

# CASE STUDY

## *Digital Transformation for World Trade Centre Winnipeg*



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**WINNIPEG**

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The World Trade Centre Winnipeg (WTC Winnipeg) is a non-profit organization delivering quality business-related programs to businesses throughout Manitoba.

Focused on the private-sector, WTC Winnipeg's core objective is to work with Manitoba companies to gain the confidence, training, tools, and contacts essential to compete locally, nationally and internationally.

WTC Winnipeg is a key strategic partner to the Province of Manitoba. Through the use of proprietary and acquired data sources across the global World Trade Centre network, WTC Winnipeg helps clients assess, prepare, and enter markets, leveraging talents and skills in Manitoba.







## THE CHALLENGE

WTC Winnipeg was undertaking a digital transformation initiative to optimize its client experience and maximize operational flexibility. Their goal was to improve the design and delivery of trade services to their clients.

Data driven decision making was going to be key to their success. WTC Winnipeg wanted to not only improve their ability to interpret data for their clients, but also recognized the need to develop deeper information technology, technical data management and analytics knowledge throughout their team.

# THE SOLUTION

A digital transformation strategy and roadmap were developed together with WTC Winnipeg that identified a list of prioritized initiatives needed to achieve their strategic goals. These initiatives will help WTC Winnipeg build out its analytics capabilities, capture new trade insights, predict client needs, and gain efficiencies.

Our approach was designed to not only help WTC Winnipeg navigate their digital transformation journey, but to intentionally enable them to be a more change ready organization.

- > A team of Online specialists worked with WTC Winnipeg to set strategy, analyze current state, and identify needs. The Online team then assessed gaps, envisioned the future state and formulated the roadmap.
- > Leveraging tools such as Porter's 5 Forces and SWOT, the team completed an environmental scan to ensure the desired future state and related digital strategy were ideally suited to the current macroeconomic climate.
- > WTC Winnipeg's change management capabilities were assessed, and recommendations were made to help them navigate through the digital transformation, but also through inevitable change beyond.
- > Our team also worked with WTC Winnipeg to address a number of immediate tactical needs by drawing in expertise from other Online practices.

**The entire engagement was delivered remotely using online collaboration tools.**

# DIGITAL TRANSFORMATION JOURNEY

## THE DIGITAL TRANSFORMATION STRATEGY AND ROADMAP:

- > Optimizes the client experience.
- > Improves WTC Winnipeg's ability to report and communicate on the value their services bring to clients.
- > Increases operational agility, efficiency, and effectiveness as it relates to working with data and provisioning services through automation, streamlining data entry and leveraging analytics for optimization.
- > Leverages WTC Winnipeg's existing investment in Microsoft Dynamics 365.

# THE RESULTS

WTC WINNIPEG NOW HAS A PLAN THAT ENABLES THEM TO BETTER LEVERAGE TECHNOLOGY, IMPROVE THEIR CUSTOMER EXPERIENCE AND DRIVE EFFICIENCIES FROM THEIR INTERNAL OPERATIONS.

By working through the stages of the roadmap, WTC Winnipeg will move towards the desired future state – one step at a time.

ONLINE PLANNED AND EXECUTED THE APPROACH, HAVING COMPLETE ACCOUNTABILITY OVER THE PROCESS AND FINAL OUTCOMES.

CHRISTOPHER G. HARPER, SENIOR DIRECTOR, DIGITAL TRANSFORMATION CONSULTING



# NEXT STEPS

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