



Government  
of Canada    Gouvernement  
du Canada



# Tactical plan 2025–2026

Canada 



Canada

The Canadian Digital Service (CDS) delivers value for the GC, and those it serves, by designing, developing, and maintaining a suite of products and services that support our four primary missions, articulated in our [2024–2027 CDS Strategy](#) and highlighted below.

The following pages provide an overview of CDS's offerings and outline plans for each for 2025–2026 and beyond.

Canadian Digital Service  
1725 Woodward Drive  
Ottawa, ON K2C 0P9  
[digital.canada.ca](http://digital.canada.ca)

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# CDS: improving service delivery since 2017

CDS was created in 2017 to improve how government services are designed and delivered, ensuring they are easy to use, inclusive, secure, and built around people's real needs. Drawing on global best practices, we focus on reusable platforms, modern delivery practices, and reducing duplication to improve outcomes for Canadians.

## Anchored by CDS 2024–2027 Strategy

Everything we do is grounded in our [2024–2027 CDS strategy](#), which sets out four clear missions:



### Mission 1

#### Easy access to government services for all people and businesses

The needs of all clients are proactively taken into consideration to increase ease of access to information and services, and minimize the number of touchpoints required to obtain a service.



### Mission 2

#### Human-centered client experiences focused on solving whole problems

Service journeys that may span multiple departments are organized to hide the complexity of government and aim to help clients solve problems holistically in as few steps as possible.



### Mission 3

#### Effective, efficient, and trustworthy services enabled by data and technology

A digital first mindset is adopted. This means considering both evidence and data by design and strategic technology enablement to ensure consistency of experiences and continuous improvement.



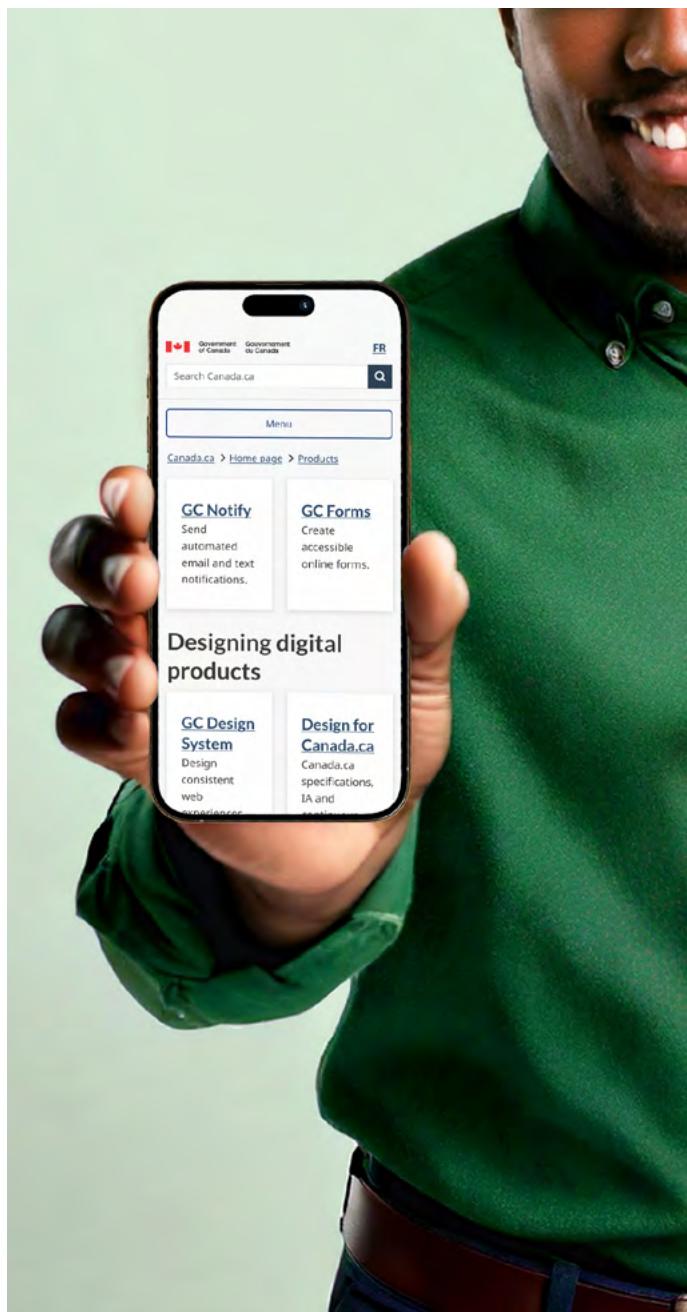
### Mission 4

#### Empowering people to deliver

The behaviours that are modeled and the enabling conditions that are created to ensure that the Government of Canada can strive toward new levels of digital maturity.

# CDS products and services

In our role as a whole-of-government service transformation enabler, we deliver products and services that accelerate digital enablement and move toward a truly client-centred end-to-end GC service delivery experience.



Source : Freepik / Photomontage: CDS

CDS improves the delivery of services by building self-serve platform products, offering digital expertise, providing enterprise digital credentials products, and improving the public's experience on Canada.ca. An overview of CDS products and services is offered below, with subsequent pages highlighting the current and planned work on each (pending resourcing).



## How we approach our products and services

At CDS, our product and service teams operate in a continuous cycle of improvement—regularly iterating on their products, conducting user research, supporting users, enabling growth, and addressing technical debt as part of their ongoing responsibilities.

Beyond these product-ops activities, each team also pursues a set of strategic priorities for the year. These priorities are outlined in the following pages and will be guiding our efforts to deliver high-impact, user-centered digital services.

# CDS products and services

## GC Notify

Empowering government to communicate more effectively with users by delivering timely information through email and SMS

## GC Forms

Helping government users quickly and easily publish simple, accessible, online forms that the public can use to access the services or benefits they need

## GC Design System

Providing a set of bilingual design principles, code components, and accessibility standards that enable GC teams to create consistent, inclusive, user-focused digital experiences

## Canada.ca experience

Providing digital design, user experience, content and performance measurement guidance across the GC web presence and Canada.ca

## Service and Digital Toolkit

Sharing an easily accessible inventory of best practices, tools, templates, case studies and information to help public servants

## Services

Increasing GC capacity and readiness to adopt digital solutions, to improve service delivery and reduce reliance on external contracting

## External Credential Management (ECM)

Enabling millions of people using anonymous credentials such as GCKey and Interac Sign-In service to sign in to over 60 portals

## GC Sign in

Providing a common digital front door that enables people to use one sign-in method to access multiple GC services

## GC Issue and Verify

Giving government departments the ability to issue and verify digital versions of physical credentials they already provide today, like work permits and boating licenses

# Phases of strategic progress

GC Notify	GC Forms	GC Design System
<p><b>Underway</b></p> <p>Continue to increase capacity for high-volume usage, and prototype next-generation messaging, and introduce features to improve self-service.</p>	<p><b>Underway</b></p> <p>Expand features to further address high-volume forms and complex use cases.</p>	<p><b>Underway</b></p> <p>Increase reach and influence by showing value to early adopters, and removing adoption barriers for digital service communities.</p>
<p><b>Next</b></p> <p>Strengthen cross-product integration to enable interoperability</p> <p>Leverage Artificial Intelligence (AI) automation to increase communication across the platform suite of products.</p>	<p><b>Next</b></p> <p>Strengthen the core product to support future growth</p> <p>Exploring Application Programming Interface (API) and interoperability with enterprise AI and automation tools to improve how efficiently GC serves people.</p>	<p><b>Next</b></p> <p>Strengthen the product through accessibility and new features</p> <p>Providing accessibility evidence, starter apps, and a utility framework will lower adoption barriers and let teams focus on service logic over visual scaffolding.</p>
<p><b>Exploring</b></p> <p>Evaluate two-way communication features to enhance interactivity and responsiveness</p> <p>Exploring conversational messaging capabilities that could empower public servants to deliver higher-touch, lower-effort services.</p>	<p><b>Exploring</b></p> <p>Assess strategic opportunities to expand form product capabilities</p> <p>Increasing our focus on AI and automation to increase efficiency and continue to shape the product API in alignment with enterprise applications.</p>	<p><b>Exploring</b></p> <p>Expand system features based on research and emerging use cases</p> <p>Gathering insights from our user base to understand what enhancements or guidance will increase adoption.</p>

## Canada.ca experience

Improve users' experience of Canada.ca through the use of artificial intelligence (AI) and user experience (UX) design.

### Underway

Deploy front-end personal information **redaction** on GC Feedback.

Develop an experimental **AI Answers app** for Canada.ca, with IRCC, the Canada Revenue Agency (CRA), and Indigenous Services Canada (ISC).

Launch **global navigation** for Canada.ca by launching a simplified design for key landing pages.

### Next

Improve **whole-of-government issue response** on Canada.ca.

**Launch AI Answers pilot** on Canada.ca to help people get quick, accurate answers on Canada.ca.

Improve **search findability of top tasks** on Canada.ca.

### Exploring – 2026–27 and beyond

Develop and deploy the first iteration of the Canada.ca **usability performance platform**.

Strengthen Canada.ca **product management and performance reporting**.

Pilot **AI tools** to scale content improvements on Canada.ca.

## Service and Digital Toolkit

Launch the toolkit pilot GC-wide, and initiate continuous improvement to scale up its value.

### Underway

Complete a strategic partner **engagement plan** (internal within CDS and external to GC).

Gather and analyze quantitative and qualitative data to **improve the toolkit**.

**Establish a roadmap** to curate and create content to support the GC Digital Standards, including publication of the next iteration of the toolkit.

### Next

**Launch toolkit pilot across the GC**, supported by rollout of external communications strategy.

### Exploring – 2026–27 and beyond

Establish **external feedback mechanisms** to support collaboration across the GC.

## Services

Launch the first service offering, and map our ongoing growth.

### Underway

Design a **service strategy** and **cost-recovery model**.

Prepare for a **soft-launch** of the first service offering: **UX expert reviews**.

Soft-launch the flexible **custom engagement** service offering.

Develop **roadmap** for next service offerings.

### Next

Learn from custom engagements and **launch a second packaged service offering**.

### Exploring – 2026–27 and beyond

Grow beyond design to cover more digital needs of the GC.

## GC Sign in

Iteratively launch a modern sign-in solution, and work towards onboarding 60+ portals.

### Underway

Build and release the **first iteration** of GC Sign in with basic sign-in capabilities.

Design and trial minimum viable product (MVP) operations for intake, onboarding, and support.

### Next

Enhance sign-in options and introduce adaptive authentication.

Improve account management and recovery.

Onboard Sign In Canada (SIC) portals and migrate their users.

### Exploring – 2026–27 and beyond

Provide online, in-person, and snail-mail **identity verification** (IDV) options such as document scanning, provincial or territorial digital credentials, and support at Service Canada Centres (SCC).

**Onboard all 60+ portals** that use legacy services and migrate their users in order to sunset previous contracts.

Design and build functionality to allow a user to **represent** an organization or an individual.

## External Credential Management (ECM)

Adapt to new security requirements and prepare to transition to GC Sign in.

### Underway

Finalize ECM service agreements with updated multi-factor authentication (MFA) costs to reflect new security requirements.

**Recruit and hire** the operations team.

Enhance **communication and stakeholder engagement** efforts to ensure ECM partners and their clients are well informed.

### Next

Develop and implement a comprehensive GC Sign in **onboarding strategy** and supporting activities for ECM partners.

Establish **operational support mechanisms** to help departments manage the transition to GC Sign in.

### Exploring – 2026–27 and beyond

Transition workload between ECM and GC Sign in.

**Transition** operations team to support GC Sign in.

## GC Issue and Verify

Pilot this new platform with key partners to inform procurement and scaling up.

### Underway

Help Transport Canada (TC) and IRCC **prepare for their pilot** testing of digital personnel licences and digital visas.

**Refine and test** the GC Issue and Verify platform, the GC Wallet app, and the GC Verifier app to ensure they are ready to support TC and IRCC pilot testing.

Pre-qualify suppliers through the target-state procurement **Invitation to Quality** process.

### Next

Support TC and IRCC **pilot testing** of digital personnel licenses and digital visas while **engaging** with additional GC partners on potential use cases.

Develop the **request for proposals** (RFP) for the target-state procurement.

### Exploring – 2026–27 and beyond

**Refine and scale up** the GC Issue and Verify platform, the GC Wallet app, and the GC Verifier app to support larger-scale deployment.

Onboard and support **additional GC partners** and their use cases.

Evaluate the bids for the RFP and **award** the contract.

## How CDS works

CDS has been intentionally designed to enable agile multidisciplinary teams to deliver products and services.

We:

- **Partner** with internal and external organizations to build digital capacity for mutual benefit
- **Work in the open** to build trust, raise visibility, and support service and product impact
- **Connect the dots** between product strategy, organizational objectives, and GC goals
- Use **data** to understand product and service performance and **inform decision-making** on growth and scaling
- Equip our staff with the **tools and technology** they need to work effectively
- Focus on attracting and retaining **top digital talent**
- Steward our funds to make the **best digital investments**
- Align enterprise policy, strategy and governance to support the **GC Digital Ambition** and **GC Digital Standards**

## Connect with CDS

Want to stay informed of digital transformation work across the GC? Subscribe to our newsletter by scanning the QR code.



Want to learn how we're working across the GC to align our efforts and serve people better? [Take a look at our 2024-2027 strategy](#) on our website at [digital.canada.ca](https://digital.canada.ca)



Have questions about the way we work or the work we do? Email us at [cds-snc@servicecanada.gc.ca](mailto:cds-snc@servicecanada.gc.ca)



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