



# IT WORLD CANADA

Our flagship website targeted at IT practitioners and technology decision makers. Descriptions reflect monthly themes.

## JANUARY

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### **CES and emerging technology,**

Emerging technology - Quantum computing, mixed-reality, decentralized ledgers With an eye to the future, we look at the technologies that are in research and development phase today, or in early pilot projects that are not making a measurable impact today but could in the next few years. Some of this content will be bolstered by our CES coverage.

## FEBRUARY

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### **Mobile tech, path to 5G and latest personal tech advancements**

Coverage of Mobile World Congress will include what smartphones will be making their way into enterprise fleets in 2020, the latest progress in 5G network development from industry leaders, and how the mobile technology industry is continuing to revolutionize the business and consumer landscape.

## MARCH

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### **Internet of Things growth in enterprise applications, connected devices and sensors**

Whether it's a smart speaker or an environmental sensor, the Internet of Things category is expanding in many different business verticals. We'll tell stories of the more interesting use cases and examine the data behind the trend. How are enterprises managing and securing their new IoT-laden environments?

## APRIL

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### **Artificial Intelligence applications in the enterprise and cutting-edge advances**

Machine learning and AI being applied to automation of software tasks is well past the pilot stage. We look at where it's causing the biggest waves. Also, we get the latest updates from the research community about that AI approaches will be behind the next wave.

## MAY

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### **Cloud infrastructure Canadian market update**

A comprehensive look at the Infrastructure as a Service providers that are active in Canada that will compare product offerings, scale, and support. We'll examine issues such as cloud migration, data sovereignty, compliance, and vendor lock-in.

## JUNE

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### **Exploring the CIO Census - Business issues facing Canada's CIOs**

Using our original data from the most recent CIO Census, we delve into the stories behind the numbers and find out why the landscape is shifting on issues such as hiring, budgets, product selection, and satisfaction with vendors and service providers.

## JULY

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### **Digital Transformation from the CIO perspective**

Highlighting one of ITWC's flagship events, the Digital Transformation Awards, we go inside Canadian organizations that have completely revamped their approach to business based on digital technologies. We'll hear how leadership strategies, change management, and collaborating with vendors and partners resulted in a successful alignment of the IT department with business objectives.



## AUGUST

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### **Big data and analytics**

We'll be exploring how enterprises are applying technologies discussed last month when it comes to big data and analytics.

## SEPTEMBER

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### **Back to school**

What do school boards and schools, alongside their partners, need to do to be ready for the new school year?

## OCTOBER

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### **Cybersecurity awareness month**

To coincide with Cyber Security Awareness Month, we'll explore the latest threats to the enterprise and how governments are playing a role in mounting cyberwarfare campaigns.

## DECEMBER

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### **Techcity, smart cities**

The annual event co-hosted by ITWC and the City of Toronto hears how the city's various departments are harnessing technology to better serve citizens. From drones, to connected sensors, to online services, some of Canada's most cutting-edge smart city projects are on display in its most populous city. We're also looking at how Toronto is contending a North American tech hub.



# itbusiness.ca

Our website for the line of business users of technology - those doing sales and marketing, finance, HR, operations, and more with the help of technology. Descriptions reflect monthly themes.

## JANUARY

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### **Tech Trends from CES 2020**

Firsthand coverage of the latest technology products showcased at the year's biggest tech convention. We'll report on the new trends around processors, technology platforms, commercial product lines. What does this mean for the LOBs who have to make the tough decisions?

## FEBRUARY

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### **Internet of Things growth in SMB applications, smart homes, connected devices and sensors**

Whether it's a smart speaker or an environmental sensor, the Internet of Things category is expanding in many different business verticals. We'll tell stories of the more interesting use cases and examine the data behind the trend. How are enterprises managing and securing their new IoT-laden environments?

## MARCH

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### **Digital Marketing**

Next-level personalization Personalization has been a growing focus for businesses over the past year and that will only increase this year. Almost every industry will use data to create increasingly personalized marketing that targets specific consumer groups and individuals. Also taking a look at security, privacy and ethical practices around using personal data to create these types of campaigns.

## APRIL

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### **Smarthome deep dive**

Covering the newest and top tech in smart home devices as major home appliances continue to get 'smarter'. Voice assistants, like Amazon's Alexa are quickly making their way into every aspect of the home. Looking into how more industries including real estate which can use smart technology to not only develop but manage buildings and the people living in them.

## MAY

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### **FinTech focus, how Canada's financial sector is transforming**

Fintech is becoming ever more popular with startups and major financial institutions alike. They're helping make banking, investment and financial services more accessible to millennials and younger generations. Retailers are becoming increasingly cashless, with contactless payments taking centre stage. Cryptocurrency is not to be forgotten, as it becomes popular and easier to access.

## JUNE

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### **Artificial Intelligence and Big Data - How they're unlocking business value**

Enterprises struggle to successfully adopt artificial intelligence and machine learning into everyday practices. Looking at how enterprises are using and adopting the two technologies. We'll analyze AI's impact on wider society, covering countries are creating ethical AI policies and how the Canadian federal government's Pan Canadian AI strategy is developing.



## JULY

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### **Digital Transformation from the Line of Business perspective**

This month ITWC hosts one of our main events, the Digital Transformation Awards. IT Business will look in depth into how Canadian organizations are approaching digital transformation. How leadership strategies, HR policies, and marketing strategies are aligning with IT departments to adopt and create transformative technologies and business practices.

## AUGUST

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### **The best certifications to pursue**

The technology industry is constantly changing, and that means new skills are required to navigate the complicated waters. This month, ITB will explore how vendors are supporting customers and partners when it comes to developing new skills, and more specifically, identify the certifications that are considered must-haves

## SEPTEMBER

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### **Diversity and inclusion in tech**

Are enterprises keeping diversity in mind when using and developing tech? We look at what they're doing from a recruiting and hiring perspective and speaking with leaders who've also led initiatives around biodiversity hiring.

## OCTOBER

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### **Cybersecurity awareness month**

To coincide with Cyber Security Awareness Month, we'll explore the latest threats to the enterprise and how businesses and local governments can best defend themselves.

## DECEMBER

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### **Technicity**

The annual event co-hosted by ITWC and the City of Toronto hears how the city's various departments are harnessing technology to better serve citizens. From drones, to connected sensors, to online services, some of Canada's most cutting-edge smart city projects are on display in its most populous city. We're also looking at how Toronto is contending a North American tech hub.



ChannelDailyNews.com

Channel Daily News (CDN) has been the voice of the IT solution provider community in Canada and the trusted source of information for Canadian channel executives. For more than 30 years. Providing insightful commentary on technology products and services and covering the key players that are impacting this segment, CDN also delivers a critical analysis of the competitive landscape detailing both the challenges and opportunities facing solution providers.

## **JANUARY**

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### **CES and Windows 7 end of life**

While CES isn't a channel-specific event, the various hardware and software announcements have a profound impact on the channel community, and the B2B space has taken notice.

## **FEBRUARY**

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### **New channel opportunities through blockchain and AI**

Technologies such as AI and blockchain are trickling down and showing up on the smaller players' radar. As the cutting edge becomes common knowledge, businesses are turning to their service providers and other partners for details. How exactly can AI and blockchain differentiate a channel partner's services, and ultimately, positively impact the customer?

## **MARCH**

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### **The best certifications to pursue in the channel**

No longer can channel companies rest on their laurels. The technology industry is constantly changing, and that means new skills are required to navigate the complicated waters. This month, CDN will explore how vendors are supporting its channel partners when it comes to developing new skills, and more specifically, identify the certifications that are considered must-haves

## **APRIL**

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### **Top 100 Solution Providers**

Canada's top showcase event for Canadian solution providers honours the top performers in the channel. It's a time to celebrate the channel players who have earned a spot in the industry, whether they are the top companies by revenue, top ranking solution provider by industry vertical or one of the highest ranking new kids on the block. It's also a great opportunity to enjoy high-powered one-on-one networking with some of the channels' senior leadership

## **MAY**

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### **Independent Software Vendors (ISVs) evolve channel strategy**

Apps used to be all the rage. They still are, in many ways, but there are so many of them now that do similar things, it's hard to figure out which one works best for your business. ISVs have had to make another leap from simply having strong software chops, to mastering technologies such as AI and cloud to produce the best versions of their products and services.



## JUNE

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### **Serving the public sector**

The Canadian channel serves enterprises and small businesses, but it's also integral to the public sector. This month, CDN is going to explore what exactly the public sector at different levels of government are looking for from channel partners, and the technologies that are powering their services.

## JULY

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### **Unconventional rivals to challenge IT channel companies**

Canadian Channel companies this year may find themselves weighing the merits of ISV partnerships versus the possibility of developing their own software lines of business. We'll talk to partners who've gone down this path and take a look at the tools they use to make it happen.

## AUGUST

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### **Women in the IT Channel Recognition Luncheon**

Channel Hundreds of delegates from more than a dozen of Canada's top tech companies will come together for the 2020 Women in the IT Channel Recognition Luncheon event. This will be the event's 10th anniversary.

## SEPTEMBER

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### **Channel Innovation Awards**

The Channel Innovation Awards (CIA) are an opportunity to celebrate the achievements of IT solution providers in the channel for their creation of inspired products and services. The CIA showcases the amazing work done by a broader cross-section of new technology leaders serving the channel, including MSPs, ISVs, VARs, professional services, consulting partners, born-in-the-cloud firms, and a wide range of secondary sellers. The event will be preceded by a half-day channel conference.

## OCTOBER

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### **Cybersecurity**

October is cybersecurity month, so CDN is going to explore the top trends in the cybersecurity scene and the top players thriving within it. Also, we'll find out how partners and customers are navigating privacy regulations such as GDPR and PIPEDA a year after the issue of privacy became one of the biggest news items of 2018.

## NOVEMBER

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### **Comparing vendor channel programs**

Partner programs are critical for a successful channel strategy, so CDN is going to explore what incentives and resources work, and which ones don't.

## DECEMBER

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### **Predictions for IT in 2021**

It's exactly what it sounds like. We'll talk with channel executives to find out what they're going to be looking out for as the new year arrives.



## Podcasts

### **HASHTAG TRENDING**

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It's all the technology news that's popular right now! Hashtag Trending aims to keep a tech-savvy audience up to date on the latest trending topics from across the web - scouring Google Trends, Twitter, LinkedIn, Product Hunt, Bing, and Reddit to identify what's likely to be driving your office water cooler conversation. Catch up in less than 3 minutes every weekday by listening to Hashtag Trending's daily briefing on your Google Home or Amazon Alexa smart speaker, or subscribe using your podcast app of choice.

### **CYBER SECURITY TODAY**

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Understand the latest cyber threats facing your business and employees in this podcast hosted by Howard Solomon three times per week. Every Monday, Wednesday, and Friday, ITWC's top security reporter shares actionable tips on how to improve your security stature against hackers. Add it to your Alexa Flash Briefing or Google Home daily briefing, or subscribe with your podcast app of choice.