ITAC

INFORMATION TECHNOLOGY
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Industry News

[Why Big Data Can't Be Ignored](#)
[Telus Launches Internet of Things Marketplace](#)
[Tech Leaders Vow to Kill Passwords](#)

ITAC Industry Insider

As 2014 draws to a close, it is a time for both reflection and for looking forward.

In my conversations with members, it is clear the past 12 month have been challenging, but filled with bright moments that ITAC had a hand in inspiring.

ITAC's continuing efforts to promote the innovation value of greater digital adoption were realized with the release of Digital Canada 150, and more importantly, the *Seizing*

Canada's Moment, the recent revamp of the federal government's Science, Technology and Innovation Strategy announced by Prime Minister Harper. Our fingerprints are all over the documents.

Similarly our recommendation to the Standing Committee on Finance resulted in a final report that featured no fewer than six of our suggestions. Our work on the Temporary Foreign Worker file has improved the skilled worker immigration process. Our merger with CCICT to create ITAC Talent offers new opportunities to develop young talent.

We coordinated two successful trade missions and were pleased to be with the Prime Minister to celebrate the signing of a trade agreement with the European Union that will offer significant trade opportunities moving forward.

Key events like our Career Mash Day at Ryerson, the sold out Ingenious Awards Gala in Toronto, our CCIO Breakfasts and the Health Gala in Vancouver provided members an opportunity to celebrate success, explore new business opportunities and unparalleled access to government and business leaders.

As we look forward to 2015, we see new possibilities in the cloud and in the Internet of Things and are planning ways to help members harness those opportunities. In February we will be reaching out to all our members to participate in a needs assessment survey. The effort should highlight new ways that ITAC can help members deal with those items keeping them up at night. Please watch for the survey and participate.

For now, best wishes for the holiday season .

Karna Gupta
President and CEO
ITAC

Finance Committee Report Embraces ITAC Recommendations

The federal government's Standing Committee on Finance issued a report this week looking at ways to increase the competitiveness of business. ITAC made a presentation to the committee and at least six the points we made are reflected in the document. They are:

ITAC Sales and Marketing Think Tank
Exceptional Marketing ROI: What's the Secret Sauce?

When technology marketing and sales executives met recently to talk about exceptional marketing, it quickly became clear success was not a "secret sauce" but a chunky stew that features clearly defined campaign planning, value-add events and a committed, educated sales team. Check out a full summary of the discussion.

Take the Big Data Talent Gap Survey

Ryerson University has established Canada's first national, multi-sector, and multi-industry project to study the Big Data and Advanced Analytics talent gap in Canada. The objective is to determine whether a talent gap exists, what is the nature of the gap and how to develop strategies to help close it. The outcomes of the project will be released in a white paper, available to all

participants, which will inspire meaningful conversations and action in tackling Canada's talent gap.

Please help by taking five minutes to complete the survey

Big Data Talent Gap Survey

Events Worth Attending

ITAC hosts and supports a wide range of industry events each month. Here are three educational and networking opportunities that you might want to consider attending.

January 21 - Engineering Your Way to the Top , Ottawa

Jan. 25 - 11th Annual Mobile Healthcare Summit, Toronto

Feb. 5 - ITAC's Ontatio Annual Reception, Toronto

Feb. 12 - ITAC IDC Present: Tech Trends Breakfast Series, Toronto (Big Data and Cognitive Computing)

We're looking for Blogs
Do you blog about the ICT industry but worry your ideas aren't getting the audience they deserve? Share your blog with ITAC and we will share it with the sector.
In 2015 we will be giving our ITAC blog more prominence on our webpage and a

- Continuing investments in the Canada Health Infoway.
- More support for health-related research and medical discovery.
- Stable and predictable funding for the research councils and a strengthening of partnerships with post-secondary institutions.
- Greater access to Scientific Research & Experimental Development investment tax credits
- Improved access to capital funds and pre-commercialization support.
- Support for skilled trades at all forms of post-secondary institutions across Canada

ITAC Signs MOU with SERENE - RISC

ITAC has inked a partnership deal with the Smart Cybersecurity Network, also known as SERENE-RISC. The organization is part of the federal government's Centres of Excellence Network and acts as the 'aggregator' of institution-based cyber-security research. As the aggregator of ICT companies with a strong interest in cyber security, ITAC sees an opportunity to connect important knowledge with critical infrastructure operators, service providers. A number of joint initiatives are expected to be announced in coming months.

ITAC Talent is Looking for Role Models

ITAC Talent is seeking tech professionals to volunteer as guest speakers in classrooms in their communities. ITAC Talent's youth initiative - CareerMash - is looking to expand its team of volunteer tech professionals for its high school in-class guest speaker program. CareerMash brings tech professionals - free of charge to educators - into the classroom as Role Models to inspire students about the many benefits of choosing a tech-related career.

Why CareerMash?

* We reached over 10,000 students throughout southern Ontario in the 2013/14 calendar school year.
* We've formed a five-year partnership with the Toronto District School Board as a recognized educational organization for their schools.

regular spot in the *ITAC Industry Insider.*

There are many voices in the ICT industry and we are interested in showcasing them, as well as promoting a healthy exchange of ideas.

Blog posts should be 400-600 words in length, attributable to an individual. A photograph is desirable, but not required. Topics can address any subject impacting the ICT sector, but cannot be promoting an individual business or project.

Submission can be sent to Steve Proctor, ITAC's Communications Director.

Quick Links
Industry Infographic
About ITAC
Our Members

Join ITAC and help the ICT industry build a more prosperous Canada

* A leader in Educational Resources - We recently accepted an award for our Tech Career Resource Kit for Guidance Counsellors and Teachers by the Ontario School Counsellors' Association.

Why volunteer as a Role Model?

* Give back to your community and promote your organization through engaging with high school students.
* Low time commitment - Role Models volunteer a half-day of their time to visit a school in their community and give a presentation about their career in technology.
* Flexible volunteering to fit your schedule - CareerMash provides training materials and coordinates the classroom visit.

Do you have a a story you would like to see featured in the ITAC Insider? Send me an email and we'll work together to share it with the ICT community.

Steve
Communications Director
ITAC