

Canada Digital Adoption Program (CDAP)

Overview for CHBA members

Canadian
Home Builders'
Association



Wherever business takes you

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



Gold
Microsoft Partner


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 growth and productivity using ERP, CRM, and CMS platforms.

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.



What is digital transformation?

Digital transformation delivers value

Digital transformation enables small and mid-sized businesses to increase sales, improve profit margin, and enhance customer experience and loyalty.

Digital Transformation will support your organization in making meaningful and lasting impacts on your customers.

Digital Transformation focuses on leveraging modern technology to standardize, streamline and automate processes in order to deliver greater value to the customers and stakeholders. It also enables organizations to reimagine how their services are delivered and meet the changing needs and expectations of the customers they serve.

“

Businesses with fewer than 20 employees have invested \$12,000, on average, in digital technologies in the last 12 months, compared to \$54,000 for businesses with 20 to 99 employees and \$259,000 for businesses with 100 employees or more

”

Businesses with higher digital maturity are more likely than their peers to have enjoyed higher sales growth (62%) and profit growth (52%) over the last three years. They are also more likely to have exported (70%) and innovated (329%).

“

Businesses with low digital maturity have performed poorly over the last three years. A quarter of these businesses have seen sales plummet in the last few years, compared to less than a fifth of companies in other groups.

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

How can the CDAP help me?

Access up to **\$15,000** in government grant to boost your business technology

The Canada Digital Adoption Program (CDAP) is offering \$4 billion in total funding to help small to medium-sized businesses embrace digital transformation. Through the Boost Your Business Technology grant, successful applicants can access up to \$15,000 to engage digital advisors from MNP and offset the costs of planning their transformation journey.

Do I qualify for funding?

The Government of Canada has outlined four mandatory criteria for eligible applicants:

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

Target business capabilities

Flexible areas of focus based on your unique needs

Customer Relationship

Areas of focus could include:

- Attracting new customers in both B2B and B2C businesses using digital marketing channels
- Facilitating planning and sales processes with customers using modern CRM tools
- Improving customer engagement through simulation and immersive digital tools such as AR/VR

Operations

Areas of focus could include:

- Managing operations through the implementation of efficient estimation, planning, scheduling, and resource planning tools
- Improve real-time asset tracking and asset utilization
- Perform predictive asset maintenance using AI/ML
- Automate design and workflow management using mobile friendly applications

Back Office

Areas of focus could include:

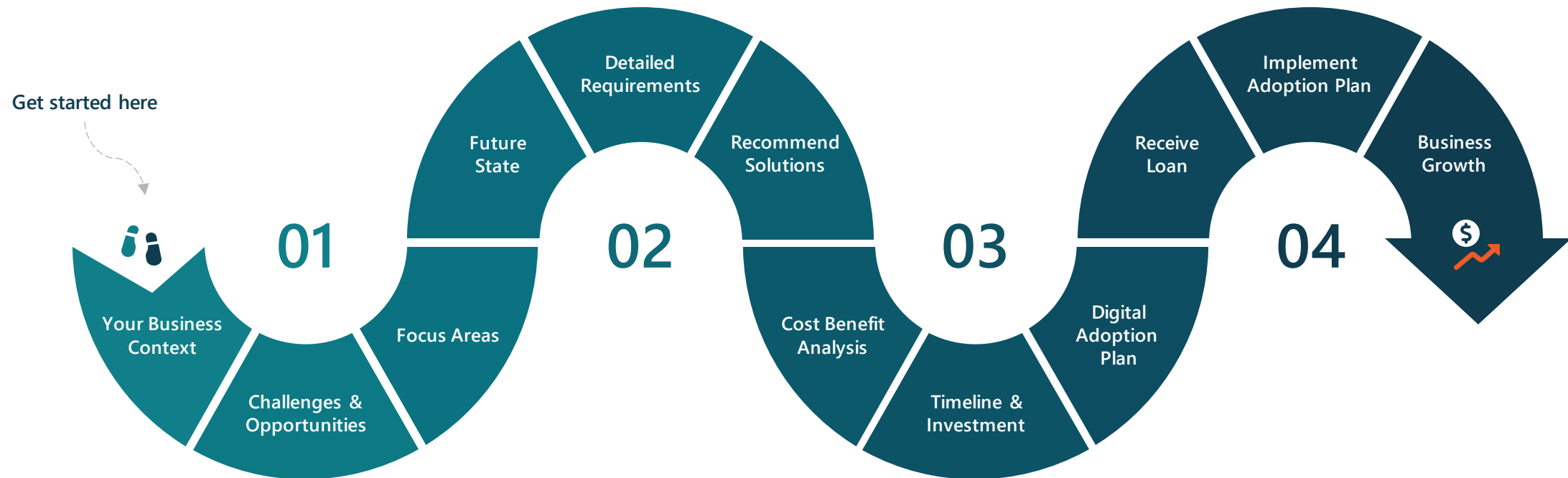
- Determine profitability by project, jobs, location, or equipment
- Manage and automate tracking and planning of the supply chain
- Track and improve safety compliance
- Automate Field Services

Digital Foundations

Areas of focus could include:

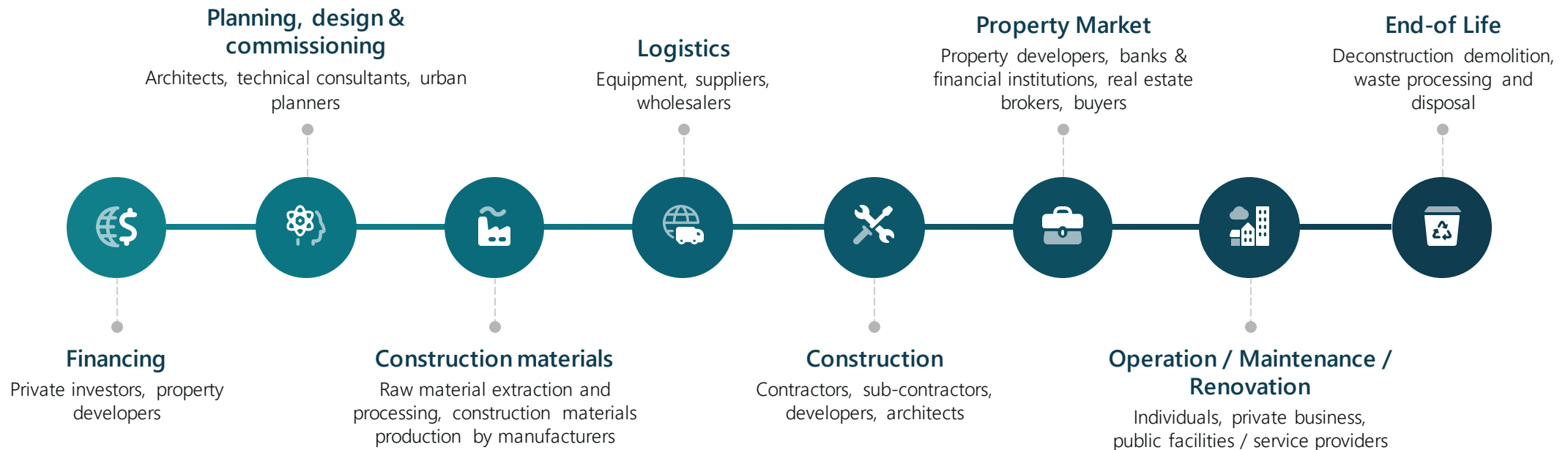
- Mature data management and data governance practices to enable data-driven decision making
- Ensure Cyber Security in all aspects of your technology and business landscape

Our approach



Where we've helped

Beginning to end: The entire value chain



Types of challenges we've solved

Digital collaboration

- Customer relationship management
- Equipment management
- Estimating
- Manpower optimization
- Materials management
- Portfolio planning and management
- Predictive asset management
- Project scheduling
- Real-time monitoring and control
- Resource planning
- Risk management

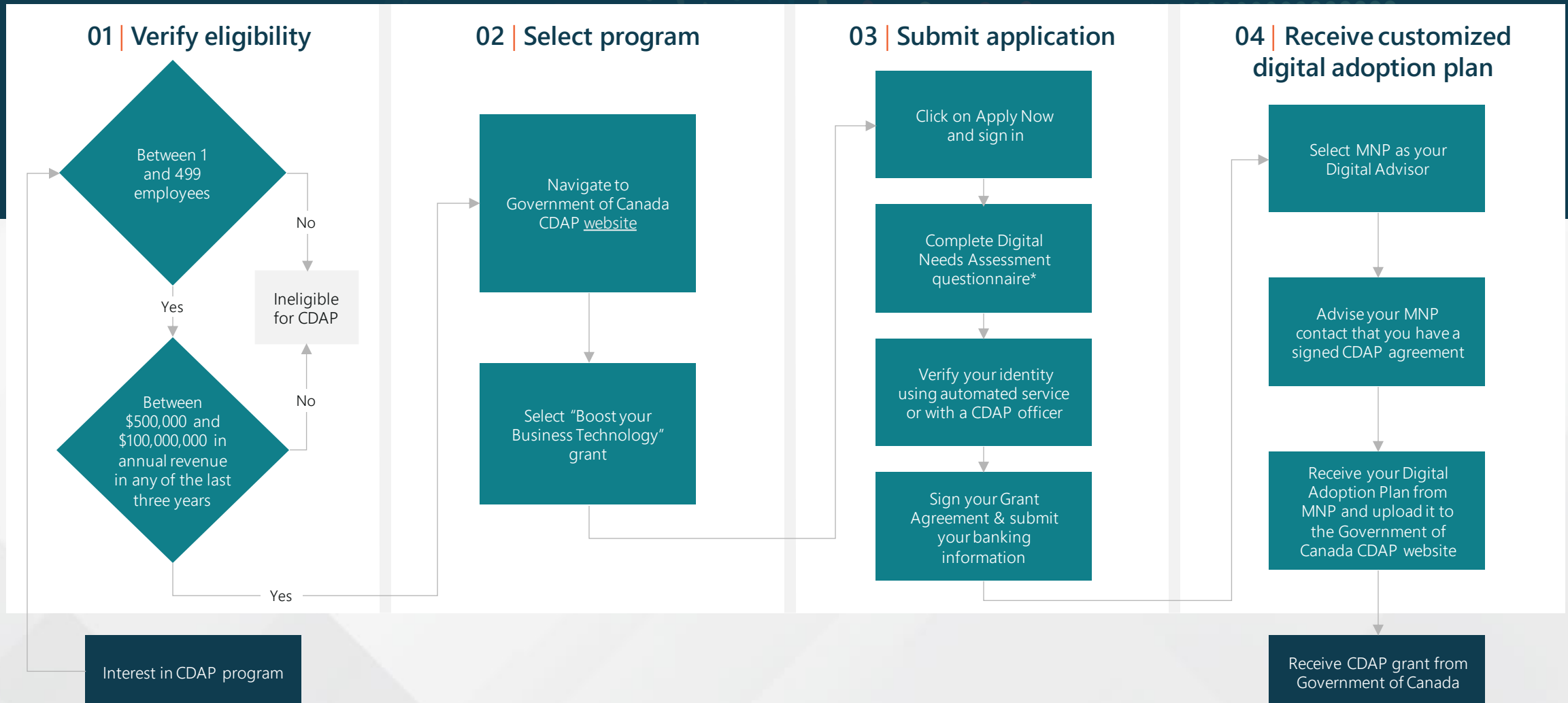
Back Office

- 3-D modeling
- Bidding process
- Building-information modeling
- Contract management
- Design management
- Design simulation
- Document management
- Laser scanning
- Process simulation
- Productivity management
- Progress tracking and performance dashboards
- Virtual learning

On-site execution

- Compliance
- Construction materials marketplace
- Drone-enabled inspection
- Equipment marketplace
- Labor and professional marketplace
- Quality control

What are the steps to apply for the CDAP?



* If you require any assistance completing your Digital Needs Assessment, please reach out to your MNP contact. We will assist you.

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-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

How to get started?

We are here to help.

To know more about CDAP and to get started with the application process, please contact cdapsupport@mnpc.ca

Thank you!

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