



CANADIAN INFORMATION
PRODUCTIVITY AWARDS

CIPA 2007 Entry Form

Sample Content for Entry

The following pages illustrate the content of the entry document that has particular relevance to the judging panel. The representative content is excerpt from past CIPA winners entry documents. The section content with the most impact for the judging panel has been selected as representative. This is not content from a single entry.

In completing the entry, It is imperative that the content of **articles 1 through 5** are populated with accurate information. This is the only source of contact information for the CIPA Due Diligence Team when they are performing their assessment. Note that the CEO information is utilized by CIPA management for congratulatory messaging. If the entrant contact is **not** a direct employee of the company, the relationship and a direct contact must be provided.

Article 6 through 9 is key information in verifying the appropriate placement of the submission into the best appropriate entry category. The CIPA Due Diligence Team will be reviewing the data and attempt to validate the detail.

Article 10 is the short description intended to provide the core of the achievement for the project. This ultimately sets the expectation for the content to follow. This “first impression” will likely be used for external communications regarding the entry. The 35 word maximum requires some thought to convey the correct message.

Article 11 should reflect the business case for initiating the project. The 100 word limit is intended to reduce the business case developed to the essential success points of the project.

The Summary Description (**article 12**) is the opportunity to describe the process and accomplishments of the project. While still limited in its length, it provides the opportunity to further describe the impact of the project in achieving the earlier stated objectives for the activity. The opportunity to provide a more complete description is available through **article 19** where an appendix should include the project details and the technical architecture both hardware and software implementations.

The Results (**Article 13**) is an opportunity to illustrate what the project accomplishment has relative to the judging criteria. The illustrations should be specific and measurable. Quantifying results has historically proved most challenging to CIPA entrants. Make your best effort in estimating outcomes when precise statistical data is not readily available and identify these as estimates. Remember that your entry will not be the sole entry experiencing difficulty in doing so.

Note that three of the judging criteria are not listed on the results chart but are provided separate sections (**articles 14, 15 and 17**). Result impacts for these three criteria should be included in their separate sections.

The Innovative Use of Technology (**article 14**) provides the opportunity to illustrate the uniqueness of the project and the solution in the market sector and the judging category. While this is a limited space, the innovation may be expanded upon within the content of article 18.

The overall Benefits requested in **article 15** provides the opportunity to illustrate the outcome benefits of the project that distinguishes those results in the Canadian context that makes the project worthy of a National Award.



CANADIAN INFORMATION
PRODUCTIVITY AWARDS

CIPA 2007 Entry Form

Article 16 is an attempt to position the project in terms of overall scope from a cost and resource perspective. This is an area of confidentiality that is only explored further during the Due Diligence assessment. This information would never be divulged except to CIPA judges and due diligence officers.

Article 16 is a new category focus for 2007. As collaboration is often a key success component for all IT projects, it is expected that projects competing here have experienced exceptional benefits from the collaborative aspect beyond the normal team effort. Impacts may be cost savings, efficiencies, time to execute, cumulative skills access, or fall in the creativity areas. Or they may stem from internal / external partnerships.

Article 18 is important in instances where suppliers participate as key collaborators to projects, and in the inclusion of IT vendors as key supporters to the CIPA program. It is important to the growth of the Canadian IT industry for CIPA to identify which vendors / suppliers technologies and expertise are active participants in the implementation / application of innovative projects that generate productivity outcomes.

NOTE:

THE FOLLOWING PAGES CONTAIN ACTUAL RESPONSES FROM AWARD WINNING ENTRIES TO PAST CIPA CONTESTS. THEY ARE SOURCED FROM A NUMBER OF ENTRIES AND NOT FROM A SINGLE ENTRY. THEY ARE PROVIDED AS EXAMPLES OF STRONG ANSWERS TO ENTRY FORM ARTICLES WHICH CONTRIBUTED TO THEIR DIAMOND, GOLD AND INNOVATION AWARD OF EXCELLENCE SUCCESS.

AS EVERY PROJECT ENTRY IS UNIQUE AND MUST BE EVALUATED WITHIN THE CONTEXT OF ITS INDUSTRY, IT IS NOT POSSIBLE TO PROVIDE A "WINNER MODEL SUBMISSION". WE HOPE THAT THESE SAMPLE ANSWERS ASSIST CIPA ENTRANTS IN CREATING THEIR OWN WINNING SUBMISSION.



CANADIAN INFORMATION
PRODUCTIVITY AWARDS

CIPA 2007 Entry Form

Mailing Address:
Telephone:
Assistant's name:
Email:

Email:
Telephone:

5. How did you hear about the C.I.P.A. Program?

- Print Advertising Sponsor Internet Association Word of Mouth
- Other (please specify)

6. Provide basic statistics about your organization such as sales or budget, number of staff, or number of locations with offices, and how long you have been operating.

The Canadian Air Transport Security Authority (CATSA) is Canada's aviation security authority. It is a Crown corporation that was created by the federal government in response to the events of September 11, 2001. The Authority reports to Parliament, through the Minister of Transport and is responsible for the delivery of:

- Pre-board screening of passengers and their belongings;
- Acquisition, deployment, operation and maintenance of explosives detection systems at airports;
- Contracting for RCMP policing services on selected flights and all flights to Reagan National Airport ;
- Implementation of a restricted area identification card for airport workers;
- The random screening of non-passengers entering airport restricted areas;
- Contributions for supplemental airport policing services.

CATSA currently provides essential security screening services at 89 designated airports across Canada – screening 37 million passengers per year, approximately 800,000 non-passengers annually and 60 million pieces of checked luggage annually.

Its five year budget is \$2.2 billion Canadian and it has 228 employees in its Ottawa headquarters. The 4,000 screening officers located at the various airports are the employees of CATSA service providers.

7. The Web address associated with this entry, if any:

8. Organization Type

- Government & Public Institutions & Not For Profit For Profit (Business)

9. Category (Please indicate your 1st preference and 2nd preference category selections to a maximum of 2 choices by placing a "1" or a "2" beside the appropriate selection below:)

- _____ Efficiency and Operational Improvements _____ Customer Centricity
- _____ Collaboration _____ Organizational Transformation
- _____ Innovation**

** Note: Entrants may select "Innovation" as one of their two category selections. Be advised that award winners in this special category receive awards under the Innovation banner. If Entrants' also choose a category from the other four categories, their project will also compete for mainstream CIPA Silver, Gold and Diamond awards. Entrants may choose both if their project fits the category description. Judging will determine which award stream is a stronger fit for each



CANADIAN INFORMATION
PRODUCTIVITY AWARDS

CIPA 2007 Entry Form

entry. An entry cannot win CIPA awards under more than one category in a given competition year.

10. Overview (35-word maximum)

Provide description of what your system/solution is and does.

BizPaL is an innovative cross-jurisdictional online government service that allows businesses to self-identify a customized list of permits and licences needed from all levels of government to start or expand their specific business.

11. Objectives (100-word maximum)

What were the **key objectives** of your system/solution? **Specifically**, what needs were you trying to address?

- To protect travellers and the public by greatly enhancing the security of Canadian Airport restricted areas. In a post 9/11 environment, the (RAIC) system must significantly reduce the risk of terrorists and other unauthorized persons gaining access to the restricted areas of the 29 major airports, where accessibility to aircraft, cargo and passenger baggage can have devastating impacts on travellers and the greater public.
- To implement a uniform biometric system across airports that improves efficiency and facilitates transit of the 115,000 airport workers while maintaining a greater degree of security. The RAIC system must interface with existing airport systems to permit increased functionality and convenience.
- To enhance the auditing and management capabilities of airport access.
- To establish a national multi-airport pass for aircrews.

12. Summary Description (300-word maximum)

Provide details of your system/solution.

Atlantic Beef Products uses Merit-Trax Technologies Trax-IT® software for its enterprise information management, plant management, warehouse management and its farm to retail traceability system.

The Trax-IT® traceability system tracks and traces individual cuts of meat from each individual animal to each shrink wrapped piece in the box. The system employs a central database which includes all of the pertinent information per animal received at the plant.

The project includes the first successful implementation of RF & RFID to automate the capture and integration of supply chain and food safety data for a slaughterhouse / meat packing plant in North America. RFID is used to track the trolley hooks on the kill floor and in the cutting room.

Merit-Trax Technologies Systems Integration Group used a RF wireless network to capture and integrate the kill floor, cutting room and warehouse data in real-time. The weigh scales and cutting room system are computer based and communicate bi-directionally with the Trax-IT® Traceability software.

The Trax-IT® Traceability software manages and integrates, in real-time, the data flowing between the RFID readers, barcode scanners, weigh scales, label printers, cutting room processing system, wireless inspection terminals on the plant floor and mobile handheld devices in the plant and warehouse. In order to integrate the data, the Trax-IT® Traceability software



CANADIAN INFORMATION
PRODUCTIVITY AWARDS

CIPA 2007 Entry Form

communicates with several different databases, which are installed on multiple Linux and Microsoft Windows® based servers. The data is used to automate many of the plant's business and logistical processes, including animal reception, plant floor inspection, grading, producer payment, cooler inventory, supplies inventory, shrinkage management and more.

13. Results

Describe the **results or outcomes actually achieved** by your system/solution. What benefits has your organization, your stakeholders or your community realized? **Be as specific as possible** in the context of the category definition and provide concrete, tangible measures where possible. Include your return on investment if appropriate. Report the results according to the relevant judging criteria:

Define results within judging criteria.	How were the results measured?
<p>Improved sales or revenue Not applicable</p>	
<p>Cost and time savings, and efficiency improvements</p> <p>1. Greater efficiency through real time updates on security clearance status of all workers at the 29 largest airports in Canada. This closes a major loophole in the previous system and results in higher overall security.</p> <p>2. Dramatic time savings through the automation process which reduces the time required to grant access to RAIC holders to approximately 3 seconds.</p> <p>3. Increased overall efficiency as several airports upgraded or replaced their access control systems in compliance with RAIC requirements, allowing them to check security clearances in real time. Significant time and personnel savings can now be realized through the revised, automated process.</p>	<p>1. Prior to RAIC, guards used printed lists to validate cardholders security status; these lists were updated on a weekly basis. In addition to eliminating the time associated with manually scanning through lists, the new RAIC dramatically shortened the opportunity window for potential wrongdoing by workers whose status had been revoked.</p> <p>2. Prior to RAIC, manual validation using lists was cumbersome and prone to human error; the new automated system represents both a time and efficiency improvement. This results in a much higher throughput rate, and reduces the wait times for workers.</p> <p>3. The system is a tool which helps the guards do their jobs better. They can now better utilize their time assessing potential threats. Some smaller airports were previously using a key to unlock doors to the restricted areas (in addition to the paper lists previously discussed).</p>
<p>Improved organizational effectiveness</p> <p>1. For the first time, the airports have an identity card that, through its dual biometric design, ensures that each individual can only have a single RAIC. This also prevents the card from being duplicated, and makes it easier to track through the system.</p>	<p>1. Prior to RAIC, individuals could have multiple cards at multiple airports. This in turn made them very difficult to track. A lost card thus presented a serious security breach. Previous cards were little more than a piece of plastic, which sometimes included a proximity chip. Without any biometric encoding or</p>



CANADIAN INFORMATION
PRODUCTIVITY AWARDS

CIPA 2007 Entry Form

2. As RAIC was deployed consistently across all airports using the same technology, the movement of individuals between airports became more regulated and traceable, thus increasing accountability. The RAIC system has brought consistency to the security processes of all airports in Canada

3. Biometrics and centralized databanks in the RAIC will allow CATSA to centrally track all cards issued across the country from their issuance to their destruction.

4. Portable hand held biometric readers are being be deployed, which will allow airport personnel to extend their security perimeter from the terminal buildings to outlying areas, such as employee parking lots, fixed base operation centers, etc.

added security features, these could be easily duplicated and used to gain unauthorized access to restricted areas. The RAIC system eliminates this potential risk.

2. This greatly facilitated the movement of airport workers by eliminating the tedious process of re-enrollment at all airports a worker visited. Some airports even required people that worked for more than one company to have more than one ID card.

3. This was previously done on an airport by airport basis; airports then had to send paper lists to Transport Canada. The new automated process saves time and money, in addition to providing real time updates.

4. This added layer of security now encompasses areas of the airport which were previously receiving little security attention.

Improved customer service

1. The multi-airport passes enhances the productivity of the transitory "aircrew" category of airport workers (approximately 20,000) by allowing them to access the restricted areas of all 29 airports with a single card. They no longer have to visit each pass control office and obtain numerous cards from numerous airports. The backend RAIC infrastructure ensures that the individual status of cardholders is communicated to all airports, so the process is both convenient and secure.

2. The RAIC establishes a secure work environment for all employees accessing restricted areas at airports, thus greatly enhancing overall security at airports for both employees and travellers. It confirms the identity of the cardholder through the use of iris of fingerprint biometric data.

3. Transport Canada benefits as a stakeholder

1. Personnel designated as "Aircrew" only no longer have to register at all the airports they visit, only once at their "home" airport. The registration process took 10 minutes at each airport's Pass Control Office, in addition to the time spent going to and from the PCO. The previous system was so cumbersome that it was eliminated altogether; the biometric features in the card ensure the integrity of the system.

2. Increases the difficulty of non-authorized personnel to access restricted areas, and eliminates the risk of forgery. It enhances the security of authorized workers by excluding non-authorized workers from gaining access to restricted areas.

3. The automated process of validation



CANADIAN INFORMATION
PRODUCTIVITY AWARDS

CIPA 2007 Entry Form

because it can now enforce regulations and apply clear standards across the country.

4. The RAIC smart card incorporates many other features that permit usage beyond the core requirement for biometric storage. The card includes a proximity wire and magnetic stripe that can be used by airports for purposes other than RAIC. The airports and even air carriers have inquired about using these features for enhanced services to employees. (Airport kiosk check-in, parking, non-restricted door access, etc.)

eliminates the previous paper-based transit system, and ensures that updates are instantly transmitted to all airports.

4. users had to typically carry a separate card for each application; the potential now exists for a single smart card to replace all of the old legacy cards.

14. Innovative Use of Technology (200-word maximum)

Provide a summary description of how your system/solution is innovative in the context of your industry sector. Innovations can be information management concepts or strategies, and can also be the development of new technologies or advancements in the application of existing technologies. What is unique in how IT was applied to help solve a problem or transform-improve your organization's ability to? This is not a technical description but a benefit explanation. The BizPaL service applies proven existing technologies in new ways in order to address the barriers that have always stood in the way of effective horizontal cross-jurisdictional service delivery. These innovations include the following:

SOAP-based Web Services to Enhance Ownership/Visibility of the Service

Instead of a traditional "government portal" approach of having partners link their clients to a centralized site, BizPaL took the approach of developing a service that could easily be deployed within each partner's website, regardless of their level of internal technical sophistication. The result is that the service becomes an integral part of the partner's website, thereby enhancing both the client experience and the partner's sense of ownership and responsibility for the ongoing maintenance of the service.

Shared Infrastructure, Independent Presentation

BizPaL needed to design a technical solution that could be shared at relatively low costs, would allow partners full authority and control of their own data, yet allow partners to present the service as it were their own. By implementing a single shared data repository with a distributed content management model, partners are able to leverage economies of scale while still maintaining full control of their own data and presentation of that data.

15. Benefit to stakeholders/Canadian society and economy (200-word maximum)

Provide a description of how your system/solution benefits stakeholders as well as the advancement of Canada in terms of influence, job creation, quality of life, export generation, etc.

Although most of the processes that ensure the effectiveness of the RAIC program are transparent to the public, it results in public safety which is critical. This is relevant in that RAIC ensures that the 'wrong' people do not gain access to airport restricted areas where a terrorist could easily conduct activities that could have devastating effects on Canadians and the economy. Recently it has been communicated that Canada is a terrorism target and one major



CANADIAN INFORMATION
PRODUCTIVITY AWARDS

CIPA 2007 Entry Form

event would cripple the economy due to the strong ties of the aviation industry to the travel & hospitality sector as well as overall trade, especially with the United States.

The fact that 94 per cent of passengers said in a recent Decima survey that they felt confident about the systems in place to ensure air transport security at Canadian airports, can be interpreted that systems like the RAIC program are having a positive impact on passengers travel choices. Maintaining a high level of passenger confidence through preventing incidents is paramount to airlines and other segments of the economy such as tourism, especially as Canada prepares to host the world at the next Winter Olympics in 2010.

16. Costs (Confidential)

What was the approximate budget to create your system/solution (including content, technology and people)?

- Up to \$10,000 \$10,001 - \$100,000 \$100,001 - \$500,000
 \$500,001 - \$1M \$1,000,001 - \$5M greater than \$5M

17. Description of Collaboration, its Role and Impact in the Project (200 word maximum)

The success of an IT project often depends on the collaborative efforts of the Entrant organization's staff, partnering organizations, suppliers of hardware and software, contracted system integrators and consultants, and others. Explain the significance of collaboration in the success of your project, how it functioned in project operation and its impact on the project's success.

18. IT Project Suppliers:

CIPA, as an IT innovation and productivity awards program is interested in knowing which vendors, suppliers of hardware and software, systems integrators, consultant firms and others participated in the project. Their corporate names will be identified in the appendix of CIPA published innovation magazines as technology contributors. In this manner CIPA is able to provide some profile support to the IT Industry which supports the CIPA program as a free profile-generating service to CIPA entrants.

At no time will the IT suppliers be contacted to comment on the Entrant's project. All project related information for judging is sourced through the Entrant's designated primary contact.

Please provide the names of the IT organizations listed above that were participants/suppliers to the project, with their website urls, lead contact name, email and phone number if available. In situations where the Entrant utilized hardware and software that played instrumental roles in the project, but were sourced without the direct involvement of the hardware/software manufacturer, please identify the brand of product in the technical architecture section (see pt. 19).

Company Merit-Trax Technologies
Contact Michael Miskin
Phone (514) 736-1996 ext 301
Email mmiskin@merit-trax.com
Support Software / Systems Integrator



CANADIAN INFORMATION
PRODUCTIVITY AWARDS

CIPA 2007 Entry Form

Company Psion Teklogix
Contact Greg Evans
Phone (905) 812-6406
Email greg.evans@teklogix.com
Support RF Wireless Network

Company Syscan International
Contact Robert Henri
Phone (514) 631-7144 ext 288
Email rhenri@syscan.com
Support RFID

Company Advatek Systems
Contact Terry Leblanc
Phone (506) 857-0909
Email terryadv@nbnet.nb.ca
Support Weigh Scales

Company Symcod
Contact Francois Doucet
Phone (800) 203-9421
Email fdoucet@symcod.com
Support Wireless Terminals

Company Marel Canada
Contact Noel Whitten
Phone (902) 468-5181 ext 901
Email noel@marel.ca
Support Cutting / Processing System

19. Technical Architecture:

[See attached appendix](#)

Please provide, as an appendix to your entry, a more detailed description (MANDATORY) of the technology underlying your system/solution. Identify brand names, models and types of products/technologies utilized.

Include, if appropriate, a description of the technological infrastructure used for delivery of and access to your system/solution, the number of locations that participate and how they are connected or networked.



CANADIAN INFORMATION
PRODUCTIVITY AWARDS

CIPA 2007 Entry Form

2007 Competition Entry Form Submission Instructions

CIPA will accept your entry at any time during the Call for Entries period of March 1 – June 21. Early and full submission before or by the entry date is appreciated.

NOTE that the entry form originally posted on the CIPA website is identical in wording to this version, other than changes on submission instructions dictated by the new entry date (June 21). Entrants may utilize the original entry form (on which they may already have inputted data) for their submission if they so choose.

STEPS TO ENTER

(note that all materials listed below in B, C and D must be received at the CIPA office by 5:00pm EST, June 21, 2007)

A. CIPA Pre-Registration

EMAIL TODAY the full contact information of one executive in your organization to entrantpreregistration@cipa.ca to communicate your intention to compete (even if that decision is not yet final). This will reserve a place in the competition and ensure you receive all CIPA contest communications and changes notifications.

B. ENTRY FORM:

Email ONE (electronic format) completed ENTRY FORM in Microsoft WORD (no pdfs) with no attachments, for each unique project to entries@cipa.ca with a copy to nkirk@attglobal.net.

C. ENTRY RELEASE FORM

Provide ONE signed original of the Entry Release Form for each project entered. The form must be signed by a senior executive from the organization having the authority to authorize such documents. The document must be provided to CIPA as a hard copy signed original.

D. COMPLETE ENTRY PACKAGE

To complete your entry to CIPA requires submission of your materials in both hard copy and electronic format in sufficient quantities to support judging.

1. Please provide ONE signed original of your **Entry Release Form** for each project entered.
2. Please provide **25 stapled sets of your Entry Form in hard copy** 3-hole punched 8.5 by 11 inch paper (2 sided when possible). Do not submit in separate binders as all entries are consolidated by CIPA into entry binders for judges.
3. Include **25 sets of all attachments** in either hard copy or CD or both, whatever is available. We understand that the format of attachments will not usually fit a pre-punched format. Submit as is.
4. Please provide **TWO CDs each containing an electronic copy of your completed Entry Form in word format**. You may choose to include any electronic attachment files on this CD as well.

The complete entry package must be received at CIPA offices no later than 5:00pm EST, June 21, 2007. Please ship to CIPA, 150 Commerce Valley Drive West, Thornhill, Ontario, Canada, L3T 7Z3.



CANADIAN INFORMATION
PRODUCTIVITY AWARDS

CIPA 2007 Entry Form

E. GENERAL INFORMATION

Some entrants (not all) often support their submission with support materials such as coloured graphs, pictures, schematics and other supplemental materials in printed and /or electronic format. Note that these materials are not a requirement for the contest, but are provided to the judges when included in your submission. To ensure that CIPA servers do not get overloaded with large electronic files, we would ask that electronic support materials NOT be imbedded in the Entry Form NOR emailed to CIPA.

Also be advised that CIPA receives in excess of 500 documents in each competition. Please ensure that document (regardless of format type) is clearly identified as part of your organization's entry. CIPA will accept no responsibility for misplacement or loss of documents that are not clearly identified.

Thank you for entering CIPA 2007. Good Luck in the competition!