



# DIGITAL BOOST<sup>2.0</sup>

DIGITAL TRANSFORMATION  
IS FOR EVERY BUSINESS.

**TECH** **IMPACT**



Atlantic Canada  
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## What is digital transformation, anyhow?

“Digital transformation” is a bit of a buzzword, but the concept is simple. It’s using technology to change things in your business to get better results. Digital projects can take many forms, including e-commerce, digital marketing, robotics, cloud computing, analytics, ERP solutions, and more.

Many small to medium-sized businesses think digital transformation is too expensive or complicated. Or they assume you need to have an in-house IT department or high-level technical skills. That’s not the case.

## Digital transformation is for everyone.

Technology underpins so much of how we work, learn and live, a trend that is only increasing. Digital transformation helps you be competitive and resilient in this context of change. Post-pandemic, digitization and automation will be crucial to our recovery and prosperity.

Here are a few examples of recent digital projects through our first Digital Boost program:

- A monuments company upgraded its paper-heavy order management system.
- A pressure systems manufacturer launched e-commerce capabilities for the first time.
- A multi-generational food producer moved its ERP server to the cloud.
- A family-owned transportation company launched a new website to attract new customers and talent.

**And now, we’re launching a new program called Digital Boost 2.0**

# DIGITAL BOOST 2.0

## What is Digital Boost 2.0?

Digital Boost 2.0 is a program that helps New Brunswick companies in a wide range of sectors start their digital journey. The program will give funding to work with a qualified technology provider to create a digital strategy. Think of it as the roadmap that will guide your digital transformation journey. Along with technology recommendations, the strategy will look at other crucial areas of your business, including:

**People:** Is your leadership aligned? Do you have the right people and skillsets on your team? How will digital impact how your employees deliver services or your customers receive them?

**Process:** What do you need to do differently to get the most out of your technology?

**Culture:** How will these changes affect company culture? Will they be embraced or resisted?

Digital transformation is as much about change management and business strategy as technology.

Digital Boost 2.0 will reimburse 75% of \$26,600 to a maximum of \$20,000 per company to do this digital strategy and roadmap. If the project doesn’t cost \$26,600, leftover funding can go towards implementing your first project from your roadmap.



"I can't say enough about the capability in our own back yard. We have outstanding technology companies to work with New Brunswick businesses."

- **Cathy Simpson, CEO, TechImpact.**

## Who is a good fit?

If your business does not have a digital strategy and roadmap or your existing technology is not working for you and suiting your business needs, Digital Boost 2.0 may be for you.

Don't worry if you're not a techie or don't have internal IT resources: this program is here to fill in those gaps. You will be able to choose from a Digital Boost 2.0 qualified technology provider to work with you on the project. The project will:

- Review your business goals and objectives
- Analyze your current technology situation and discuss your future needs
- Make recommendations for the short, medium, and long term
- Provide you with a timeline on how to move forward

If you are growth-oriented and willing to try new things, you should consider applying.

## Why do I need a digital strategy and roadmap?

A digital strategy is your playbook for the short-term and into the future. A digital strategy and roadmap can:

- Drive results to positively impact your bottom line
- Allow you to remain competitive
- Articulate your priorities and a clear course of action
- Help you to meet consumers' digital expectations
- Guide your ongoing technology investments
- Provide a strong foundation from which to build and adapt
- Improve efficiency and increase productivity

## Sounds great. How do I find out more?

Go to [www.techimpact.it](http://www.techimpact.it). Under Current Projects on our homepage, click Digital Boost 2.0 to learn more. Applications for businesses and technology providers open on April 22<sup>nd</sup>.

Or contact **Jacob Dunnett**, our Digital Boost 2.0 Program Manager, at [jacob.dunnett@techimpact.it](mailto:jacob.dunnett@techimpact.it).