DTAPP
Digital Technology Adoption Pilot Program

AN OVERVIEW FOR FIRMS

OUR PROGRAM

The Digital Technology Adoption Pilot Program (DTAPP) is a component of the Government of Canada's overall strategy to boost the productivity of small- and medium-sized enterprises (SMEs) and improve Canada's digital economy. Delivered by the National Research Council of Canada Industrial Research Assistance Program (NRC-IRAP), DTAPP is designed to speed up the rate at which SMEs adopt digital technology and build digital skills. From October 2011 to March 31, 2014, we expect to support some 630 SMEs with advisory services and funding to help them adopt digital technology.

OUR CLIENTS

SMEs are at the heart of the program - they are the adopters of digital technologies. Through DTAPP Industrial Technology Advisors (ITAs), qualified firms receive advice, and may receive funding, to adopt digital technologies into their operational processes to improve productivity. As a result, participating SMEs will be in a better position to innovate, cut costs, create jobs, improve the efficiency of their supply chain and boost their overall productivity.

To be considered for DTAPP eligibility, firms from any business sector must:

- have 500 employees or less;
- be incorporated, for-profit and operate in Canada;
- be growth oriented;
- demonstrate plans to carry out a project designed to adopt digital technologies; and
- be willing to change their current operations to maximize the benefit of adopting digital technologies on their productivity.

OUR TEAM AND HOW IT WORKS

For each unique DTAPP engagement, a team of ITAs with specialized expertise in digital technologies and adoption processes is formed to provide advisory services and financial assistance to assist the firm through all phases of their technology adoption process: cost, benefit and risk analysis, organizational changes, training, technology acquisition, adaptation and implementation.

DTAPP ITAs use their regional and national expertise and networking skills to engage colleges, industry groups and businesses, connecting them to each other in useful, productive ways that will encourage the adoption of digital technologies. This extensive network allows the DTAPP team to provide advice and referrals to other services and experts that a firm may otherwise not be able to afford.

To promote the benefits of digital technology adoption and to understand the link between digital technologies and productivity, the DTAPP team will conduct ongoing assessments of the operational and strategic results and outcomes. The lessons learned and best practices will then be shared with the broader SME community across Canada to encourage prospective adopters of digital technologies and impact the potential productivity growth of the Canadian economy well into the future.

DTAPP is delivered by NRC-IRAP.
1-855-453-3940
www.nrc.gc.ca/irap/dtapp

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