

Press Release

New Video Series – Jumping In: Embracing Technology in the Supply Chain

May 23, 2018 – The Canadian Supply Chain Sector Council (CSCSC) today releases six new videos, a series called “[Jumping In: Embracing Technology in the Supply Chain](#).” These videos capture interviews with representatives of Alberta companies that chose to embrace – or promote embracing – new technologies designed to improve efficiency, reduce costs or enable growth.

The videos came about after the CSCSC hosted seven community partnership workshops in early 2018 across Alberta to learn how employers are responding to emerging technologies that are increasingly impacting the supply chain. Among the key findings from those workshops is that small and medium-sized employers, in particular, don't know how or where to start to upgrade their technologies; they're afraid of making the wrong move or jumping in too soon.

Business leaders at these sessions were aware of the transformative technologies that are such a frequent topic in business news nowadays. However, their awareness has not generally translated into action. Many of their companies have not developed strategies to implement new technologies.

Because studies from around the world show that the first-mover advantage in the adoption of technologies can be critical to competitiveness, the CSCSC hopes that the Jumping In videos will raise awareness in Canada's supply chain sector of the importance of making decisions that enable the implementation of appropriate technologies. As one of the video subjects says, “It's either catch the bus or get run over by the bus.” Late adopters may not be able to catch up if they take a “wait and see” approach to technology.

The four companies presented in the videos are:

- Ship Local – Bruce Gilkes
- TerraHub – John Dugdale (two videos: short and long versions)
- Trailer Canada – Ron Belzil (two videos: short and long versions)
- Virtuoso Energy – Gursh Bal

The “good news” stories that these companies share demonstrate how early adoption of technology is imperative to success – and doable. Getting started is crucial: determining the business processes that are a best fit for technology adoption, understanding the business case for implementation, making a “psychological commitment” to the technology, being prepared for a sharp learning curve, lots of work and change – these are the first steps that any company can take to get past the barrier of indecision that prevents it from taking advantage of emerging technologies.

Funded by the Government of Alberta Industry Workforce Partnerships, the videos were created through the CSCSC's "Connecting People, Technology & Skills" project. The last deliverable of this project will be a report, *Accelerator 2.0: A Call to Action*, which will provide recommendations to help businesses stay competitive in a changing landscape. That report will be released in June.

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The Canadian Supply Chain Sector Council brings together partners in the sector to develop solutions to the human resource challenges faced by stakeholders. Recognizing the vital role of the supply chain to Canada's economy, the Council is committed to enhancing the sector's ability to attract and retain workers at all levels and across the full range of functions, and to advancing the skills of those workers.

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Connecting People, Technology and Skills Project

The Province of Alberta is working in partnership with the Government of Canada to provide employment support programs and services.

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