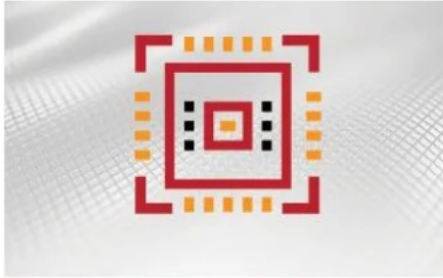


## Digital Modernization & Adoption Plan (DMAP) Background

Prepared By:  
Linton Consulting Inc.  
May 2024



# Digital Modernization and Adoption Plan (DMAP)



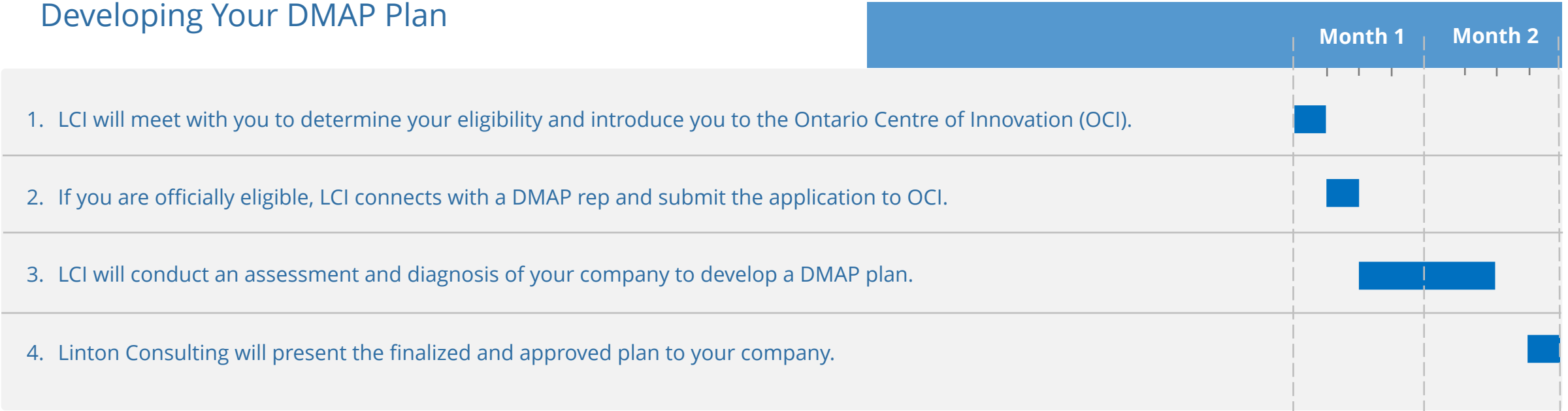
- The **Ontario Centre of Innovation (OCI)** connects Ontario companies with industry partners to help them grow and become future-proof.
- The **Digital Modernization and Adoption Plan (DMAP)** program offered by OCI supports Ontario SMEs in understanding their organization's technology needs better, guiding their digital transformation decision-making, and optimizing their technology investments.
- Through this program, SMEs work with a **Digital Adoption Consultant** to generate a Digital Modernization and Adoption Plan tailored specifically to their organization's digital needs.
- The plan **covers up to 50% of eligible costs** in funding support for small and medium businesses.
- **Linton Consulting Inc (LCI)** is an accredited Digital Adoption Consultant for DMAP.
- **Next cohort of DMAP applicants due end of June 26, 2024.**

## DMAP Eligibility

- Ontario-based for-profit SME
- 1-499 employees
- Willingness to invest in digital

# Phase 1

## Developing Your DMAP Plan



| Cost  | Realistic Example: \$20K cost to develop the DMAP plan   |
|---|--|
| <ul style="list-style-type: none"> <li>You pay for the total cost of the plan to Linton Consulting Inc.</li> <li>OCI reimburses you with a 50% grant up to \$30K</li> </ul> | <ul style="list-style-type: none"> <li>You pay the LCI \$20K for a DMAP plan</li> <li>OCI reimburses you \$10K (50%)</li> </ul> <p><b>Your out-of-pocket expense is \$10K for the \$20K plan</b></p> |

# Phase 2

**Note: Phase 2 on hold until Oct 1, 2024.  
Expected to launch as soon as next cohort of applicants is complete.**

## Implementing Your DMAP Solution

|  | Month 3 | Month 4 |
|--|---------|---------|
| 1. Linton Consulting will meet with you to determine the implementation scope based on the approved DMAP plan. We will define the project and objectives, and provide the SOW, which you will sign.            | ■       |         |
| 2. Linton Consulting develops the implementation plan work-back schedule and involves any external integrators to help with the implementation (based on the specifics of the implementation – if applicable). | ■       |         |
| 3. Linton Consulting presents the finalized scope work-back schedule to you. You approve the scope, schedule, and milestone approvals.   | ■       |         |
| 4. Linton Consulting leads the plan implementation with your involvement (based on the scope and work-back schedule).  |         | ■       |

| Cost  | Realistic Example: \$150K cost to implement the DMAP solution  |
|---|--|
| <ul style="list-style-type: none"> <li>You pay LCI and other contractors for the total cost of implementing the solution.</li> <li>OCI reimburses you with a 50% grant up to \$150K.</li> </ul> | <ul style="list-style-type: none"> <li>You pay LCI \$150K for the solution</li> <li>OCI reimburses you \$75K (50%)</li> </ul> <p><b>Your out-of-pocket expense for the \$150K implementation is \$75K.</b></p> |



# Total Costs

With Example

|   | Value  | Your Cost |                                 |
|---|--------|-----------|---------------------------------|
| <b>Phase 1: Developing your DMAP Plan</b>       | \$20K  | \$10K     |                                 |
| <hr/>   |        |           |                                 |
| <b>Phase 2: Implementing your DMAP Solution</b> | \$150K | \$75K     |                                 |
|   | \$170K | \$85K     | <i>50% of the total project</i> |

# DMAP Requirements

| Required Sections                                  | Digital Adoption Plan (Standard DMAP report)  | System Selection Project   |
|--|---|--|
| SME Business and Technology Current State Analyses | Key business information (e.g., sector, corporate structure, operations, value proposition, etc.)   | Brief overview of the following: <ul style="list-style-type: none"> <li>• Key business information</li> <li>• Key IS/IT information</li> <li>• SWOT analysis</li> <li>• SME external issues</li> </ul> The level of detail required is much less than that required for a standard DMAP report.                                    |
|  | Overview of the SME's current business strengths, weaknesses, opportunities and threats (SWOT)  |  |
|  | SME's external issues (market, competition, business model) and future key business goals   |  |
|  | Key IS/IT information (infrastructure, applications, security and privacy compliance practices, technology staff and partners, integration between exiting IS and IT solutions, etc.) and how current technologies are efficient at helping the business deliver value to the SME clients and to the SME itself |  |
| Digital Adoption Analysis and Recommendations      | A digital strategy with a minimum of three potential digital/technology solutions and their business benefits. Provide technology options analysis and align prioritized digital solutions to the benefits it will bring to the SME   | Discussion of existing processes and pain point(s) that are the focus of the system selection project. Identify firm's functional requirements. Identify vendors (ideally three, if possible) with solutions that meet some or all the client's functional requirements. Analysis and discussion of vendor solutions for best fit. |
| Implementation Roadmap                             | Key elements to implement the recommended options including timelines, dependencies, costs to acquire the technology, etc.  | Key elements to implement the vendor solutions including timelines, dependencies, costs to acquire the technology, etc.  |
| Capacity   | Skills requirements and competencies for SME to implement solutions, key digital solutions characteristics like financial requirements, implementation complexity, change management, etc.  | Skills requirements and competencies for SME to implement vendor solutions, key digital solutions characteristics like financial requirements, implementation complexity, change management, etc.  |
| Return on Investment (ROI)                         | A review of possible ROI should technologies be adopted.  | Estimate of ROI associated with vendor solution(s). Can be limited to one vendor solution, if a clearly preferred vendor has been identified.  |

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# Helping You to Implement Your Digital Solution

LCI is Here to Help You Grow



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