



# Modern business accelerators

Canadian organizations of all sizes and industries are digitally transforming and thriving. Their unique stories inspire business owners and leaders to modernize the way they work.

In recognition of excellence, Microsoft Canada bestowed Impact awards to Canadian partners for their outstanding efforts in helping their customers modernize and prosper.

Explore the many achievements of Microsoft Canada partner organizations and their customers in 2020, in this year of rapid transformation.

## Celebrate the transformative work of Microsoft Canada partners

Since 2003, Microsoft Canada celebrates the incredible digital transformation its 12,000+ Canadian partners achieve each year, recognizing and honouring their incredible achievements.

- Creating innovative solutions for their clients,
- Digitally transforming workplaces, and
- Enabling organizations to achieve more.

Together, we celebrate the many successes of dedicated partners who have chosen to work alongside us, who commit to skilling, who embrace continuous improvement and innovation, and who create amazing customer outcomes.

The power of the Microsoft partner network reaches every corner of this vast nation, from coastlines to the far north. We invite innovators and big picture thinkers, consultants and developers, and top IT specialists to join our growing network of Canadian partners. And here's why.

"Microsoft's success as a company depends on its partners, who drive over 95 percent of commercial revenue. The Impact awards go to partners who develop innovative solutions using Microsoft technology. Winners are selected from nominations submitted by partners based on criteria such as customer excellence and economic impact. This year, Microsoft added metric-based awards to recognize partners successful in driving overall growth."

Suzanne Gagliese

VP, One Commercial Partner, Microsoft Canada

Collaboration with Microsoft on a business level, technical ambition, and executional excellence are only part of what makes these partners so successful. Without exception, these organizations put their employees and customers first, demonstrating important and enduring human values that Microsoft shares and dedicates itself to advancing.

From private to public sector, crossing all industries and citizen services, some partners specialize in an industry or sector, while others develop modern solutions for several. Their unique approaches demonstrate the limitless possibilities of Microsoft technology.

### Resources to help our esteemed partners

If you feel your story belongs in a yearbook like this one, we invite you to consider participating in the Impact awards. Join the Canadian entrepreneurs, startups, app builders, development firms, technology companies and other enormously talented individuals and organizations who join the Microsoft partner network every day.

The [Microsoft Impact Awards website](#) offers the rules, award categories, past winners, and a link to a partner webinar covering 2020 award changes as well as tips from Gail Mercer-MacKay on how to write an effective award nomination.



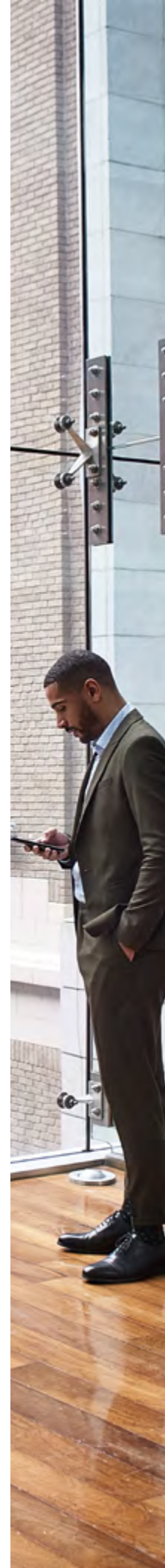



# Build capacity in your business

Modernizing the way an organization runs their business takes deep expertise, robust processes, and the help of one of our many collaborative Microsoft partners. From developing new apps with artificial intelligence, to making a social impact when Canadians needed it the most—a select number of Microsoft partners in Canada achieved truly extraordinary things this year.

As the Canadian economy rapidly digitizes, these select partners are forging new paths forward—modernizing private and public sector organizations with secure, integrated Microsoft solutions. Their inspiring stories serve as testaments to the success of the Microsoft partner network and to all of the customers that chose to embrace their modernization in challenging times. Congratulations to all Microsoft Impact award winners.

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# Put innovation at the heart of your organization

First and foremost, on behalf of the Microsoft Canada partner network, I thank every partner working with us today. And I sincerely congratulate all the Impact award winners for their great achievements this past year. I am inspired by your leadership, innovative vision, and entrepreneurial spirit.

This year's proving difficult for Canadian businesses. Microsoft Canada and its partners stand together, helping each other navigate the changes ahead. We publish this yearbook to commemorate the great work from the past year but also to inspire new partners and other Canadian companies to dream big and to collaborate with us.

When a new partner joins the network, they unlock a series of value-added services and resources at their fingertips. From customer success stories, blog articles, videos, and free virtual training, we continue to develop new resources to engage, educate, promote, and inspire you to develop new innovative solutions for your clients using Microsoft technology.

Lastly, I want to invite you, those who may have yet to join our growing network of accomplished partners, to explore the world of possibilities. Access to the network is your gateway to innovation.

## Call for award submissions

It is never too early to write one or more award submissions for projects you completed in the past year. I personally invite you to submit your team for an award.

Partners may self-nominate their team in accordance with the Impact award rules and regulations. Visit the [Impact award website](#) for nomination guidelines and deadlines.

See you in the winner's circle.

Sincerely,

Suzanne Gagliese

VP, One Commercial Partner, Microsoft Canada

## AI & Machine Learning Impact Award

Contact MediaVale

Congratulations [MediaVale Inc.](#)

### AI-led digital asset management (DAM)

In 2010, MediaVale Inc. developed the first 100 percent cloud-based, enterprise-level digital asset management system on Microsoft Azure. From its humble start in Vancouver, British Columbia, MediaVale emerges as the industry-leading DAM in market today, attracting prestigious national and international customers.

### Innovating with artificial intelligence

Marketing and creative teams use DAM to manage, organize, and distribute brand material from a centralized library. However, it can be very cumbersome for enterprise customers to tag large amounts of content accurately. MediaVale solves this issue by integrating AI to auto-tag content, which delivers considerable value to large customers with a high volume of digital assets. Leveraging Azure Computer Vision and Azure Machine Learning Services, MediaVale now offers a tiered approach to AI to significantly improve the customer experience.

Tier one offers an auto-tagging package for businesses, such as a travel agency, requiring generic tagging needs. Tier two delivers advanced auto-tagging for organizations with specific needs, like a telecommunications company. And the third tier provides a customized auto-tagging package for businesses with highly unique identification needs, such as a pharmaceutical company.

### A first in telecommunications

In 2019, a global cell provider approached MediaVale with a 300 TB inventory of assets (approximately 5 million assets) missing any kind of metadata.

Leveraging the Tier one offer, the enterprise improved the searchability of their assets with common object, text, and colour tags. This metadata acts as search filters that make assets more discoverable, saving time and increasing productivity. The enterprise's internal marketing agency took it one tier further. Accessing MediaVale's Tier two offer, the internal marketing team taught the system to identify assets using precise criteria and tag thousands of images and files, saving vast amounts of time. MediaVale's text recognition feature lets them identify past campaigns, as well.

By integrating Microsoft Azure's cognitive services in the DAM, the enterprise cell provider created a customized solution to better meet their unique needs. So can you.

"With Microsoft's advanced AI and machine learning capabilities, we've been able to dramatically improve asset discoverability and ROI for our customers, especially those who require customized AI models unique to their businesses, and we've only just begun."

David MacLaren  
Founder and CEO of MediaVale



## Application Innovation Impact Award

Contact Dapasoft

Congratulations [Dapasoft Inc.](#)

### Transforming healthcare with Azure

Founded in 1997, Dapasoft Inc. delivers innovation, quality, and great value to healthcare providers and agencies. Using Microsoft Azure and Microsoft Teams, Dapasoft leads the digital transformation of healthcare by providing virtual care for infections and chronic diseases. This Toronto-based company counts numerous regional, provincial, and national healthcare organizations as its customers, including a national laboratory and a provincial health agency.

Abacus Data reports that, by May 2020, almost half of all Canadians accessed a physician using virtual care options and are highly satisfied with the results.\*

### Corolar Virtual Care

Dapasoft leveraged Corolar Cloud and its experience fighting the SARS pandemic in 2003 with Microsoft technology to develop a virtual care clinic that runs on Microsoft Teams. Healthcare authorities and providers now use Corolar Virtual Care (CVC) for COVID-19-related assessment, including virtual walk-in visits, virtual scheduled visits, appointment reminders, and notifications.

### Enabling healthcare integration

A national laboratory operating in three provinces turned to Dapasoft to modernize their technology and processes. So too did a provincial health agency needing to integrate data from multiple hospitals and to modernize

their architecture securely. For both groups, Corolar Cloud powered by Azure overcame the data integration challenges and enabled digital transformation.

For the national laboratory, Dapasoft created an integrated system that processes more than 2.8 million reports per year with scale built in for future growth. Employee efficiency and effectiveness improved thanks to uniformity across platforms and provinces, as well as seamless integration between sites.

The provincial health agency now benefits from a Dapasoft-built, unified, and secure web-enabled platform. This new platform captures the health outcomes of 1,820,000 annual patient encounters, including screening for 28 rare disorders. Provided in a dashboard, their solution makes all the data available to the provincial government and hospital care teams in various formats.

“The adoption of Microsoft Teams and interest in the Corolar Virtual Care (CVC) App exceeded any of our expectations. Until now, the market has not met the healthcare enterprise customer demand for virtual care on Teams integrated with EHRs, such as MEDITECH, EPIC, and Cerner. With CVC providers can easily set up virtual clinics with scheduling continuing in their EHR, define intake forms, reminders, and notifications, for each clinic. CVC really makes virtual care hum in Microsoft Teams.”

Michael Lonsway  
Co-founder, President, Dapasoft







## Business Applications Impact Award

## Contact XRM Vision

### Congratulations [XRM Vision](#)

#### Insurtech lifts off with Dynamics 365 and Azure

More than 10 years ago, XRM Vision brought together world-class CRM experts focused on one goal: to implement human-scale CRM solutions. Integrating their deep client understanding and creativity with flexible solutions like Microsoft Dynamics 365 and Microsoft Azure, XRM Vision create customized tools to help their clients achieve their desired business objectives. Based in Montreal, they employ a unique approach that considers the client's financial, technical, and industry-specific realities for each project.

A massive new market, insurtech, continues to grow quickly. Valued at \$5.48 billion last year, it is expected to reach \$10.14 billion by 2025.\*

#### Reimagining an industry

Insurance, one of the oldest financial industries, remains bogged down with legacy systems, manual processes, and set roles for brokers and companies. That status quo changed recently as insurance companies can now bypass brokers and sell direct. Some insurance brokers seized the moment to reimagine their role and turned to XRM Vision for help. The result was TANDEM, a fully cloud-based CRM solution based on Dynamics 365.

The industry-specific features of TANDEM include the ability to scale and the flexibility to respond to industry changes quickly. TANDEM is XRM Vision's entrée into the burgeoning insurtech market.

#### TANDEM benefits

Developed with a group benefits brokerage, XRM Vision designed the application to empower brokers to track relevant information easily, which strengthens customer relationships. Brokers can act as their customers' trusted advisor by adding value to their customers' entire insurance picture. In addition, using TANDEM improves their efficiency on key functions by 50+ percent.

XRM Vision's successful rollout convinced a national packaging solutions company to purchase TANDEM. They achieved 25 percent efficiency gains in sales and accounting, new policy implementation, and renewals. New employees reduced their training time dramatically, from six months to one. TANDEM ushers in a new market for Dynamics 365 and the cloud. Brokers have more flexibility to adapt and scale. They can better manage their customers, seize new opportunities, and seamlessly work from home, another value-added feature. Best of all, the success of TANDEM sets the stage for XRM Vision to introduce the application to the global insurance market.

"This prestigious award is the culmination of several years of hard work to design better solutions to achieve maximum impact with our customers, using modern, innovative business practices, and cutting-edge technology. This is what sets us apart—and what motivates us to keep working hard to transform day-to-day operations for organizations."

Felix Robitaille  
CEO, XRM Vision





## Commercial Impact Award

## Contact Adastra Corporation

### Congratulations [Adastra Corporation](#)

#### Turning data insights into gold

Founded 20 years ago in the Greater Toronto area, Adastra Corporation combines their substantive data expertise with their unique customer-centric approach to help transform today's companies into digital leaders. Using cutting-edge Microsoft services offered in the Azure Data Platform, Adastra accelerates innovation, improves operational performance, and creates memorable customer experiences for Canadian and international organizations.

The Oil and Gas industry is missing the boat when it comes to Data Science—that is, re-imagining data and its inherent value as a strategic asset.\*

#### Winning the regulatory reporting game

How can companies get a leg up with regulatory reporting? They can start by streamlining data collection and ensuring the accuracy of the data they collect. Adastra's expertise with the Azure Data Platform enables them to reduce the cost of regulatory processing and preparation and to minimize potential fines from incomplete or inaccurate reporting. And their clients get a lot more. The improved data management and analysis help to generate new competitive insights. These insights enable strategic innovations, like fine-tuning manufacturing or re-allocating resources, and even refining a company's marketing efforts.

#### Harnessing the power of Azure

In 2019, a national consumer retailer of electricity and natural gas commodities relied on more than 80 different applications that provided few business insights and created

problems with regulatory reporting. The company needed access to a single source of information with a modernized and centralized data architecture. Adastra designed a scalable end-to-end solution using the Azure Data Platform, capable of high-volume data ingestion, machine learning, and AI processing. Integrated seamlessly with other Azure services, their application is a vital element of a company's holistic data strategy.

#### The metrics of success

As reporting time decreases from two days to a couple of hours, confidence in the numbers improves exponentially, thanks to vetted processes that meet industry best practices. Easy access to financial and operational data from non-centralized business units provides crucial insights for business decisions and substantial savings over maintaining legacy systems. This modern data platform positions the energy retailer as a modern, data-driven organization with the ability to leverage data to achieve many competitive advantages, including proactive marketing with predictive analytics and optimized manufacturing with real-time analytics.

"Being recognized for the second year in a row as Microsoft's Commercial Impact award recipient is a true reflection of our common focus on customer innovation across multiple industries and technologies. We look forward to another year of incredible success."

Darren Edery  
CEO, Adastra North America

## Modern Workplace Impact Award

Contact Bulletproof

### Congratulations [Bulletproof](#)

#### Security solutions for a safer tomorrow

Founded in Fredericton, New Brunswick in 2000, the security consulting firm Bulletproof serves 300+ client locations worldwide. Committed to excellence, Bulletproof flourishes because of its talented people, its focus on continuous improvement, and its reputation for exceeding expectations. Bulletproof's security-focused solutions reduce the complexity of managing large volumes of data, complying with onerous regulatory requirements, and enabling a remote workforce.

Cloud security spending will grow to USD \$3.5 billion by 2021.\*

The need for end-to-end security compels companies to migrate to the cloud. Identifying an important gap in market, Bulletproof applied their world-class cybersecurity expertise to create Bulletproof 365 Enterprise (Bulletproof 365E). This scalable and cost-effective service bridges the gap in cybersecurity tools, skills, and capacity. Bulletproof 365E provides organizations with the best of technology and people, combining the power of Microsoft 365 Defender and Azure Sentinel plus the unmatched cybersecurity expertise of the Bulletproof team.

Companies rarely leverage all the security tools Microsoft builds into their stack. Bulletproof 365E unlocks its full security potential by combining two security approaches: a proactive protection that stops threats before they happen, and responsive security that automatically contains threats when they occur. With this seamless security in place, clients are truly free to focus their attention and resources on growing their business.

#### Bulletproof 365E in action

After experiencing rapid growth, a major industrial company in Vancouver with extensive field operations needed to upgrade its existing IT infrastructure to guard against cyberattacks, improve business resiliency, and speed up response times. Bulletproof 365E eliminated these issues, providing the company with a dependable service that reveals security gaps and risks before they become a problem.

Bulletproof leverages artificial intelligence and machine learning from the Microsoft security stack to detect and prevent cyber threats, like targeted phishing attacks. These technologies, coupled with Bulletproof's unique monitoring and mitigation tools, help users manage cyber threats efficiently and proactively.

"Powered by Microsoft 365 and Azure Sentinel, Bulletproof 365 Enterprise delivers the end-to-end security required for modern business in one cost-effective package that drives significant value in solving our customers' problems. It's very validating to be recognized on a national level with such a prestigious award. Thank you, Microsoft, for your ongoing collaboration and for this exciting and humbling recognition."

Chris Johnston  
CEO, Bulletproof



## Public Sector Impact Award

Contact Edsby

### Congratulations [Edsby](#)

#### Online learning accelerates with Azure

Founded by pioneers in online learning in 2010, Edsby builds on knowledge and expertise gained over 30 years of creating award-winning educational software for teachers, students, parents, and administrators. The team behind Edsby also developed FirstClass, a 1990's-era messaging and collaboration product still in use today by some of the world's largest school districts. Edsby's vision leverages the latest technology to create an immersive and engaging data platform focused on satisfying the educational needs of kindergarten to grade 12 (K-12) students.

Over five million students enrolled in K-12 school programs in 2015/2016, continuing an upward trend since 2011/2012.\*

#### Empowering educators

The sudden appearance of COVID-19 dialed up the Canadian demand for online learning and Edsby was ready to answer the call. Powered by Microsoft Azure and integrating with Microsoft 365 and Microsoft Teams, Edsby navigates the regional policies, terms, standards, and specific data requirements of every client.

By partnering with Microsoft, Edsby's powerful platform provides a single learning space for all K-12 students, accessible online from any device, including the Xbox. A cost-effective solution, Edsby's platform helps district customers save on generating physical materials. Its role-based learning analytics, driven by the user's existing

record-keeping system, delivers real-time insight into student achievement and risk factors. Their integration with OneNote Class Notebook, Outlook, Azure Active Directory and other Microsoft Office apps helps to onboard students quickly and easily.

#### Getting high grades

Edsby garners high ratings and rave reviews from its nearly two million paid users and a well-deserved stellar reputation for client retention since 2011. Independent review sites honour Edsby with high praise. One recent review from an "edtech" thought leadership group described Edsby as "simple and powerful" and "first-rate." A recipient of 58 awards and distinctions, Edsby earned an average of eight awards each year since 2015.

How do they do it? Edsby's range of tools, easy-to-understand interface, comprehensive data collection, and bullseye focus on K-12 students win them accolades year after year. Above all, they have successfully mastered the ability to engage students, parents, and teachers in a personalized and secure learning experience.

"Edsby was selected as the national electronic student records system for the country of New Zealand. The Edsby digital learning platform is making a large impact in Microsoft Azure consumption, Microsoft 365 activations, and Power BI visibility while helping transform K-12 education in areas around the world."

John Myers  
Co-Founder & CEO, Edsby



## Social Impact Award

## Contact RedBit Development

### Congratulations [RedBit Development](#)

#### Helping Canadian families in need

Located in Burlington, Ontario, RedBit is more than a software consulting, design, and engineering company. This cohesive team of creators and thinkers start their process with a big-picture vision from the perspective of the audience, the business, and the brand experience. That same dedication to process enabled them to help a national food rescue charity to scale up their operations in weeks.

Since its inception, this food rescue charity has redistributed over 200 million pounds of food, 16 million in 2019 alone. As the pandemic impacted the nation's economy, requests for food increased 40 percent. The moment to expand nationwide arrived with the opportunity to distribute \$4.5 million in federal funding for pandemic relief.

Food rescue can help end hunger in Canada and make a positive environmental impact. Redistributing food from those with too much to people in need for 35 years, the charity prevented the emission of 800 million pounds of greenhouse gases.

When their online matchmaking platform that connects food donors and social service organizations failed to scale beyond a few hundred users, the CEO reached out to RedBit, intent on reaching and expanding their capacity quickly.

#### Accelerated transformation

Following a needs assessment, RedBit recommended a customized Azure solution that dramatically accelerated the charity's 2020 plan to expand nationwide.



Moving from one to four servers and integrating modern technology like Azure Functions enabled the charity's platform to meet the growing demand while transforming the user experience. Customizing the common data model to the organization's needs and expanding their use of Microsoft's Power Platform, RedBit chose to integrate with the common data service using the REST APIs for the mobile app and their volunteer connect feature.

#### A massive accomplishment

In only three weeks, RedBit scaled the charity's matchmaking platform, expanded it to enable non-food donations like hand sanitizer and toilet paper, and launched a native mobile app integrated with Dynamics 365 that helps donors donate food. Additionally, in just one week, RedBit created an online grant portal enabling the equitable distribution of federal relief funding to charities across the country.

"We're a small business that makes a big impact on our customers, especially non-profits who want to leverage technology for social good. Winning an Impact award for our efforts was an immensely proud moment for everyone on the team and a powerful way to recognize all the hard work, especially during the early days of pandemic. And from a business and marketing perspective, the Impact award has been a beautiful gift."

Hazel van der Werken-Small  
Head of Operations, RedBit



## Surface Impact Award

## Contact Insight Canada

Congratulations [Insight Canada Inc.](#)

### Singing the praises of Surface

Started 30+ years ago by two American brothers, Insight opened a Canadian division in 1997. Since then, Insight Canada evolved from traditional reseller to modern digital transformation provider. IT professionals understand that they are part of an industry of change. Empowered with compelling solutions, certified experts, and an incredible network of local and global relationships, Insight Canada specializes in deploying the modern workplace model in every size company across the country. Business owners can operate smarter with Insight's modern workplace solutions.

Insight Canada earns back-to-back annual Surface Impact Awards for its imaginative and highly successful solutions featuring Surface devices.

### Boosting forensics with Surface

A leading digital forensics firm selected Microsoft Surface as the hardware for their cutting-edge evidence-collection solution used by their field investigators. Sturdiness and security topped their hardware priorities list. The forensics firm worked with Insight Canada to image, kit, and distribute units, resulting in cost-savings and easier access to the hardware for investigators. Non-Surface users can utilize a software-only solution on any Windows 10 computer or tablet thanks to Windows' powerful security features.

This success spurred further collaboration between the digital forensics company, Insight Canada, and Microsoft. Currently in development, the new Azure cloud evidence repository facilitates the preservation of digital evidence and helps users share reports with designated authorities.

### Putting hub at the centre

The successful launch of Surface Hub 2S, Microsoft's digital all-in-one whiteboard, resulted from the close partnership between marketing, sales, and product management teams at Insight Canada and Microsoft. As the first reseller for Hub 2S, Insight created compelling original offers and digital communication to attract early adopters.

Insight's success has everything to do with the knowledge and passion their team shows for the Surface portfolio of products, giving them the confidence to imagine and sell new solutions across diverse industries.

"To be the repeat Surface Impact Award winner is very special to us. It's virtually unheard of in our industry and recognizes the way we work with Microsoft and our sellers' deep understanding of the value of the Surface portfolio. We're passionate about articulating the quality of the Surface experience and finding innovative new solutions for it across industries."

John Dathan  
Senior Vice President and General Manager, Insight Canada



## Crisis Champion Impact Award

Contact Novari Health

### Congratulations [Novari Health](#)

#### Stepping up in the covid-19 crisis

Based in Kingston, Ontario since its inception in 2003, Novari Health became a reality when a group of smart healthcare professionals sought to improve patient access to surgical care with modern technology. With support from healthcare stakeholders, Novari developed their award-winning, cloud-based enterprise-scale software solution. Their app is anecdotally described as air traffic control for healthcare referrals.

Novari's international expertise helped them to realize that a patient is most vulnerable when care is switched from one provider to another. Empowered with patient and industry insights, Novari Health worked with hospitals, healthcare agencies, and physicians to mitigate this risk to patient care.

Digital Health market size was estimated over USD \$106 billion in 2019 and the industry will grow at 28.5 percent through 2026.\*

#### Record speed, safety, and security

With the onset of the pandemic, inbound calls to Ontario's Telehealth Hotline spiked from 2,000 to 15,000 calls per day, putting the system under immense strain. The province's healthcare agencies and stakeholders launched the Ontario Virtual Care Clinic (OVCC) to connect physicians with patients securely.

Novari's industry expertise and past success with innovative healthcare solutions made them a natural fit for this project. The province agreed and selected Novari to accelerate its virtual waiting room capabilities.

#### Teams takes centre stage

OVCC relies on the reliability and scalability of Microsoft Teams. Novari and Microsoft collaborated to enable the virtual clinic to handle 1,000 simultaneous, secured video conferences. Novari's expertise with Microsoft Teams enabled them to deploy a rapid training program to 1,000+ new healthcare professionals. Leveraging live and on-demand training content, they met the challenge in record time.

OVCC is a triumph. Aside from delivering the virtual clinic on time and on budget during a pandemic, Novari's application is embraced by its users. An ICU nurse who used the OVCC as a patient and as a healthcare provider noted that the technology worked perfectly, and she had a seamless and efficient experience.

"Winning this prestigious Impact award recognizes the mountains my Novari colleagues moved almost overnight to start up the OVCC, and builds on our COVID-19 related referral, central intake, and surgical wait list management work. As Canada's digital 'access to care' experts we have the enabling technology to help our healthcare system weather this storm."

John Sinclair  
President, Novari Health



## Data Platform Modernization Impact Award

Contact Lixar I.T.

Congratulations [Lixar I.T. Inc.](#)

### Creatively Canadian for 20 years

Lixar I.T. Inc. has celebrated the ever-changing nature of technology, a complement to their passion for life-long learning. This passion fuels their creativity, nimbleness, and innovative mindset. Lixar has provided Canadian companies with innovative data-driven and end-to-end solutions for their business problems since 2000. Their passion extends to their community, as they actively support many worthy causes, such as providing emerging musicians with innovative ways to create, produce, and record new music.

The entire digital universe is expected to reach 44 zettabytes by 2020.\*

### Digesting data

Greater availability of information may be the upside of today's data-driven environment, but digesting terabytes of available data proves challenging. Companies large and small and from different industries and sectors frequently contend with similar issues. How can they structure data to maximize insights? How can they combine different data sources to see the big picture? And how can they efficiently and securely control access to stakeholders with varying security and privacy requirements?

The answers come through scalable, adaptable, reliable, and secure solutions that lead to enhanced efficiencies and data management, as well as unprecedented insights.

### A HeroPath to count on

HeroPath is a modern data pipeline that digitally transforms organizations. The range and power of the Azure platform creates a path from ingestion to insights, starting with existing data sources fed into the Azure Data Factory, processed using an Azure Data Lake and Data Bricks, analyzed by Synapse, and reported using Power BI.

The flexibility of the platform architecture is HeroPath's superpower. Lixar uniquely personalized HeroPath to each client's size, industry, sector, and desired outcomes. Clients save time and money with the help of artificial intelligence and machine-learning insights to plan their future.

"As the culmination of a five-year journey with Microsoft, the Data Platform Modernization Impact Award for developing HeroPath is probably one of the most important awards we've achieved. The Impact award demonstrates our excellence in data science and artificial intelligence as it quantitatively enables organizations to drive innovation and futureproof their operations."

George Logaras  
Director of Strategic Partnerships Business Development, Lixar



## Indirect Cloud Solution Provider Impact Award

Contact Ingram Micro

Congratulations [Ingram Micro Inc.](#)

### Driving Canada's digital transformation

Ingram Micro is a pioneer in the tech industry. This multinational company leverages decades of experience and diverse longstanding relationships to deliver efficient and effective global technology and supply chain services. Adept across platforms, Ingram Micro delivers modern technology solutions to more than 200,000 partners in 160 countries through its vast network of vendors, resellers, and retail partners.

Through original and compelling services leading to unprecedented Cloud Solution Provider and Azure performance, Ingram Micro continues to drive the digital transformation of Canada's public and private sectors.

In 2019, the global IT Services market size was USD \$1.065 trillion. It is expected to reach USD \$1.268 trillion by the end of 2026.\*

### Accelerating cloud consumption

The transformative power of cloud computing enables the creation of innovative offers and programs that disrupt and transcend traditional business models. Poised at the ready, Ingram Micro empowers its partners to adapt quickly to change with their Accelerate Programs that leverage Microsoft technology and solutions ingeniously.

Modern Workplace Accelerate provides partners with the expertise to support the growing demand for Microsoft 365 cloud services. The program's combination of exclusive services, promotions, and offers has attracted over 300 new partners.

Flight Academy/Azure Accelerate leverages SureStep to empower partners to build a successful cloud practice within six months. It offers access to certified experts, tools, training, free Proof of Concept services, marketing support, and more.

Dynamics Accelerate helps partners earn more revenue from customers currently using Microsoft 365 or Azure by providing demand generation campaigns and assets to build a successful Dynamics 365 practice.

Data Center Migration and Optimization leverages Azure Accelerate to make cloud migrations easier. From planning the migration to figuring out what to do with the old hardware, this program provides a simple, winning solution.

Ingram Micro's extraordinary business success has everything to do with its ability to deliver compelling programs that accelerate cloud adoption.

"We're laser-focused on partner success and continually look for new ways to drive their growth with acceleration programs and investments. We're thrilled to receive the 2020 Indirect Cloud Solution Provider Impact Award as it validates the investment and effort we pour into our Microsoft relationship and into developing best-in-class partner programs. Winning this Impact award is great for us and great for our partners to see as well."

Greg Onoprijenko  
Director of Cloud for Canada, Ingram Micro





ISV Impact Award

Contact [PointClickCare Technologies](#)

## Congratulations [PointClickCare Technologies](#)

### Better care through the cloud

Founded in 2000, PointClickCare's goal is to help senior care providers simplify their care operations and to deliver high-quality care and the best possible clinical outcomes. With over 21,000 skilled nursing facilities, senior living communities, home health care agencies, and acute care providers using its technology today, PointClickCare is an industry leader in the North American senior care sector.

PointClickCare achieved this distinction among its esteemed peers by leveraging its suite of fully integrated applications, as well as its network of customers and partners, to eliminate data silos across the senior care continuum.

The global long-term care software market size is projected to reach USD \$2.8 billion by 2026, up from USD \$1.7 billion in 2020, at a growth rate of 8.3 percent during 2021-2026.\*

### Tracking down COVID-19

Faced with COVID-19, PointClickCare took the lead in the industry by accelerating the development and launch of its Infection Prevention and Control (IPC) tool. IPC allows employees to identify infections more accurately and quickly, to better understand infection cases, and to facilitate infection reporting.

IPC captures infection or symptomatic cases in a centralized place along with evaluations, care, and lab results by patient. The tool then prepopulates expert recommendations so caregivers can make better informed decisions. Its data analysis capability catches outbreaks earlier in their cycle, so care teams can act sooner and

adjust staffing levels. Lastly, IPC relates the latest status, insights, and recommendations about the outbreak, which improves understanding among all stakeholders.

### Empowering caregivers

PointClickCare also received Microsoft's 2020 Health Innovation Award for empowering care teams with LTC eConnect. This Azure-based program creates a streamlined, single source of patient information for care providers using robotic process automation and augmented intelligence. Patients benefit from improved complex care while care teams can access relevant information at their fingertips.

LTC eConnect is another demonstration of PointClickCare's thought leadership, focus on continual improvement, and use of innovative technology solutions to improve healthcare.

"Since the onset of COVID-19, we have prioritized helping our customers and our industry above all, delivering innovative solutions such as the Infection Prevention & Control Solution, to help our customers on the frontlines. This honour is testament to our commitment and leadership within the Canadian long-term-care ecosystem, as well as our continued focus in supporting our customers through these challenging times."

Dave Wessinger  
President, PointClickCare

## Modern Marketing Impact Award

Contact Ingram Micro

Congratulations [Ingram Micro Inc.](#)

### Marketing that inspires

Ingram Micro is a pioneer in the tech industry. This multinational company leverages decades of experience and diverse longstanding relationships to deliver efficient and effective global technology and supply chain services. Adept across platforms, Ingram Micro delivers modern technology solutions to more than 200,000 partners in 160 countries through its vast network of vendors, resellers, and retail partners.

Ingram Micro knows how to connect with its customers. The company's expert digital marketing capacity has helped deliver exceptional ROI and sales growth, exceeding all business targets this year.

Canadian consumers spent almost 10 hours a day consuming media in 2019 with mobile and video content driving the ascent of digital.\*

Ingram Micro consistently demonstrates executional excellence in their marketing. The company successfully deploys diverse digital and traditional marketing channels—webinars, direct mail, nurture campaigns, telemarketing, social media, web, and partner training—to recruit partners and increase sales successfully. And it uses advanced tracking and reporting to analyze and improve every campaign.


Ingram Micro's Business Continuity campaign is one of many successful Ingram Micro marketing campaigns. It invites partners to build and scale a Microsoft 365 practice, without making a large investment in their current infrastructure or in additional resources.

Focusing on reaching decision-makers with an offer to enable secure remote working as a key business continuity strategy proved more than timely this year, ultimately bringing over 10,000+ new end users to Microsoft 365. And that is just one of many successful Ingram Micro campaigns this year that earned them this award as well as the Indirect Cloud Solution Provider Impact Award.

By investing and refining in its marketing capabilities over time, Ingram Micro has emerged as a true marketing powerhouse. And their focus on continuous improvement ensures they will continue to drive the market going forward.

"We're honoured to receive the Modern Marketing Impact Award as it recognizes Ingram Micro's commitment to innovative marketing that grows the business of our partners through best-in-class technology solutions. The quality and integrity of our relationship with Microsoft, which we view as the gold standard of industry relationships, continues to drive our cloud business and portfolio and inspire us to achieve more."

Greg Onoprijenko  
Director of Cloud for Canada, Ingram Micro



## National Large Solution Provider Impact Award

Contact [Insight Canada](#)

Congratulations [Insight Canada Inc.](#)

### Building with Insight

Started 30+ years ago by two American brothers, Insight opened a Canadian division in 1997. Since then, Insight Canada evolved from traditional reseller to modern digital transformation provider. IT professionals understand that they are part of an industry of change. Empowered with compelling solutions, certified experts, and an incredible network of local and global relationships, Insight Canada specializes in deploying the modern workplace model in every size company across the country. Business owners can operate smarter with Insight's modern workplace solutions.

As Microsoft's largest global partner, Insight drove exceptional scale and growth in Canada this year, especially in the small and medium-sized segments.

Inhouse expertise drives Insight's unique ability to analyze a client's needs and purchases and help them maximize their Microsoft investment. Internally, they focus on ensuring a win for their clients because they believe in doing business the right way, and that harmony is realized by communicating clearly in good and bad times.

By committing to making meaningful connections, Insight actively helps their clients and partners to work smarter and realize more value from their technology.

From 2010 to 2017, the nominal GDP of digital economic activities, 40+ percent, grew at a faster pace than the overall economy, 28 percent.\*

### Pivoting brilliantly

When Microsoft moved to cloud-based solutions, Insight pivoted brilliantly, developing innovative offers based on Microsoft services such as FastTrack. As Azure Expert Managed Service Providers (MSP), Insight has helped many organizations in their journey to Microsoft 365, cloud services, and their digital transformation. Insight's "high-touch" approach to customer services, as well as impressive hardware capabilities, help enable them to make a national impact.

### More than the sum of its parts

This Impact award also recognizes the changes Insight undertook during the past 12 months following their acquisition of PCM Canada. Insight successfully integrated PCM, making the new and improved company greater than the sum of their parts, especially when it comes to the breadth and depth of their solutions. The company now offers everything in stack for all their clients.

"Winning the National Large Solution Provider Impact Award shows Microsoft's recognition of Insight's transformation in the past year. Our acquisition and integration of PCM has made us so much more than we were. As Insight 2.0, we can now offer everything in the Microsoft stack for our clients. This award recognizes and validates our transformation."

John Dathan  
Senior Vice President and General Manager, Insight Canada



## Regional Cloud Solution Provider Impact Award

Contact [ProServeIT](#)

### Congratulations [ProServeIT](#)

#### Putting faith in people

Founded in 2002, ProServeIT honours its core values: people matter, be like Gumby, and do it right. Emphasizing these values has brought them tremendous success and recognition, including multiple awards from Microsoft. ProServeIT's vision is to unlock your digital future, which they put into action by becoming one of Microsoft Canada's first cloud partners. ProServeIT has successfully migrated more than 500,000 users from organizations of every size to the cloud. Their combination of flexibility, expertise, and a positive approach has led to many successful projects and sustained growth.

Spending on public cloud computing in Canada is forecast to reach CAD \$10.3 billion by 2023, growing at a rate of 16 percent.\*

#### Digital marketing delivers

The topnotch marketing team at ProServeIT knows digital. How? By using cutting-edge automated content marketing, they know what works, and can create unique marketing offers with Microsoft's dynamic technology stack.

ProServeIT and Microsoft used the Neural Impact emotional engagement process to create differentiated offers suited to a broader client base. The offers were developed using Microsoft's Modern Workplace technology, as well as good, old-fashioned talking things through. These discussions revealed multiple viewpoints and challenged the teams to think about the offers differently, ultimately improving the messaging.

#### Security first for the cloud

ProServeIT knows that a company's digital future starts with security. Many Canadian mid-sized companies think they aren't big enough to be a target, so don't take the security risk seriously. These companies need education and guidance to understand how to protect their most valuable digital assets from unique and innovative threat actors. Mitigating risk is how ProServeIT truly stands out, and their revenue growth in Office 365, Azure, and Dynamic cloud migration proves it.

But security first doesn't explain all of ProServeIT's success. Their people-first approach drives them to understand their client's needs and concerns, find the best possible technology for them, and offer responsible and accountable customer service that doesn't stop until the client is totally satisfied.

"Winning an Impact award gives our team something to celebrate and rally around. Everyone in our business works very hard and sometimes we forget to celebrate the little wins. So, when we get a big win like this, we all celebrate. This Impact award shows our employees that the work they do matters and makes an impact on the entire Canadian ecosystem of Microsoft partners. And, at the executive level, it demonstrates that we're aligned with Microsoft and on the right path."

Eric Sugar  
President, ProServeIT



## Tech Intensity Impact Award

Contact ISM Canada

### Congratulations [ISM Canada](#)

#### Knowledge is power

ISM Canada started helping Canadian companies with IT when cloud solutions were still a fantasy. Founded in 1973, ISM Canada (ISM) became a wholly owned subsidiary of IBM in 1995 and since then has continued its mission to solve complex business problems using innovative technology. Critically, ISM invests heavily in training and certification programs for its employees that build knowledge and deliver competitive advantage. Supported by a global network, ISM's highly successful local teams develop a deep understanding of their clients' businesses and needs to deliver customized technology solutions.

In a survey of 10,000 certified IT pros, 89 percent said certification made them more valuable to their employer and 88 percent said certification provided greater motivation to update their skills.\*

#### Looking to the future

Already home to many certified employees, ISM upped their Microsoft certification game in early 2020 by offering training to any employee regardless of their current position in the company. Employees enthusiastically embraced the challenge and classrooms in Regina were full of eager learners. Their commitment to training continued online during the pandemic months, enabling employees to build their capabilities and confidence even during very challenging times.

Unbeknownst to ISM, Microsoft was keeping a careful watch on their efforts. To their surprise, ISM learned of their great fortune of being nominated for and winning the Tech Intensity Impact Award.

#### Growing the cloud on the prairies

Thanks to great results with ISM's Microsoft practice in recent years, the company has re-committed to building their knowledge and skills in the Microsoft Azure Administrator, Developer, Security, Data Engineer and Architecture roles. The addition of even more certifications to already well-trained employees promises to spur further innovation, allowing ISM to further refine and improve its cloud offerings, and continue to build sales and achieve more success.

"We are thrilled that the ISM team was selected as the 2020 recipient of the Microsoft Tech Intensity Impact award. The team worked hard to obtain certifications and competencies increasing our skills and applying them by providing our suite of Microsoft services to ISM Canada customers across the country."

Hasnain Versi  
President and CEO, ISM Canada

“Softchoice delivers technology solutions and services that help organizations succeed and thrive. This award is a testament to Softchoice’s ability to enable digital transformation for their customers’ businesses, making them ready for a digital-first future. On behalf of Microsoft Canada, congratulations to the entire Softchoice team on this tremendous achievement.”

Kevin Peesker  
President, Microsoft Canada



## Country Partner of the Year Award

## Contact Softchoice

### Congratulations [Softchoice](#)

The Country Partner of the Year award is the top partner prize celebrated every year at Microsoft Inspire. Highly prestigious, this award recognizes the best technology powerhouses worldwide, true examples of excellence for every partner.

The finalists and winners for these awards were selected from 3,300 nominations from more than 100 different countries worldwide based on their commitment to customers, their solutions’ impact on the market, and exemplary use of Microsoft technologies.

Only one partner in each country/region wins the Country Partner of the Year, making it a unique international achievement. Microsoft Canada Partner of the Year Award for 2020 recognizes Softchoice for their remarkable business achievements and outreach efforts to support Canadians this year.

A genuine technology powerhouse, Softchoice’s 1800+ multitalented professionals provide organizations across North America with an impressive array of services and products. With 30 years of experience helping customers embrace technology to unleash their potential, 2020 proved to be a year of significant achievements.

To start, Softchoice demonstrated an impressive ability to drive multi-cloud adoption of Microsoft solutions with their customers, along with a keen focus on solving customer pain points and driving strong outcomes. Their programmatic approach to drive cloud adoption resulted in exceptional growth.

Canada’s first accredited Microsoft Azure Expert MSP has continued their commitment to accelerating tech intensity with their continued focus on skilling and certifications. They have 142 Microsoft-certified experts and 13 Gold competencies, representing a culture of continuous improvement and excellence.

Finally, during the recent COVID-19 pandemic, Softchoice displayed considerable agility as they embraced a new working model to support their customers, team, and community during these challenging times. For their many accomplishments, we salute Softchoice, Canadian Partner of the Year 2020.

“Being named Microsoft’s Canada Partner of the Year is a recognition of Softchoice’s leadership in delivering innovative solutions and services that accelerate our customers’ digital journeys. We are excited about the positive impact Microsoft and Softchoice have together on our customers’ business as they adapt to a new working environment.”

Andrew Caprara  
Senior Vice President, Strategy & Business Development  
Softchoice





# Become a Microsoft partner



Innovators wanted! Join the Microsoft Partner Network today.

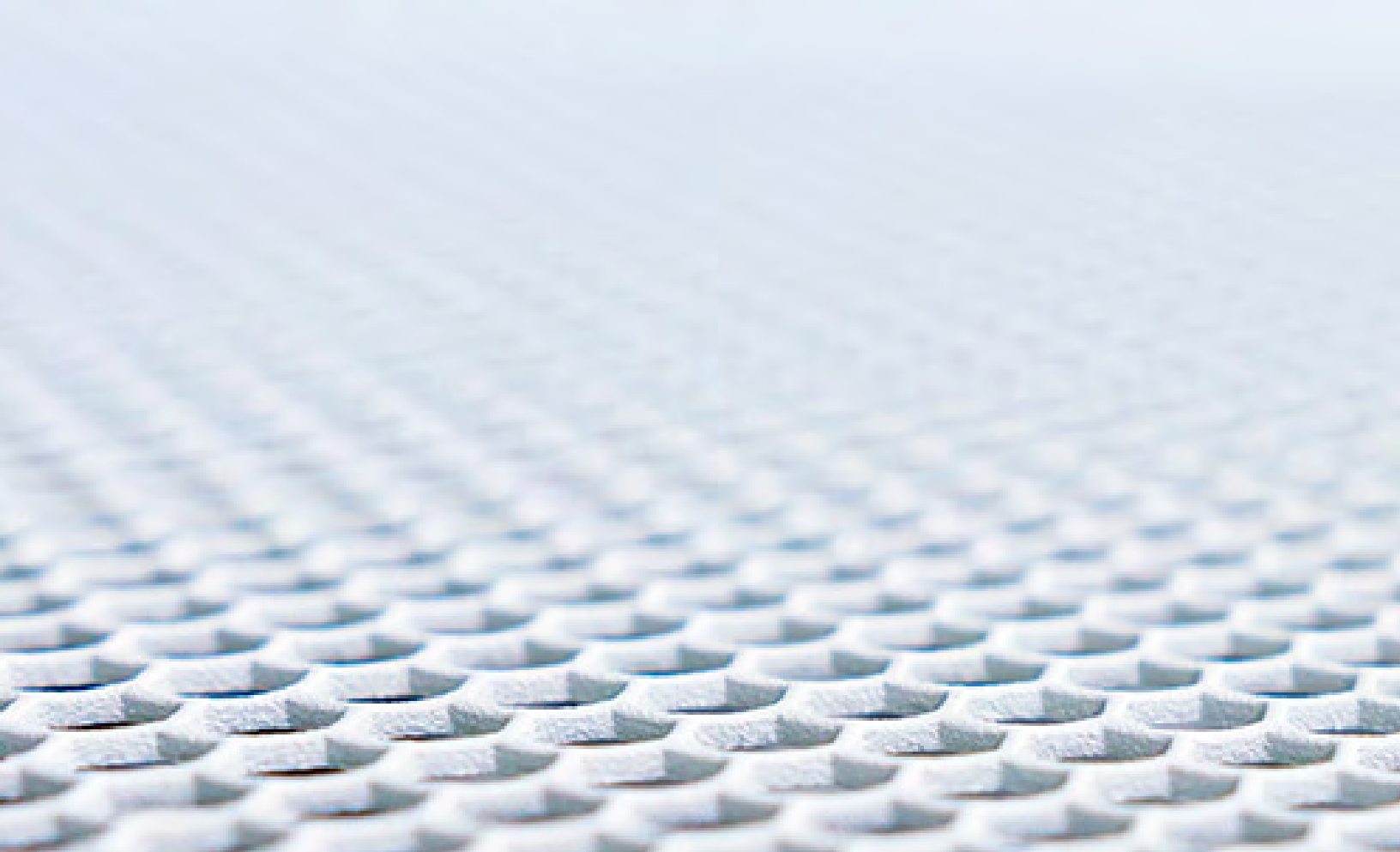
The journey to earn your own Microsoft Impact award, and even Canadian Partner of the Year, starts by joining the Microsoft Partner Network in Canada.

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