



Press Release

IDC Profiles 10 Canadian Wireless Companies to Watch

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TORONTO, Canada, March 27, 2008 – Canadian companies are seizing the opportunity to launch products and services that take advantage of our increasing reliance on mobile devices, bringing greater functionality, personalization, and efficiency to both personal and professional tasks. But with such an attractive market comes a plethora of eager companies with their solutions in hand, many of which appear similar at first glance.

IDC has released a new study that profiles ten, relatively small, emerging companies in Canada that offer differentiated wireless solutions that have the potential to impact the ICT market. The IDC study, 10 Canadian Wireless Companies to Watch (IDC #CA1TIW8), provides insight into the solutions, go-to-market strategies, partners, and customers of the profiled vendors. Lessons learned may provide a model for other emerging companies in the Canadian technology marketplace and help larger vendors identify partnership and investment opportunities.

"The companies profiled in this study have differentiated themselves; they 'zig' when their competitors 'zag.' Furthermore, they take a customer-centric approach that speaks to customers' needs," says report author Krista Collins, Analyst, Canadian ICT Innovation and Export at IDC Canada.

The analysis in this study provides valuable input to ICT vendors, large and small, to identify success factors employed by emerging Canadian vendors with solutions that address the wireless market. Some of the key findings from this study include the following:

1. Seek peer recommendations, which have been found to be the leading factor influencing both enterprise's and SME's decisions to work with a small IT provider.
2. Communicate clearly to combat market congestion and confusion, and establish differentiation in the minds of customers and partners.
3. Replace product complexity with customer centricity by designing websites that address unique customer problems, instead of listing impersonal and technical product features and functions.

The ten companies featured in the report include:

1. BelAir Networks (Ottawa)
2. CellWand (Toronto)
3. ComVu Media Inc. (Vancouver)
4. GEOTrac International Inc. (Calgary)
5. In Motion Technology (Vancouver)
6. LIPSO (Montreal)
7. Rove Mobile (Ottawa)

8. Spira Data Corp. (Calgary)
9. Verrus Mobile Inc. (Vancouver)
10. Wallace Wireless (Toronto)

This study is one of a series of documents that IDC publishes as part of the Canadian Technology Innovation Watch report series, which tracks Canadian ICT companies including software, hardware, services, and communications companies from across Canada. The series examines emerging companies, their solutions, why they have been successful, and offers guidance on how other innovative companies can emulate that success. For more information about IDC's series of reports on Canadian-grown ICT, click [here](#).

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