

CMC-Canada Announces Agreement with the Digital Technology Adoption Pilot Program (DTAPP)

Toronto, February 10, 2012 – As part of the Government of Canada’s Digital Economy Strategy, the National Research Council of Canada (NRC) Industrial Research Assistance Program (IRAP) is delivering the Digital Technology Adoption Pilot Program (DTAPP). DTAPP, an \$80 million investment over three years starting in fiscal year 2011-2012, is designed to increase the productivity growth of small- and medium-sized enterprises (SMEs) across all sectors through the adoption of digital technologies.

The Canadian Association of Management Consultants (CMC-Canada) has been selected to collaborate with NRC-IRAP to help provide SMEs access to expertise and advisory services. Certified Management Consultants (CMC) will help DTAPP clients manage the challenges they may face with their technology adoption plans – like change management, business process redesign, training and development – in order to maximize the productivity potential.

“Many countries see a strong roster of professional advisors as key to the development of strong economies,” said Glenn Yonemitsu, CMC, MBA, Chief Executive Officer of CMC-Canada. “The National Research Council of Canada is respected globally and CMC-Canada is proud to be recognized for its important role in delivering a key thrust of Canada’s Economic Action Plan.”

As part of the agreement, CMCs will: conduct a diagnostic review of the DTAPP clients, and in working with the IRAP Industrial Technology Advisors, will create a priority list of opportunities for productivity improvement through digital technology adoption. The CMC will work with the leadership team to assist with the priorities identified.

In keeping with the objective of this project, the expected outcomes for SMEs are:

- Increased success rate of projects where digital technology is being adopted.
- Increased productivity of SMEs adopting digital technologies.
- Increased awareness, readiness, and lessons learned related to adoption of digital technologies.

More information about DTAPP is available at the NRC-IRAP offices across Canada. Please call toll-free at 1-855-453-3940 or visit the website at: www.nrc.gc.ca/irap/dtapp.

Canadian Association of Management Consultants

The Canadian Association of Management Consultants (CMC-Canada) fosters excellence and integrity in the management consulting profession as a whole. CMC-Canada administers, and its provincial Institutes confer, the CMC designation in Canada. The Association and its members advocate for the CMC designation and are dedicated to advancing the profession and delivering the benefits of those efforts to the client community. CMC-Canada is a founding member of the International Council of Management Consulting Institutes (ICMCI). For more information, visit cmc-canada.ca.

The Digital Technology Adoption Pilot Program

The Digital Technology Adoption Pilot Program has three goals: supporting and increasing the adoption of digital technologies in SMEs in all sectors of the economy; raising awareness of the productivity benefits and importance of these technologies, and; improving our understanding of the link between digital technologies and productivity by gathering data from participating firms. The awareness-raising and data-gathering aspects of

the program will help a greater number of Canadian firms benefit from lessons learned by pilot participants during the program's three years.

More information about DTAPP is available at www.cmc-canada.ca/go/dtapp
www.nrc.gc.ca/irap/dtapp (www.cnrc.gc.ca/pari/ppatn)

Building upon NRC-IRAP's Delivery Capacity

NRC-IRAP has been assisting and supporting innovative, growth-oriented small- and medium-sized enterprises for over 60 years. NRC-IRAP is recognized internationally as a best practice government program in fostering innovative capabilities of SMEs, and therefore is well positioned to expand its business model to deliver this new pilot program. With more than 200 business and technology experts located in over 100 communities across Canada, NRC-IRAP already provides advisory services and financial support to qualified SMEs. Program participants will be able to approach and leverage these existing experts.