

Information & Communications Technology Sector **Guide**





**We're a small city with
a big idea:**

**To become a Centre of Excellence
for Information Communications
Technology. Our rapid growth in
this sector can be attributed to our
focused efforts to attract and retain the
best companies and a highly trained
workforce to create an ICT cluster that is
second to none.**

Locating your ICT company in Summerside
equates to multiple tax incentives, low
operating costs, and world-class economic
development support.



The ICT Sector in Summerside

In a knowledge-based economy, the links between economic success, key strategic infrastructure and education are keys to growing our ICT cluster. Summerside has understood and implemented several initiatives on both the labor and infrastructure front to ensure we have the necessary skills and facilities to grow the sector.

We also have breadth as well as depth; current Summerside ICT firms focus on healthcare, web and new media applications, infrastructure deployment, manufacturing, applied research, product development and the aerospace industry. Both large-scale and smaller boutique operations characterize this sector: companies such as Carestream Health Services, Fiber Connections, Canadian Revenue Services, Resolve Corporation and Revolution Media have chosen Summerside as their home base for ICT operations.

Summerside works hard to build and foster a vibrant business community: we maintain low costs for property taxes, services and utilities. These costs rank among the lowest of all cities in Canada and lowest in nine industrialized countries as reported by KPMG. We have the room to accommodate growing businesses. Competitive lease rates and land prices for high-quality industrial land and buildings have contributed to Summerside's strong reputation for ICT sector growth.

Summerside's dynamic ICT cluster benefits from:

- Compelling R&D Incentives
- Thriving Business and Educational Partnerships
- Choice of Locations
- Competitive Costs
- Highly-Skilled Labour Force
- Strategic Location with Ready Access to Consumer and Industrial Markets

Provincial Marketplace and Competitive Advantage

Prince Edward Island's ICT companies are creating solid reputations for their work in feature television and animation production, community portal development, technical support services, hosted network services and application development. Major industry players such as EDS, Unisys, Kodak, IBM and Compaq have all made significant investments in Prince Edward Island.

Export values, workforce, and overall industry growth have experienced a dramatic rise despite periods of downturn experienced in other markets across the sector since the decline of the dot.com market. This represents PEI's strength in the ICT industry and the value derived from a collaborative business model.

Technology PEI Inc. is a Provincial Crown Corporation established to advance the growth and development in Prince Edward Island's technology sector. They play a leadership role in the development, use and adoption of ICT technology for business and community in PEI. Their approach to partnership provides easy access to key decision makers and business incentives to ensure companies achieve success. More information can be found at www.techpei.com.



Why Invest in Summerside?

Labour force

With the nation's highest participation rates and single digit turnover - the stability and work ethic of the PEI labour force protects your investment. PEI has access to a readily available and qualified, year-round talent pool.

Location

PEI is one of ten Canadian provinces, and is located on the east coast in the Gulf of St. Lawrence with convenient access to North American and European markets. Situation in the Atlantic Time zone, PEI is 4 hours behind London and 4 hours ahead of Los Angeles, and 1 hour ahead of the 47% of US firms in the Eastern Time zone.

Quality Infrastructure

As a modern Western economy, PEI can provide the latest in advanced technologies, leading financial institutions, and R&D capabilities through world-class institutions and centres of excellence.

Quality of Life

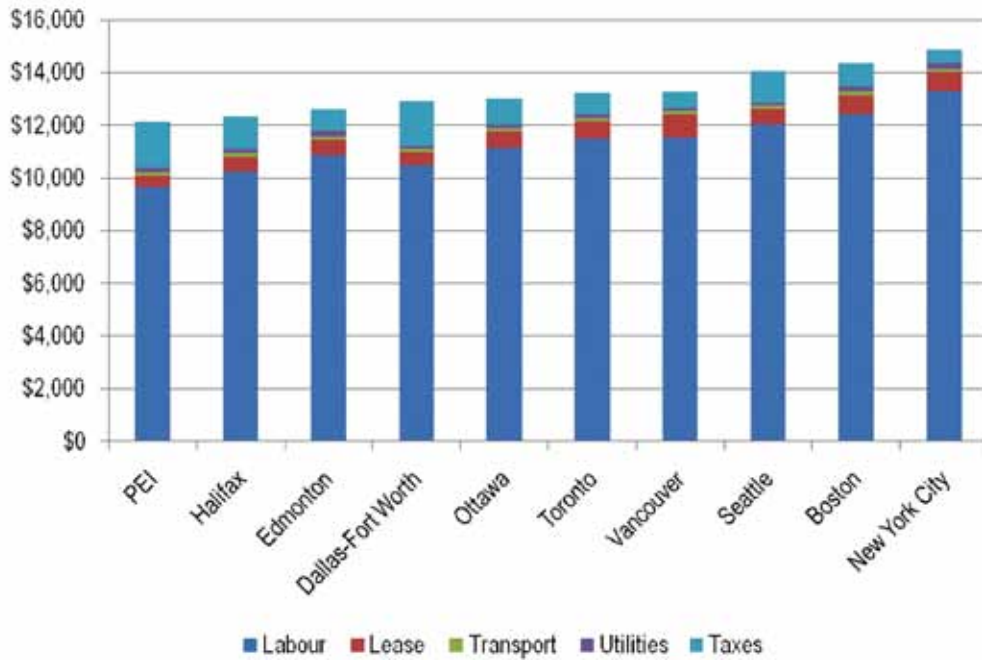
Rated as "one of the world's great Islands", our appealing way of life will contribute to your firm's recruitment of talent seeking to exit the big-city environment. Summerside presents affordable residential properties, a low crime-rate, a modest population, excellent health care and school systems. These are the advantages of Island recruitment.

Cost Certainty

The 2008 KPMG study on business costs identified Atlantic Canada as one of the lowest cost centers in the G7 and PEI as the lowest cost in North America - a major benefit for attracting employees to the province. Add to this the fact that our office rates are 15% - 25% cheaper than many metropolitan areas in Canada and the US, a strong local team of corporate advisors, dedicated government partners, a highly skilled workforce, an excellent flow of ICT graduates from the region's further and higher education establishments, and our commitment to supporting the growth of local ICT businesses and we're convinced that you'll find the right home for your ICT business in Summerside.



KPMG Competitive Alternatives
Software Design
10 Year Average Annual Total Location Sensitive Costs



Compelling Incentives for Research and Development

ICT companies in PEI benefit from some of the most generous R&D incentives in the world. Through federal and provincial tax incentives and credits, R&D performers earn a tax credit on every dollar spent on eligible R&D, including capital equipment and overhead.

All levels of government have recognized the importance of business and human resource investment. They have collaborated to offer tax incentives and tailored financial solutions to our business and industry partner's needs.

A Less Taxing Environment:

- Federal Corporate Tax Rate = 18%
- Federal Small Business Corporate Tax Rate = 5%
- Provincial Corporate Tax Rate (Small Business) = 1%
- Provincial Corporate Tax Rate (Other) = 16%
- Provincial Commercial Property Tax Rate = \$1.50/\$100 of Assessment
- Municipal Commercial Property Tax Rate = \$1.92/\$100 of Assessment
- Average Industrial Land Price = \$82,000/acre
- A full annual rebate on all provincial taxes for aviation related businesses operating in Slemon Park
- 10 year tax rebate program for export-focused manufacturers or value-added service providers
- Provincial incentive programs for bioscience, IT, manufacturing, export-focused goods and services

Investment tax credits:

- Scientific Research and Investment Tax Credit
- Tax Credit on Manufacturing Equipment and Machinery 10%
- Capital Investment Tax Credit 10%

In PEI our partnerships provide client support to private sector information technology companies offering sustainable job and wealth creation opportunities in Prince Edward Island. Through Technology PEI they deliver a number of programs designed to help companies succeed in the knowledge economy. Areas of support include:

- Technology Ideas Assessment Program
- Capital Acquisition Support Program
- Equity Investors Incentive Program
- Labour Force Support
- Marketing Assistance Program
- Rental Incentive Program
- Professional Services Assistance Program

Prince Edward Island Labour Force (November 2010)

Employment = 81,555
Unemployment = 10,500
Summerside Labour Force 9,800

Employment Rate = 60.1
Unemployment Rate = 12.5%
Participation Rate = 69

Summerside Labour and Employment

The ICT industry demands highly educated and versatile workers—and ours are best in class. They're a big reason why our industry is thriving and recognized the world over for its expertise in everything from health care software, aerospace engineering, fibre optic cabling enterprise to contact centers.

Post Secondary Education

Holland College Computer Information Systems

Two years of academic study with a 12 week internship provides students with the knowledge, skills and practical experience to manage technical enterprise infrastructures.

Holland College Interactive MultiMedia

Post Graduate Diploma; new media technologies in a creative and applied atmosphere.

University of PEI

MBA – Specialization in Innovative Management

Summerside Education - Population Breakdown

Population 15+	1996	% of Pop	2001	% of Pop	2006	% of Pop
Total – Highest degree, certificate or diploma	12,435		12,760		13,060	
Less than grade 9	1,470	11.8	1,455	11.4	3830	29
High school graduation certificate	2,135	17.2	2,200	19	3370	25.8
Total – Post Secondary Education	5,960	47.9	6,295	49.3	9,235	70.1
Trades certificate or diploma	1,530	12.3	1,705	13.4	1340	10.2
College certificate or diploma	1,900	15.3	2,085	16.3	2710	20.7
University certificate or diploma below bachelor level	190	1.5	295	2.3	430	3.3
University degree	1,170	9.4	1,105	8.7	1360	10.4
Bachelor's degree	835	6.7	825	6.5	1020	7.8
University certificate above bachelor level	165	1.3	100	0.8	130	1
Master's degree	95	0.7	55	0.4	205	1.6
Earned Doctorate					10	

Selected Company Profiles



Worklinks Inc.

250 Water St. LL50
Summerside, PE, C1N 1B6
Phone: 902.724.3701
Fax: 902.724.3701
Web Site: www.worklinks.ca
Email: carboneb@worklinks.ca

Contact

Bob Carbone
Technology Manager

Years in Business: 2
Year Company Established in Community: 2008
Export Percent: N/A
Number of Employees: 5

Company Description

Worklinks is a provider of full-feature Workforce Management Solutions to Canadian businesses within a securely hosted environment, with technologically advanced products that integrate HR, Time and Attendance, Statutory Holiday, Budgeting and Payroll.

Worklinks' skilled team has over 60 years of experience in developing and managing technology to meet business' workforce management needs. Worklinks also provides Managed IT and Managed HR services to allow your business to focus on the core corporate initiatives.

Company Strengths

- Innovative software development to manage Employees from Hire to Retire
- Custom Software Development
- Experienced industry specialists

Areas of Expertise

- Hosted Web-based Payroll Processing
- HR, Payroll, Time & Attendance and overall workforce management knowledge
- Process Automation – Time work to time paid.
- Software Development
- Project Management





Fiber Connections

P.O. Box 313, Slemon Park, PE
Summerside, PE, C0B 2A0
Phone 902.436.1727
Fax 902.436.2316
Web Site www.fiberc.com
E-mail sfingler@fiberc.com

Contact

Scott Fingler
VP of Operations

Years in Business: 15
Year Company Established
in Community: 2000
Export Percent: 50%
Number of employees: 45

Company Description

Fiber Connections manufactures and markets complete fiber optic cabling solutions for the structured cabling market, OEM markets and, with its active components, the security and government markets. Fiber Connections is connecting with more and more customers every year by recognizing a unique opportunity to provide products and services that meet customers' exact needs. The corporate office is located in Schomberg, Ontario. Fiber Connections operates a 27,000 square foot manufacturing facility located in Summerside PEI.

Fiber Connections' strength is exceptional service commitment as well as the ability to design custom fiber solutions and assist with the entire life cycle of a project. This includes engineered drawings, network design, budgetary pricing/analysis, estimating and project management.

Company Strengths

- Flexible and responsive – the ability to customize product solutions and undertake work in a fast, efficient and cost effective manner.
- Open and great communication.
- Engineering service and solutions to come up with products to meet client needs. The Research and Development arm is constantly evolving products to meet the changing environments in technology.
- Quick turnaround times.

Areas of Expertise

- Fiber Connectivity Technology

Type of Alliances Sought

- License
- Technology Transfer
- Export





Revolution Media

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Summerside, PE, C1N 0A6
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E-mail chris@revolution.ca

Contact

Chris Palmer
Director of Operations

Years in Business: 8
Year Company Established in Community: 2000
Export Percent: 51%
Number of employees: 9

Company Description

Revolution Media is a visual communications company specializing in web development, corporate branding, print and application development. Revolution Media's developers are fluent in Cold Fusion, PHP, ASP, HTML and Web Services 2.0. Established in 2000, Revolution Media has worked with clients in tourism, financial services, aerospace, manufacturing, B2C and B2B e-commerce, government, not for profit, construction, information technology, education and real estate. As a new economy solutions company, Revolution Media considers the most appropriate models and mediums to achieve marketing and communications objectives for its clients. The company's focus is on three strategic areas through which it offers integrated or service line specific solutions: Marketing, Media and Management.

Company Strengths

- Cost effective
- Expertise in full complement of visual communication mediums, including in-house programming and application development
- Propriety Content Management System
- Exclusive Atlantic reseller agreement with a large US software developer
- Quick turnaround times

Areas of Expertise

- Graphic Design
- New Media
- Marketing and Communications
- Application Development

Type of Alliances Sought

- Joint Venture
- License
- Technology Transfer
- Export





Advantage Communications Inc.

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E-mail dbarlow@advantagecall.com

Contact

Dawna Barlow
Site Leader

Years in Business: 14
**Year Company Established
in Community:** May, 2010
Export Percent: N/A
Number of employees: 110 in
Summerside, 350 company wide

Company Description

Advantage Communications Inc. provides outsourced Customer Relationship Management solutions to clients across North America. Advantage has developed core expertise in Technical Support and Customer Care applications.

We have a strong client portfolio in the Customer Service, Internet Service Provider, Application Service Provider, Hardware, and Software industries. Located in Charlottetown, Prince Edward Island, Eastern Canada, we provide high quality, technologically advanced CRM services via an outsourcing relationship that is transparent to our clients' customers.

Advantage customers come from every industry vertical and every corner of North America and Europe. We take pride in offering the highest quality of service possible. We truly realize that outsourcing customer service is not an easy decision and one that requires careful consideration and are quite pleased with the clients who have chosen us.

Company Strengths

- Strong emphasis on Quality Assurance
- Guaranteed Service Levels
- Offer a transparent extension to each client's business which is custom branded
- Manage each relationship as a partnership

Areas of Expertise

- Technical Support Services
- Customer Care Applications
- Contact Center Services

Summerside: A community poised for growth

Summerside is a community striding confidently into the future. Though in relative terms it may be small in size, it is home to big ideas, big opportunities, and big experiences.

As the Island's second largest and fastest growing city, Summerside offers diverse career and exciting business opportunities. Factor in world-class recreational facilities, affordable living in beautiful surroundings, and its abundance of services and you will begin to see why Summerside is a superior community in which to live, work, and play!

Opportunity Knocks

Summerside provides companies with a competitive business environment where key location sensitive costs such as real estate and labour are significantly lower than most North American markets.

Summerside's proposition for business development includes:

- Central PEI location with a trade area population of 45,000 – 35% of the Island marketshare
- Proximity to larger markets – Summerside's strong infrastructure network connects business to a market in excess of 22 million people all within a day's drive
- Transportation links – international airport, deep water port, and proximity to Confederation Bridge (20 minutes)
- Skilled, dedicated & available workforce – demonstrated capacity for attracting and retaining core talent
- Tax Free Zones, Tailored Incentive Packages, Research & Development Clusters for specific sectors
- High quality of life for employees
- Business Costs lowest in Canada

All levels of government have recognized the importance of business and human resource investment. They have collaborated to offer tax incentives and tailored financial solutions to our business and industry partner's needs.

Statistical Highlights PEI Labour Force (November 2010)

Population

City of Summerside 14,500

Prince County 44,499

Province 142,300 (est Sept 2010))

Labour Force

Summerside Labour Force – 9,800

Prince Edward Island Labour Force – 81,555

Unemployment Rate – 12.9%

“Locating to Summerside was an easy decision for me; the unique Waterfront office space at the Holman Centre, the great quality of life and the ease of doing business in PEI were all key factors in my decision to bring Worklinks here.”

Bob Carbone - Technology Manager; Worklinks

Economic Development Services

How can we foster innovation? How can we help employees maximize their effectiveness? How can we collaborate to offer an investment and enterprise friendly environment? These are some of the key questions Summerside has asked itself in planning its economic development.

We have joined forces with our business leaders, government partners, and city visionaries to offer a variety of innovative industry practices, tax incentives AND customized business investment solutions. Consider the advantages of putting Summerside and a partnership to work for you!

The Economic Development Office is the information focal point for companies and organizations contemplating locating in Summerside, redevelopment or expansion of existing operations, or consolidation of their industrial/commercial activities. We offer our clients a one-stop environment and seek to be of service in any way we can.



Contact us and let us show you how this small city with big ideas,
big opportunities, and big experiences can work for you!



Prince Edward Island. Canada

Michael Thususka Ec.D.,
Director Economic Development

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