Case Study: Elevating TECH Services through Technology Adoption

Canadian Digital Adoption Program (CDAP) Grant Recipient

OVERVIEW

Successful organizations everywhere are embracing Digital Adoption because they understand it is the single most important opportunity that enables them to use technologies across all aspects of their business.

Company Details

This client is a IT Solutions Provider specializing in managed IT services for small & medium sized business.

Operating since 2011

SECTOR
Computer systems design & related services

HOME BASE
Calgary, AB

CHALLENGES ⌄

As a client in the tech space, this business knew the value of digital roadmaps and the important of technology adoption strategies. When it came to their own company, they were looking for an actionable execution plan – specifically as it pertains to online marketing and improving digital operation systems and processes.

SOLUTIONS ⌄

For this client, we identified 3 key areas of opportunity in which digital adoption strategies will have immediate impact on their operational enhancements and growth potential.

Enhanced Digital Marketing	Documentation Management	Digital Financial Reconciliation

BENEFITS ⌄

1 **Building brand awareness through digital marketing** - Leverage a total online presence model where all tactics are working together to move prospects from awareness phase through to loyalty & referral phase.

2 **Internal documentation management strategy** - Adopt digital versions of all operational documents and organize a central location for the storage and access of all materials.

3 **Leverage QBO for digital reconciliation of accounting** - Bring in a monthly routine for bookkeeping using current QBO solution and enhance QBO's utilization to include reporting, forecasting and insights.

WINGMAN
DIRECT MARKETING & DIGITAL ADVISORY

@wingmandirect

Learn More: wmdm.ca/cdap