

Emerging Technologies Series Update

President & Chief Executive Officer Of IBM Canada Ltd., Ed Kilroy visits Contact North/Contact Nord, Northern Ontario's Distance Education & Training Network

On Monday May 6th, 2002, Ed Kilroy, President and Chief Executive Officer of IBM Canada Ltd. joined decision-makers at Contact North/*Contact Nord* in Sudbury for a special Executive Roundtable discussion on how technology can enhance business, education, health care and government sectors.

During the Executive Roundtable, one clear message came forward – organizations must embrace e-business opportunities. Whether these opportunities are business to business, business to employees, business to suppliers, employee to employee or business to clients, there is a tremendous potential to provide better services, enhance productivity and generate new business. This applies equally to both the public and private sectors.

Mr. Kilroy's message was further emphasized in a recent *National Post* column on Monday May 13th entitled "A web site is not enough". In this column, David Pecault, an e-commerce evangelist and the former chairman of the Canadian e-Business Opportunities Roundtable says:

"Many of them [small and medium sized businesses] have not recognized that having a Web site is not enough to gain ground in a global Internet economy. They must exploit the power of the Internet to reach new customers, suppliers and employees that they could not otherwise reach. They must also overcome a narrow view of their markets, uncertainty over return on their e-business investment and resolve concerns over security and Web site integration."

As part of its on-going Emerging Technologies Series, Contact North/*Contact Nord* organized this Executive Roundtable. The Series was launched in the fall of 2000 and has featured a number of roundtable discussions with education, health and business leaders and two extremely successful Emerging Technologies conferences in Sudbury and Thunder Bay. The goal of the Emerging Technologies Series is to bring the latest in technology trends to the business, education, government and health care sectors in Northern Ontario.

Mr. Kilroy was the keynote speaker at the 2002 Technology Luncheon Address organized by Contact North/*Contact Nord* in partnership with the Greater Sudbury Chamber of Commerce during his visit to Sudbury. The focus of his

presentation was *The Future Is Here: How Technology Will Enhance Business Education and Health Care*.

Contact North/*Contact Nord* is pleased to share some of the key points raised by Mr. Kilroy during the Executive Roundtable with our various partners and clients across Northern Ontario. We hope that it will assist you in making those important technology decisions.

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The Highlights

- **In Canada** ... e-business continues to grow. IDC estimates that the total value of transactions in 2001 was US \$15.6 billion, a 69% increase over 2000
 - ✓ In 2001 ... 50% of Canada's small businesses were doing business online ... an increase from 45% in 2000. However, while Canada has reached an important milestone in small business (SMB) connectivity, we continue to lag well behind the US ... where 77% of SMB are online. (e-Business Roundtable stats)
 - ✓ The challenge going forward is to use the Internet more effectively to improve the efficiency of our operations
 - ✓ e-business is not a passing trend, it is not going to go away -- those who choose status quo, risk losing ground to their competitors
- e-business has a real measurable and significant impact upon productivity gains and cost savings -- companies large and small are leveraging Internet business solutions to increase competitive advantage ... they are looking to extend their reach by connecting to employees, customers, suppliers -- improving customer satisfaction, service delivery, improving processes and reaching markets in which they have no presence
- There are numerous excellent examples of businesses and organizations here in Ontario and across Canada that are effectively using e-business:
 - ✓ *Businesses:* Tim Hortons, Drug Trading, Fisher Scientific, HVM, Alberta Treasury Branches
 - ✓ *Education:* Laurentian, Nipissing, Lakehead, Acadia
 - ✓ *Government:* Toronto Police Service, City of Toronto, Manitoba Better Systems Initiative, Alberta's Automated Fishing and Hunting Licensing Systems, City of Cornwall
 - ✓ *Health:* Alberta WellNet, Sick Kids Hospital
- **Contact North/CONTACT NORD** ... also a good example of leveraging infrastructure, TO provide support to business community, just-in-time education to remote areas
 - ✓ Recently ran virtual trade mission WITH SOUTH AMERICA
 - ✓ Leveraging lessons learned ... China looking to duplicate network
- **IBM has its own story about the use of the Internet**
 - ✓ Dynamic Workplace:
 - Employee to company ie HR, benefits, procurement

- Employee to employee ie instant messaging, company-wide directory of skills, collaboration tools
 - Employee to work ie team tools, applications; corporate messaging
 - Employee to partner ie connections to our Business Partners, suppliers, customers
- ✓ Deliver just-in-time (JIT) education online to employees / business partners on new product / service offerings
- ✓ Incredible cost savings and competitive advantage to be able to provide field force with tools they need to do the job
- ✓ Our employees turn to Intranet as first source of information
- **Requirement of technology that is emerging** ... which must host an explosion of digital traffic -- transactions and data across the Internet requires different computing infrastructure based on open, industry accepted standards
 - ✓ Secure, reliable, scalable and integrated (both technology and business processes)
- **Future**
 - ✓ Net-based world is expected to bring more change in next few years than past ten ... orders of magnitude faster than what we know today ... it will be always on, everywhere, natural, intelligent, easy and trusted
 - ✓ Wireless, e-business on demand, outsourcing, web services, grid computing, autonomic computing
- **Conclusion**
 - ✓ It is key to find ways to leverage strengths ... opportunity to make small businesses look large ... participate as supplier to large companies (being an e-business becoming a requirement)
 - ✓ Technology is the enabler ... real value is to use it to address real business issues
 - ✓ Start by asking: What is the business value that I am trying to achieve -- what was once a technology play ... now based on industry and business insight