

Case Study: Technology That Drives Business Forward

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 company is a transportation provider specializing in long-run transport across Canada from coast to coast.

Operating since 2020



SECTOR
Transportation



HOME BASE
Calgary, AB



CHALLENGES

Being relatively new to the transportation industry, this client knew they had some work to do in order to meet the increased demands of their business. With some major capacity expansion goals for 2023 and beyond, access to the CDAP funding was sought after to assist in the efforts required to meet this growth.

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.



Implementation of Fleet Management Software



Enhanced Digital Marketing



Cloud-based Accounting Software Adoption

BENEFITS

1

Improve Business Operations with Fleet Management -

Decrease administrative work, streamline driver management and tracking, save money with connection to accounting software.

2

Build 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.

3

Enhanced Digital Accounting through Cloud-Based Software Adoption -

Streamline day-to-day financial practices including ordering, inventory, invoicing, purchasing, payroll, and more.