



North Bay's Information Communication Technology Sector

Industry Background

Ontario's Information Communication Technology (ICT) industry includes leaders in every sector, including telecom equipment, software development and services, digital media and web, and micro-electronics, as well as cutting edge technologies like VoIP, wireless broadband, and photonics.

Ontario is home to more than 7,000 contact centers, half of all the contact centers in Canada. Our sophisticated infrastructure, service quality, and proximity to U.S. clients have helped the industry grow on average 20% annually. In the IT field, we have a worldwide reputation for software development, application maintenance and e-business. Business process outsourcing in Ontario includes human resources, payroll, customer relationship management, data mining, business continuity, and disaster planning support.

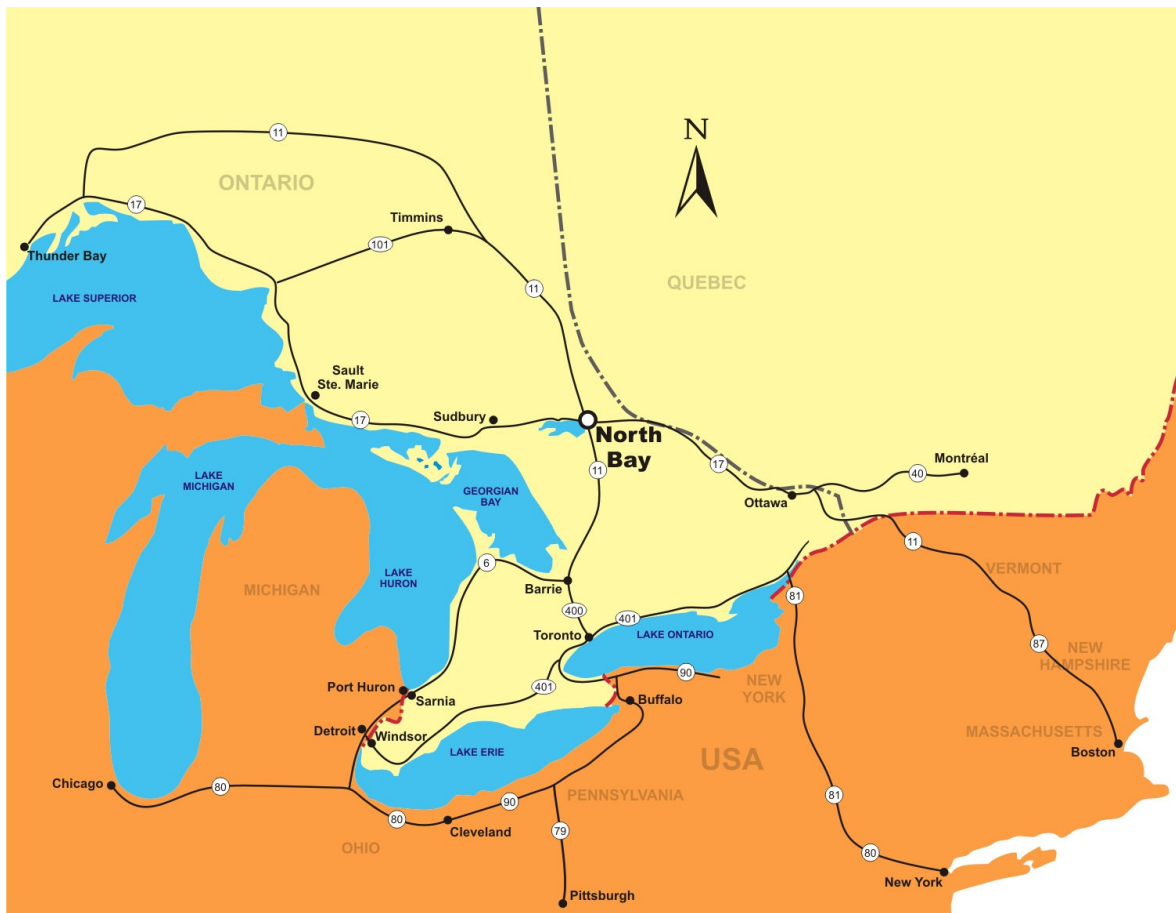
There are approximately 70 IT related firms operating in North Bay and area, employing over 700 professionals, most of which operate globally. The outstanding quality of life resulting from the region's natural environment, combined with large centre services and small community charm, helps account for the 98% employee retention rate in this sector.

Nipissing University and Canadore College, and private training institutions produce 145 IT related graduates annually and offer customized training to support growing workforce demands. For example, practice labs have been developed specifically for the contact management centre industry, which provide hands on training in both English and French to support the 650 people employed by conventional and non-conventional operations locally.

North Bay's Strategic Location

Canada's twin fibre routes criss-cross only in North Bay, providing full redundancy and a unique competitive advantage. Capitalizing on military grade infrastructure first established for the joint Canadian - United States North American Aerospace Command (NORAD) complex, which continues to monitor North American air space, the community has state-of-the-art telecom services. Located just a three-hour drive from major Canadian centres such as Toronto and Ottawa, North Bay is serviced by scheduled passenger and cargo air, rail and land carriers connection by trans Canada highways.

Location, combined with infrastructure, workforce, and competitive operating costs, make North Bay an optimum choice for data recovery centres and tier two near shore operations such as business process outsourcing and shared services.



Average Wage Rates for the ICT Sector

The following chart highlights the wages for various occupations within the ICT industry.

NOC Code	Description	Average Wage Rate
Management		
0213	Computer, Project & Information Systems Managers	\$38.01*
0013	Senior Managers / Computer Service Company Presidents	\$71.64*
1122	Professional Occupations in Business Services to Management	\$28.83*
Finance and Administration		
1111	Financial Auditors & Accountants	\$22.38
1211	Supervisors & Office Clerks	\$15.56
1453	Customer Service, Information Clerks	\$11.05
1433	Customer Service Representatives	\$12.35
1422	Data Entry Clerks	\$10.21*
IT Professionals		
2147	Engineers	\$34.65
2174	Computer Programmers & Interactive Media Developers	\$36.68
2172	Database Analysts	\$27.22
2171	Information System Analysts & Consultants	\$20.70*
2281	Computer Technicians	\$19.80
2173	Software Engineers & Designers	\$34.65
2175	Web Designers and Developers	\$24.75

*Derived from Statistics Canada, October 22, 2003. 2001 Census of Canada. Catalogue number 97F0019XCB2001060

Source: Local Labour Market Data from Service Canada

Key Reasons for ICT Businesses to Locate in North Bay

#1. Competitive Operating Costs

- Companies operating in North Bay save, on average, 15% on workforce/occupancy costs compared to those located in other Ontario communities, and are very competitive with most US cities as well.
- North Bay offers an available, skilled, and bilingual workforce with an average employee retention rate of 98% for IT related firms.
- North Bay's established business services industry includes a balanced mix of conventional call centres, back office and shared service operations.

#2. Telecommunications Infrastructure

- Canada's twin fibre routes criss-cross only in North Bay, providing full redundancy and a unique competitive advantage.
- Services include ISDN, (Microlink and Megalink) Centrex voice and data, call management services, custom calling features and voice mail. North Bay is part of Bell Canada's Special Services Digital Network which provides services such as frame relay, Megaroute, Megastream and Advanced Intelligent Network Services and ATM switch.

#3. Quality of Life

- A large portion of our health care costs are publicly funded and North Bay is on the forefront of technology in the health care field, and is home to the successful completion of the first telerobotic surgery performed. A \$500 million regional health care facility is under construction with completion expected in the fall of 2010.
- Situated on a beautiful 720-acre campus, Nipissing University is ranked #1 among students by *MacLean's Magazine*, and Canadore College is the fastest growing college in Ontario.
- From condo-by-the-lake living, to modern executive-style dwellings, to old-world Victorian housing, living in North Bay is both safe and affordable.
- North Bay's waterfront, on Lake Nipissing, is the heartbeat of the city, featuring a magnificent walkway, beautiful gardens, a museum, and a public marina.