our [website](#)

# Thank you!

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