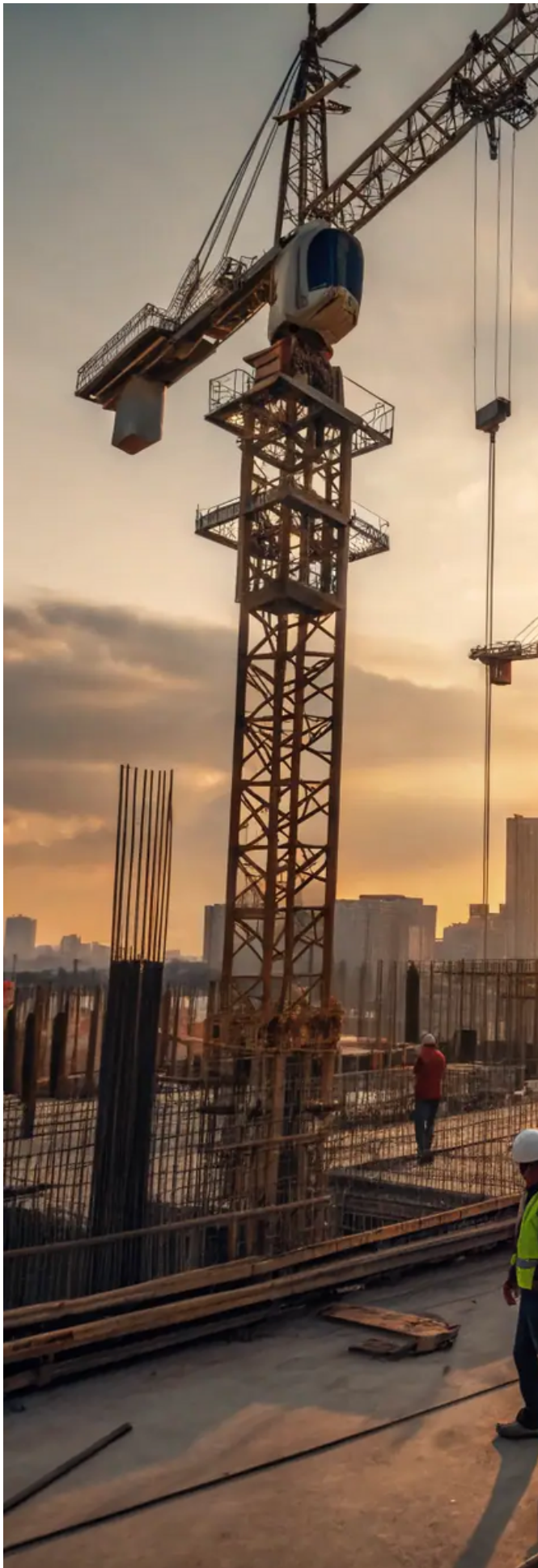




Harnessing the Digital Adoption Opportunity in Canadian Infrastructure

From
Construction
Spending to
Digital Demand



Prepared by:

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Executive Summary

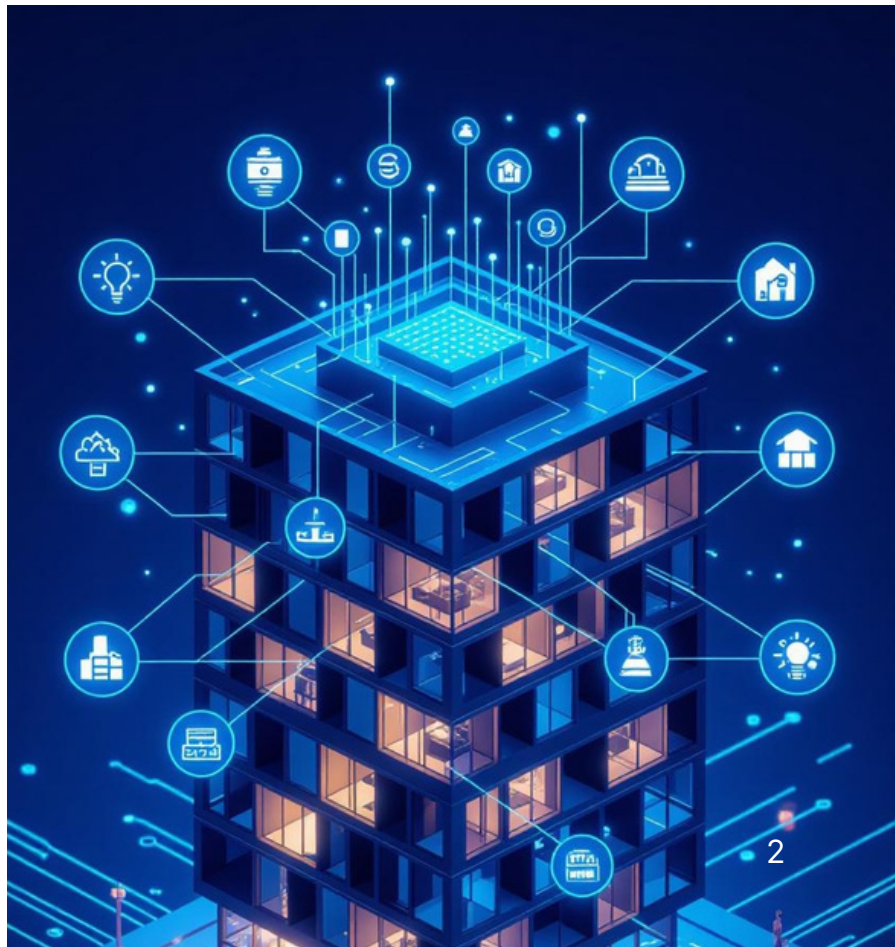
Canada's infrastructure renewal is driving demand for modern assets and digital innovation. With \$55–\$80 billion in federal funding underway, sectors including construction, engineering, and asset management have a crucial opportunity for transformation. Yet, digital tool adoption—like BIM, digital twins, and AI—remains slow, despite proven efficiency gains.

Construction remains among Canada's least digitized sectors. Firms cite lack of relevance, high implementation costs, and uncertain ROI as adoption barriers. Privacy, security, and digital skills shortages also limit uptake. However, many firms do not see these as severe challenges, pointing to the potential for broader adoption if value is demonstrated.

Industry and government surveys highlight where to act: educate clients along their digital journey, make data privacy and security core features, and expand capacity through training and consulting partnerships. Canadian case studies showing measurable ROI—fewer field conflicts, faster approvals, and lower operating costs—will be essential to build trust.

Ongoing infrastructure investment gives technology providers a window to demonstrate value and drive adoption. Solutions that offer transparency, security, and measurable results will be best positioned to lead Canada's shift to model-based, data-driven infrastructure delivery and a more efficient, resilient built environment.

To access the full report, contact Cathia Badiere at hello@cathiabadiere.com



Work with Me

Drawing on over 15 years of experience in economic policy, data analytics, and applied research, Cathia helps organizations translate complex data into actionable insight and build capacity for technology-driven transformation.

Previously, she served as Director of Research at ACTRA, Senior Policy Advisor with the Ontario Ministry of Economic Development and Growth, and Senior Research Manager at Ipsos Reid, leading mixed-methods studies for public sector clients. Her background spans consulting, analytics, and policy design, grounded in a deep understanding of data governance and practical implementation.

Cathia holds a Master of Science in Business Analytics from the Schulich School of Business at York University and a Master of Industrial Relations from the University of Toronto. Bilingual in English and French, she brings an inclusive, data-informed perspective to every project.

She works with organizations seeking to bridge the gap between research and application, whether through custom studies, strategy development, or capacity-building around digital transformation.

If you are developing or deploying digital solutions in Canada's infrastructure ecosystem and want to ground your strategy in evidence and insight, connect with Cathia to explore opportunities for collaboration.



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