



Strategic Insight for Technology Leaders in Canada

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CIO Canada Summit Kicks Off with Presentations by KPMG and SAP

February 28, 2011 – The CIO Canada Summit kicked off today at the Fairmont The Queen Elizabeth in Montreal, Quebec with a full day of agenda sessions on the latest technology topics and trends, including enabling customer relationships, delivering more with less, becoming a globally integrated enterprise, and off-shoring trends.

The much-anticipated CIO Thought-leadership presentation, *Globalization vs. Outsourcing*, outlined the four recent off-shoring trends that are currently changing the behaviors of outsourcers and affecting the decisions being made by global companies. The presentation included an in-depth overview of outsourcer off-shoring, the complexity and impact of managing multiple vendors on business units, and making the right decision based on the experience of the outsourcing company, its advisors and their knowledge of the local market.

Other speakers who presented on day one of the event include representatives from Rogers Communications, The Ottawa Hospital, IBM, Public Works and Government Services of Canada, Teck Resources, MTS Allstream, and ING DIRECT Canada.

The second full day of the event will kick off with a CIO Thought-leadership presentation by SAP that will outline how companies can use analytics to thrive in a business environment that is defined by accelerated change. The presentation will explain how analytics can be used to help decision makers exploit emerging trends, create a more agile and mobile organization, and allow users at all levels within the enterprise to access analytics, allowing for more informed decision making throughout the organization.

Other presentations taking place on day two of the CIO Canada Summit include a discussion on *Delivering Quality IT* presented by Celso Mello, CIO, Reliance Comfort LP; *The Evolving Role of the CIO - Business Processes and Technology* presented by Neil Beaton, SVP & CIO, Pacific & Western Bank of Canada; and a panel discussion on cloud computing that includes representatives from the Government of Canada, Trinity Western University, and SITA.

For more information about the CIO Canada Summit, visit the website at www.ciosummit.ca. To learn more about CDM Media's other 2011 CIO and technology events, visit www.ciosummits.com.

About the CIO Canada Summit

CDM Media brings together CIOs and technology executives from North America and Canada's Fortune 1000 organizations to develop business ideas and build lasting relationships with peers and colleagues. The CIO Canada Summit, to be held February 27-March 2, 2011, allows IT executives to discuss the latest business technology issues and learn about current technology solutions. For more information, please visit www.ciosummit.ca.

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