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YOUR CONNECTION
TO BC'S TECHNOLOGY
INDUSTRY

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2005 – 2006
ANNUAL REVIEW

0001001



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Left / Right: Daniela Al-Kuwatli, Alexis Tsaparas, Cindy Pearson, Rob Cruickshank, Sean Elbe, Karen Buchanan

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A MESSAGE FROM THE CHAIR

This marks the end of year one of a two year appointment as Chairman for the British Columbia Technology Industries Association (BCTIA). It's been a privilege to view the technology industry from this vantage point as you better appreciate just how diverse, innovative, successful and driven BC's industry is today. More importantly, you see the tremendous impact technology can and will have on this province in the future.

BC's technology industry has gained a reputation for innovation and is well positioned to make important contributions provincially, nationally and internationally. We're developing innovations to solve our energy issues. Driven by the 2010 Winter Olympics – we're building a 21st century communications infrastructure which will fuel our knowledge-based economy. We're also investing in new graduate programs – which will produce talent and more innovation. These are but a few examples. We've also seen major players such as Apple and Yahoo purchase home-grown technology, SchemaSoft and Flickr respectively. And we've seen large international companies such as Business Objects, Kodak, Nokia and Disney establish strong regional bases in BC.

So is the technology industry back and in full swing? Absolutely! It's growing, thriving and the opportunities have never been better. Companies are vying for talent and membership in BCTIA continues to grow. A highlight for me this year was BCTIA's Impact Awards. We've never seen so many impressive applications and the caliber of the finalists and winners set a new standard. These are healthy indicators for our industry.

But, there are miles to go before we achieve the sustained success and stature of the likes of Silicon Valley. But it's a vision that's in our line of sight.

As I reflect on BCTIA's achievements, I would characterize this year as one of tilling the land and planting the seeds. The arrival of Rob Cruickshank as the association's new President earlier this year, gave us an opportunity to view things from a new perspective, and re-set the focus. One of the first deliverables under Rob's leadership was a focused 7-point advocacy plan that reflects common issues across industry sectors and provides a path to move forward. With Rob's deep experience in this industry, his capacity to identify and represent those common issues and his ability to execute, the Board is confident BCTIA can build upon past victories and can germinate those seeds and encourage sustained growth.

I would like to thank Rob for his contributions. I would also like to thank Cindy Pearson and the rest of the BCTIA team for their continued hard work and commitment to members and the technology industry this year.

Ultimately, the success of the technology industry will be based on our ability to attract capital, produce talent and generate ideas that can be commercialized. If we make innovation a core focus, create an environment that encourages investment, develop industry/academic partnerships and work together as one technology community – there is no question BC can be an internationally renowned technology hub. I look forward to the year ahead.

Gurval Caer
Chairman, BCTIA



A MESSAGE FROM THE PRESIDENT

It seems too often we are focused on what's ahead and what we have yet to do and we don't always look back and savour our accomplishments. An Annual Review is a process I enjoy because it provides the opportunity to reflect on what's been achieved and to pinpoint how you need to refine your strategy to go forward.

This marks the end of my first year as President of BCTIA and it's been a busy one. We've introduced new programs to connect companies and people and help grow your businesses. We celebrated innovation and entrepreneurship at our annual Technology Impact Awards, garnered more financial support for our technology scholarship fund and launched a project to profile BC's current and future tech labour needs, called TechTalentBC. If I had to pick the one major highlight for BCTIA, however, it would be how we've delivered on our 2006 Advocacy Platform. In less than six months, we have achieved clear, visible wins and tangible support for our industry.

The 2006 Advocacy Platform articulates seven areas the technology industry and government must address to fuel our future growth and economic prosperity. They are listed below; you can learn more about these in this document and on our website.

- A Provincial Strategy for Technology
- Access to capital
- Brain, Gain, and Retrain
- Taxation
- Procurement
- Technology Transfer
- Bringing industry, government and academia together to create a visible home for technology

Recommendations for each of these areas represent what the broad industry told us are important to their growth and the future of our industry. They reflect issues that are common across all BC technology sectors and therefore, we all stand to gain.

Here are some of the wins we have garnered in less than 6 months.

1. BC Competition Council endorses the top three recommendations included in our High-Tech Industry Report of Recommendations submitted to the Council in March

– These endorsed recommendations formed part of the final BC Competition Council Report submitted to the Provincial Government this summer.

2. The Government moved forward our request to develop a Provincial Strategy for Technology.

BCTIA, with the support of the Ministry of Advanced Education and Industry Canada, is leading this strategic initiative which includes participants from industry, all levels of government, and academia. A final report of actionable recommendations will be delivered by the end of 2006.

Advocating favourable policy changes for BC's technology industry has been and will continue to be a primary focus and commitment for BCTIA. We understand that BC's future will be a knowledge-based economy and that our industry is the engine that will help power the future prosperity of this province. Working as a united front and one strong voice, is imperative if we are to build a province where innovation, investment, commercialization and people can grow and prosper - regardless of sector, industry, or location.

So while BCTIA has defined the work to be accomplished and has made some progress, it is time...for all of us to deliver.

We need your voice, your participation and your continued commitment. We need you to get involved and get others involved.

Thank you for your ongoing commitment to your industry and to BCTIA.

Rob Cruickshank
President, BCTIA



STRENGTHENING...

2005 – 2006 WAS AN IMPORTANT YEAR FOR THE BCTIA WITH THE ORGANIZATION STRENGTHENING OUR ROLE AND POSITIONING IN THREE CORE AREAS.

+ **ADVOCACY**

Driving issues of importance to the BC Technology Industry, particularly the new Provincial Strategy for Technology.

+ **EDUCATION**

Defining, partnering or producing programs that help to grow and develop the business talent that exists in the BC technology industry.

+ **PARTNERSHIP**

Developing stronger relationships with complementary organizations to deliver programs that either build our members knowledge and skills, or save them money on key operational costs.



OUR INDUSTRY THROUGH ADVOCACY

Continuing its role as the Voice of BC's Technology Industry, the BCTIA has been working hard to garner the attention of government, and have generated some great results.

PROVINCIAL STRATEGY FOR TECHNOLOGY

Responding to the BCTIA's call for a Provincial Strategy for growing the Technology Industry, the government committed to driving one.

The BCTIA is leading the strategy development and will work to ensure that the strategy has:

- a clearly articulated vision and goals for the industry
- objectives to leverage the strengths of the industry that are unique to British Columbia
- objectives that address a prioritized list of weaknesses, opportunities, and threats
- an actionable plan that commits the time, resources, and money required to ensure success

BC COMPETITION COUNCIL

Assisting the BC Competition Council in their efforts to find actionable solutions to make BC more competitive in the global economy, BCTIA President Rob Cruickshank chaired the Council's High-Tech Industry Advisory Committee.

With assistance from the BCTIA and its members, the Committee put forth a number of recommendations, many of which were endorsed by the Council within their final report.

TECHTALENTBC

Continuing to drive recommendations resulting from the Integrated Technology Initiative, the BCTIA is leading the TechTalent BC project.

A profiling of the human resources requirements of BC Technology companies, results are intended to provide guidance to ensure the province is growing, attracting, and retaining the job skills required to grow the industry.

BC HUB PROPOSAL

The BCTIA is actively engaged as a member of the steering committee as they work through the business case phase.

The BC Hub is a concept that brings industry, government and academia together to create a natural hub for technology, innovation and commercialization.

LEADING EDGE TECHNOLOGY CENTRE

With the cancellation of funding for Leading Edge BC, the BCTIA has stepped-up our activities to fill-in the gaps.

As the Manager and primary tenant of the Leading Edge Technology Centre, the BCTIA found new tenants, further serving to bring the broader technology community together in one place.

OUR INDUSTRY THROUGH EDUCATION

Always noted for hosting strong events, during 2005-2006, the BCTIA built on that tradition with many perennial favourites as well as some new and repositioned activities.

'DOING BUSINESS WITH...' BUSINESS CONNECTION PROGRAM

New in 2005-2006, the 'Doing Business With...' business connection program brings to the forefront the key factors needed to develop strategic partnerships.

Featuring presentations by large and often complex companies, BC technology companies gain insight into the types of partnerships and opportunities being sought, the best avenues to take in creating these new alliances, and valuable face-time with key company contacts.

IMPACT SERIES

Launched in September 2005 and well received by both presenters and attendees, the Impact Series extends the TIA's throughout the year.

Profiling winners and finalists these events provide BC companies with a chance to share their success stories in detail – and even find investors and mentors in the process!

C-SUITE

Broadening and repositioning our successful CFO Peer Roundtable, C-Suite now opens strategic business discussions to anyone on the executive management team.

Highly interactive sessions, include a brief guest presentation with roundtable discussion throughout the session – allowing members to explore ideas, share experiences and capture best practices.

GO-2-MARKET ROUNDTABLE

As a start-up, how do you break through the noise and get your product recognized?

Designed for early-stage marketers, sales, and business development people, Go-2-Market is an open roundtable environment where members share strategies and tactics to answer that all-important question.

STRENGTHENING...

OUR PAL'S: PARTNERSHIPS, ALLIANCES, LINKAGES

The BCTIA cannot represent and assist the industry on our own, like our members we understand the benefits of partnering and strength it brings. Throughout 2005-2006, we have worked diligently to strengthen relationships with complementary organizations.



Delivering knowledge and training for Human Resources Professionals in the BC Technology Industry.

The BCTIA works with HR Tech Group to deliver our annual Human Capital Symposium and other events focused on human capital issues.



As the premiere networking group for technology CEO's in BC, the BCTIA is committed to promoting AceTech events to our tech CEO's.



With VEF's focus on the unique challenges faced by emerging technology companies the BCTIA promotes their activities and works to ensure our calendar of programs is complementary.

ICT FEDERATION

Through this national Federation of technology associations, the BCTIA is working to advocate issues of national concern.

While building our Federal voice, participant organizations also share best practices that help us serve our industry better.

OUR WORKFORCE THROUGH ASSISTANCE

Adding to the funds generated at the 2005 Technology Impact Awards, BCTIA members generously donated an additional \$64,000 to the BC Technology Scholarship Fund at the 2006 Technology Impact Awards gala.

Over the course of the year, a Technology Scholarship Advisory Group was struck, and criteria for 8 non-repayable grants were drafted. Calling for submissions in late 2006, the first awards will be formally presented at the 2007 Technology Impact Awards gala.

THE BCTIA BY STRENGTHENING OUR BRAND

To deliver a strong message, requires a strong identity. Through the knowledge and talent of one of our key funding sponsors, E-Cubed Media Synthesis (www.e-cubed.com), BCTIA has been working hard to build our brand and collateral to serve our organization and our members better. We love the new look – we hope you do too.

“Intrinsyc Software Inc. has benefited immensely from compelling events, useful introductions and exciting business creation opportunities availed to us by the BCTIA.”

Vince Schiralli

President & COO, Intrinsyc Software International, Inc.



TECHNOLOGY **IMPACT** AWARDS



2006 WINNERS

COMPANY OF THE YEAR:

- Teligence

BCTIA PERSON OF THE YEAR

- Ralph Turfus

OTHER WINNERS

- TIR Systems Ltd.
- Paradigm Environmental Technologies Inc.
- MacDonald Dettwiler & Associates Ltd.
- EQO Communications Inc.
- Delta-Q Technologies Corp.
- EDS Advanced Solutions
- IBM Canada Ltd.



All award winners and finalists were profiled in the Impact Handbook. Over the course of the year, BCTIA distributed over 5000 Impact Handbooks to local, national and international audiences.

THE COMMUNITY BY SHOWCASING THE BEST

Leveraging the success of the 2005 Technology Impact Award gala, the BCTIA successfully transitioned the annual awards program to provide a full year of activities and communications designed to highlight the best that BC has to offer.

Continued improvements to our annual awards program has resulted in a record number of submissions being received each year.

With 10 awards divided among three categories: technology, company and personal recognition, the TIA's celebrate the outstanding leadership, innovation and technical excellence found in BC.

Winners and finalists are selected through a stringent judging process chaired by John Caputo, President, Maximizer Software Inc. The judging panel includes 12 representatives selected from local technology companies, venture capital and investment firms, professional services firms, government and academia.



Launched in September 2005, the new Impact Speaker Series was very well received by both our guest presenters and the technology and business community. Well attended, these showcase breakfasts led to several business relationships being formed, as well as the development of new advisor and investment relationships.

Completing the circuit, and kicking-off a new round of promotional activities and events, the 2006 Awards Gala was once again the highlight of the season. Attended by over 800 guests, the TIA's gala continues to be the event by which all other community awards are compared.

“The recognition from our 2005 Impact Award has made a tremendous contribution to our business.”

Edmund Ho
President & CEO, Ascalade Communications Inc.



DELIVERING VALUE...

THE BCTIA PROVIDES THE LEADERSHIP, CONNECTION AND ACTION NEEDED TO FOSTER THE CONTINUED GROWTH AND SUCCESS OF BC'S TECHNOLOGY COMPANIES.

ADVOCACY

Representing the interests and concerns of the BC Technology Industry and working with all levels of government to make the changes necessary to help the industry grow and prosper.

KNOWLEDGE

Providing materials and programs to connect our members to industry issues and trends that have the potential to effect their growth and success.

MARKETING

Promoting the industry through a strong voice locally, nationally and internationally. Highlighting the best that BC's technology industry has to offer through our annual Technology Impact Awards.

CONNECTION

Providing a myriad of opportunities to help members expand their base of contacts within the industry. With over 60 events per year, the BCTIA is providing networking and knowledge-sharing opportunities for all employees of our member companies.

BUSINESS SERVICES

Continually partnering to deliver services that save money and improve value for our members and their employees, particularly through our Group Health Benefits program administered by Morneau Sobeco Benefits Consulting.



OUR GOAL IS TO ENHANCE THE COMPETITIVE STRENGTH AND HELP THE TECHNOLOGY COMMUNITY GROW TO 100,000 TECHNOLOGY EMPLOYEES GENERATING \$20 BILLION IN REVENUES BY 2010.

“The BCTIA has the breadth and penetration to ensure that it speaks for the majority of industry.”

Andrew McLeod
Partner, Blake, Cassels & Graydon LLP

“BCTIA’s advocacy efforts have helped shape Provincial policy surrounding access to Capital.”

Keith R. Martin, P.Eng.
President & CTO, Tantalus Systems Corp

FOR MORE INFORMATION ON THE BCTIA ADVOCACY POSITIONS, PLEASE DOWNLOAD OUR POLICY PAPER AT www.bctia.org/advocacy.

AS ALWAYS, WE WELCOME YOUR THOUGHTS AND COMMENTS AND LOOK FORWARD TO ADDING YOUR VOICE TO OURS.
info@bctia.org

ADVOCACY

THROUGH A STRONG VOICE

As the voice of BC’s technology industry, the BCTIA has always been a strong advocate for the policy changes necessary to help the technology sector grow and prosper.

The BCTIA has been busy advocating the following seven priorities:

1. A PROVINCIAL STRATEGY FOR TECHNOLOGY

The need for the provincial government to have a solid strategy to further diversify the BC economy and further grow the technology industry.

2. ACCESS TO CAPITAL

Policies and programs designed to increase the size of the BC venture capital industry to improve access to capital, both in traditional equity investment and through loan programs designed to assist companies through transitional stages in their lifecycle such as prototype development.

3. BRAIN, GAIN AND RETRAIN

People are the most important resource for an innovation economy. As such, the BCTIA has made a number of recommendations to help the Province of BC develop, attract, and retain talented individuals whose participation will ensure the energetic growth of the technology sector.

4. TAXATION

The continuation of BC as a lower-tax jurisdiction in Canada, and one with progressive tax policies that encourages the development and retention of innovative technologies.

5. PROCUREMENT

A provincial government that is proactive in using its position as a large consumer of technology-oriented goods and services to assist up-and-coming technology vendors.

6. TECHNOLOGY TRANSFER

Streamlined processes at post-secondary institutions designed to expedite the time-to-market for commercialized technologies and promoted to assist smaller organizations to better engage academia with privately funded research initiatives.

7. COMMERCIALIZATION CENTRE

The development of a commercialization hub that brings industry, government and academia together to create a natural hub for technology innovation.

DELIVERING VALUE...

KNOWLEDGE

THROUGH TIMELY INFORMATION

Keeping our members connected to industry issues and trends gives them the power to grow and succeed. During 2005-2006, BCTIA seminars, programs and events featured a number of subject matter experts in a variety of relevant disciplines:

- **Leadership**
- **Sales and Marketing**
- **Channel and Partnership Development**
- **Product Development**
- **Human Resources**

Other programs delivered through the BCTIA were more general in nature, focused on specific organizational life stages, in particular, the start-up phase.

Programs ranged from 1 hour luncheons to all-day seminars to multi-day sessions delivered over several months.

Where other organizations are delivering quality programs targeted at specific niches, the BCTIA has chosen to partner with those organizations and to help market their services to our membership rather than duplicating efforts unnecessarily.

MARKETING

THROUGH INDUSTRY PROMOTION

With over 8,000 technology companies in BC quietly building success in their markets, the value of the technology industry is often unrealized and underappreciated. As an unabashed promoter of BC success stories, the BCTIA is working hard to trumpet the success of the industry through programs like our Technology Impact Awards.

To help companies promote themselves to other members, local and international audiences, the BCTIA has developed a number of tools including:

- **Member-2-Member Offers**
- **Detailed Company Profile on BCTIA.org**
- **Free Company News Release postings**

As the BCTIA is rated highly by search engines, our members have reported their profiles and postings on BCTIA.org often rank higher than their own site.





CONNECTION

THROUGH INNOVATIVE PROGRAMS

Always noted for strong events, in 2005-2006, the BCTIA delivered over 60 events that helped to connect thousands of technology and business professionals. Varied and exciting, BCTIA programs are designed to connect the technology industry and allow community members to build their knowledge and share their expertise.

Monthly Programs and Events include:

TechForum Speaker Series

Our signature event series, the TechForum luncheon continues to connect industry leaders each month while delivering programs on issues of relevance to the technology industry.

IMPACT Speaker Series

Featuring winners and finalists from our annual Technology Impact Awards. These events provide BC companies with a chance to share their success stories in detail – and even find investors in the process! Attendees learn about winning strategies and pitfalls to avoid.

C-Suite

Hearing that our members want executive education programs for more than just the CEO's, the C-Suite provides an interactive session where Senior Executives get an opportunity to share ideas, experiences and best practices focused on critical issues such as Intellectual Property, Valuation, and Cross-Border workforces.

Peer Roundtables

Delivered in an informal environment, BCTIA Peer Groups, including CTO and Go-2-Market Roundtables, allow senior professionals at technology companies to share open discussions on issues relative to their job segment.

'Doing Business With...' Business Connection Program

Helping BC companies to deliver important go-to-market partners, the 'Doing Business With...' business connection program features presentations by large and complex potential partners.

Through presentations and personal introductions, members gain insight into the types of partnerships and opportunities being sought and the best avenues to take in creating these new alliances.

"We met potential investors while attending a BCTIA luncheon."

Judi Tyabji Wilson
CEO, Tugboat Enterprises Ltd.

"The BCTIA has helped us reach out to other members of the community – realizing several successful opportunities and positioning ourselves as a supplier to corporate IT."

Chris Boothroyd
CEO, AfterCAD Software

DELIVERING VALUE...

BUSINESS SERVICES

BY SAVING YOU MONEY

The BCTIA is continually partnering to deliver services that save money and improve value for our members and their employees.

BCTIA GROUP INSURANCE PLAN

From 2 to 2,000 employees, the BCTIA Group Insurance Plan provides members with a comprehensive and competitive health benefits package for their teams and their families.

Pooling the strength of the BC Technology community, the BCTIA Group Insurance Plan delivers access to competitive and affordable group benefits.

Within the group pool, each program can be customized to meet the needs of the specific member. Program benefits include access to life, accidental death and dismemberment, short and long-term disability, extended health care, vision care and dental care.

The BCTIA Group Insurance Plan is delivered by our plan consultant Morneau Sobeco and is underwritten by Manulife Financial. Call 604-642-5200.

MEMBERS OFTEN SAVE OVER
15% BY JOINING THE BCTIA
GROUP INSURANCE PLAN.

FIND TALENT

Post your openings where BC technology professionals are looking. Through an exclusive partnership with the BCTIA, T-Net delivers the only technology-focused jobsite in British Columbia. Viewed regularly by thousands of prospective employees, the T-Net jobsite is the reference for employment opportunities in BC. (www.bctechnology.com)

TELECOMMUNICATIONS: VOICE AND WEB CONFERENCING

Using voice and web-conferencing services provided by Call-Fusion, members can reduce their costs by 20 to 65% while improving their business performance by 5 to 10%. Call 604-629-6060. (www.call-fusion.com)

MOBILITY

Through an alliance with Bell Mobility, members can ensure their employees and their families are getting the best deal in BC for mobile communications including voice services, data and hardware. Contact any local Bell retailer and quote reference #104643841.

EBUSINESS SERVICES

Integrate online registration and credit card processing into your existing web properties. SPORG integrates easily and simply into your existing infrastructure. The ideal solution for any e-commerce needs, particularly organizations needing to register users for training sessions or user conferences. Call 604-669-4555 (www.sporg.com)

MARKET RESEARCH AND INTELLIGENCE

Accelerate your business with Intelligence. Delivered in Partnership with leading industry research firm IDC Canada, the Market Acceleration Program (MAP) is designed to support business professionals in their efforts to increase efficiencies, promote funding efforts and better leverage their market strategies. Call 1-866-678-6003 (www.idccanada.com)

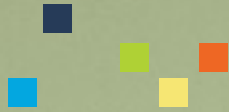
SPECIALIZED INSURANCE

Save up to 30% on your insurance costs. Available exclusively through the BCTIA, the Specialized Insurance Program from IQ-Insurance provides a range of insurance products for technology-based companies, including: Professional Liability (Errors & Omissions), Property, Crime, Specialized Liability, and Directors and Officers Liability. Call 604-689-4625 (www.iqiinsurance.com)

“We saw immediate savings but more importantly, we are benefiting from a higher level of service that comes from the “clout” of being part of a large buying group.”

Rachel Welch

Director of Human Resources,
Intrinsyc Software International, Inc.



GET INVOLVED

ADD YOUR VOICE

The value of membership in the BCTIA is the value of your involvement.

To properly represent the technology industry, and to help it grow through the attraction and development of great talent, and continued improvements to our business climate, we need your voice and support.

In return, the BCTIA will continue to work hard to deliver programs that will benefit many facets of your business.

When your organization becomes a member of the BCTIA, everyone in your company can enjoy our events, participate in our peer groups, and take advantage of the savings from our business services.

We encourage you and your employees to get involved – connected, educated, and informed.

“The BCTIA serves as a strategic resource for our employees, by providing valuable networking opportunities along with programs for continuing education and career development.”

Greg Wolfe
SVP and GM, Americas Operations, Business Objects

“As a small company, our membership helps establish credibility when recruiting talent.”

Gordon Cornwall
CEO, Industrial Metrics

AS A BCTIA MEMBER,
ALL OF YOUR
EMPLOYEES ARE
MEMBERS TOO!



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ABOUT THE BC TECHNOLOGY INDUSTRIES ASSOCIATION

As the largest and most influential association, BCTIA is the voice of the technology industry, representing start-ups to established technology companies and those that service the industry, across the province.

Incorporated in 1993, after the amalgamation of the Electronic Manufacturers' Association of British Columbia (EMABC) and the Information Technology Association of Canada, BC Chapter (ITAC-BC), the BCTIA has served the province's technology industry for over a decade and today is recognized locally, provincially and nationally as the voice of BC's technology industry.

BCTIA advocates issues that enable the continued growth, prosperity and sustainability of our industry and economy delivering opportunities for members to learn, get connected and grow their businesses in BC.

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FUNDING PARTNERS:

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