

Information Technology in Prince Edward Island

March 2010

INDUSTRY HIGHLIGHTS

- The IT sector in PEI is largely comprised of small companies. According to a labour market study prepared for the IT Sector Council in PEI, about 75% of all IT companies employed less than 20 employees.
- The vast majority of IT professionals are employed in government services. Most IT jobs in the province are concentrated in Charlottetown, with nearly 90% located in Queen's county.
- The IT sector experienced considerable growth over the past decade. The number of IT companies in PEI increased by about 26% over the past 5 years.
- DeltaWare Systems Inc. is based in PEI and was formed in 1992. The company specializes in e-health solutions and currently employs approximately 90 professionals. On February 12, 2010, it was announced that DeltaWare was acquired by MAXIMUS, Inc., a world-wide provider of health and human services program management and consulting services.
- Video game development is a growing component of PEI's IT sector. UPEI will begin graduating computer science graduates with a specialization in video game development in 2010. In addition, Holland College will graduate its first class from their *video game art and design* program in the spring 2010.
- There are currently 6 companies in video development in PEI: Other Ocean Interactive; Bight Interactive; Telos Entertainment; Longtail Studios; Sculpin QA; and Another Castle Studios.

Did you know...???

...DeltaWare Systems Inc. was awarded the 2009 Corporate Citizenship Award at The Canadian Health Informatics Awards in Toronto?

...that there are over 100 firms with 1,200 employees involved in the information technology sector in PEI?

...that over 90% of IT employees have post-secondary education?

...Millennium Care Inc. is one of the newest additions to the Island's E-Health IT sector?








... Other Ocean Interactive launched a new video game title for the Nintendo DS platform: "Puffins Island Adventure"

...that in Canada, nearly 77 out of 100 people use the Internet?

...the top three sought after skills in IT include programmer analysts, analysts, and web/graphic designers?

...that the median age and income of workers in IT is 39 years and \$51,415 respectively?

INDUSTRY CHARACTERISTICS

IT Categories		Common Occupations	Local Employers
Data Management		Data Administrator Data Custodian Database Analyst Database Designer Electronic Data Processing	Government Shared Solutions Business Technology Consulting DeltaWare Systems
Networking		LAN Administrator WAN Administrator Network Infrastructure Specialist Network Support Analyst Computer Operator	Government Online Support Inc. UPEI Garden Isle Computing
Computer Hardware Engineering		Computer Engineer Hardware Engineer Network Systems Engineer Capacity Planning Analyst Fibre-Optic Network Designer	LINUX/Electronics Group Government Engineering Technologies Canada
Computer Programming		Computer Software Engineer Software Developer Computer Programmer Interactive Media Developer Web designer/developer	Timeless Technologies Cogsdale CSM DeltaWare Systems Other Ocean Interactive Bight Interactive
Multimedia		Graphic Designer Graphic Artist Animation Artist Multimedia designer Wallpaper Designer	Fresh Media Graphic Communications Revolution Media TechnoMedia Imageworks Website Advantage
Information Systems		Computer Systems Analyst Business Analyst Data Processing Consultant Information Systems Analyst Quality Assurance Analyst	CGI iwave.com Timeless Technologies SwiftRadius IT Solutions Business Technology Consulting Sculpin QA
Telecommunications		Telecommunications Repairer Communication Technician Information Technology Consultant Technical Services Representatives Computer Systems Analyst	Aliant Eastlink Advantage Communications Davis & Henderson On-Line Support

INDUSTRY CHALLENGES

(The following summaries were derived from industry consultations)

Exchange rate pressures

The high value of the Canadian dollar relative to the U.S. currency has resulted in reduced profit margins for IT companies on their export sales. For contracts priced in American dollars, an appreciation of the \$C/\$US results in reduced margins when \$US funds are converted into \$C.

Outsourcing and competitiveness

Local IT firms in PEI compete with companies that outsource components of their services to other countries to reduce operating costs and tap into foreign supply of skilled labour. This can position locally sourced companies at a competitive disadvantage.

Supply of skilled labour

According to the labour market study for ITSC, difficulty in attracting and retaining qualified employees was identified as a challenge for local IT firms, and a limiting factor in the growth of the IT sector in PEI moving forward. Growth in the labour supply pool attributed to graduates from educational institutions is somewhat limited as there are typically fewer students that actually complete an IT program relative to the number of those who start the program.

Low relative wages in IT sector

Another challenge in the IT sector with respect to attracting and retaining IT professionals is compensation. IT wages in PEI are among the lowest in the country-representing 71% of the national median salary overall.

INDUSTRY INITIATIVES

(The following summaries were derived from industry consultations)

Expansion of recruitment targets

The industry is broadening its target range with respect to IT recruitment. In addition to the current focus of the K-12 group, the industry has identified two other possible sources of labour supply: the first is the recruitment and training of persons currently in the labour force (but not necessarily in IT); and secondly, IT immigration (i.e. the recruitment of IT professionals from other parts of Canada as well as from other countries).

Internship program for private sector

The industry has identified interest in the idea of creating an internship program for the IT sector. A government subsidized internship structure could result in the placement of entry-level positions in good quality jobs and in turn, help IT workers move up into more intermediate-senior level positions.

Proactive initiatives: IT Job Fair, Impact Expo and IT Speed Networking

The IT Sector Council organizes an annual IT job fair that links job seekers with companies that are hiring. The job fair is open only to companies that are either hiring now or are planning to hire in the near term. For the 2010 IT job fair, there were 19 companies registered and 110+ jobs being offered. The "Impact Expo" is an initiative by the industry that provides high school students with an opportunity to learn about the video game development and new media industry. The "IT Speed Networking" is a pilot initiative by the IT Sector Council that brings together students (in IT programs), employers and interns into a controlled setting to allow for networking at specific timed intervals.

OCCUPATIONAL HIGHLIGHTS

<p>Computer and Information Systems Managers (NOC 0213) <i>Manage, plan, organize activities of organizations that analyze, design, develop, implement, operate and administer computer and telecommunications software, networks and information systems.</i></p>	<p><i>Employment Outlook to 2011 is Fair.</i> Average annual income: \$70,444 Employed (2006 Census): 70 Age composition:15-24(14%);25-54(86%);55+(0%)</p>
<p>Electrical and Electronics Engineers (NOC 2133) <i>Design, plan, research, evaluate and test electrical and electronic equipment and systems</i></p>	<p><i>Employment Outlook to 2011 is Limited.</i> Average annual income: \$108,972 Employed (2006 Census): 35 Age composition:15-24(0%);25-54(75%);55+(25%)</p>
<p>Computer Engineers (Except Software Engineers) (NOC 2147) <i>Research, plan, design, develop, modify, evaluate and integrate computer and telecommunications hardware and related equipment, and information and communication system networks</i></p>	<p><i>Employment Outlook to 2011 is (n/a)*.</i> Average annual income: \$72,300 *Employed (2006 Census): 30 Age composition:15-24(0%);25-54(100%);55+(0%)</p>
<p>Information Systems Analysts and Consultants (NOC 2171) <i>Conduct research, develop and implement information systems development plans, policies and procedures, and provide advice on a wide range of information systems issues.</i></p>	<p><i>Employment Outlook to 2011 is Fair.</i> Average annual income: \$60,643 Employed (2006 Census): 275 Age composition:15-24(9%);25-54(87%);55+(4%)</p>
<p>Database Analysts and Data Administrators (NOC 2172) <i>Design, develop and administer data management solutions using database management software.</i></p>	<p><i>Employment Outlook to 2011 is (n/a)*.</i> Average annual income: \$27,139 *Employed (2006 Census): 30 Age composition:15-24(0%);25-54(67%);55+(33%)</p>
<p>Software Engineers and Designers (NOC 2173) <i>Research, design, evaluate, integrate and maintain software applications, technical environments, operating systems, embedded software, information warehouses and telecommunications software.</i></p>	<p><i>Employment Outlook to 2011 is (n/a)*.</i> Average annual income: \$69,400 *Employed (2006 Census): 50 Age composition:15-24(0%);25-54(57%);55+(43%)</p>
<p>Programmers & Interactive Media Developers (NOC 2174) <i>write, modify, integrate and test computer code for microcomputer and mainframe software applications, data processing applications, operating systems-level software and communications software.</i></p>	<p><i>Employment Outlook to 2011 is Good.</i> Average annual income: \$50,789 Employed (2006 Census): 280 Age composition:15-24(4%);25-54(75%);55+(21%)</p>
<p>Web Designers and Developers (NOC 2175) <i>Research, design, develop and produce Internet and Intranet sites.</i></p>	<p><i>Employment Outlook to 2011 is Good.</i> Average annual income: \$39,569 Employed (2006 Census): 55 Age composition:15-24(0%);25-54(83%);55+(17%)</p>
<p>Computer and Network Operators (NOC 2281) <i>Establish, operate, maintain, and co-ordinate the use of local and wide area networks (LANs and WANs), mainframe networks, hardware, software and related computer equipment.</i></p>	<p><i>Employment Outlook to 2011 is Fair.</i> Average annual income: \$43,900 Employed (2006 Census): 140 Age composition:15-24(16%);25-54(84%);55+(0%)</p>
<p>User Support Technicians (NOC 2282) <i>Provide first-line technical support to computer users experiencing difficulties with computer hardware and with computer applications and communications software.</i></p>	<p><i>Employment Outlook to 2011 is Fair.</i> Average annual income: \$27,035 Employed (2006 Census): 620 Age composition:15-24(40%);25-54(57%);55+(3%)</p>
<p>Systems Testing Technicians (NOC 2283) <i>Execute test plans to evaluate the performance of software applications and information and telecommunications systems.</i></p>	<p><i>Employment Outlook to 2011 is (n/a)*.</i> Average annual income: \$59,022 *Employed (2006 Census): 30 Age composition:15-24(0%);25-54(100%);55+(0%)</p>
<p>Graphic Designers and Illustrators (NOC 5241) <i>Conceptualize and produce graphic art and visual materials to effectively communicate information for publications, advertising, films, packaging, posters, signs and interactive media such as Web sites and CD-ROMs.</i></p>	<p><i>Employment Outlook to 2011 is Good.</i> Average annual income: \$27,075 Employed (2006 Census): 120 Age composition:15-24(13%);25-54(79%);55+(8%)</p>

INDUSTRY STAKEHOLDERS

Prince Edward Island Organizations

Innovation PEI Shaw Building, 5th Floor, 105 Rochford Street, P.O. Box 2000 Charlottetown, PE, C1A 7N8, Tel: (902) 368-4240, Fax: (902) 368-4242, www.gov.pe.ca/ial/index.php3	IT Sector Council PO Box 1221 Suite # 205, 126 Kent Street Charlottetown, PE, C1A7K4, Tel: (902) 566-3988, Fax: (902) 894-4867, www.itsc.ca <i>PEI IT Labour Force Supply Demand Study</i> http://www.itsc.ca/resources.cfm
Innovation Technology Association of PEI (ITAP) PO Box 241, Charlottetown PE, C1A7K4, Tel: (902) 894-4827, Fax: (902) 894-4867, www.itap.ca	

National Organizations

Information and Communications Technology Council 116 Lisgar Street, Suite 300, Ottawa , Ontario K2P 0C2, Tel: (613) 237-8551, Fax: (613) 230-3490	Canada's Association of Information Technology Professionals National Office, 5090 Explorer Drive, Suite 801, Mississauga, Ontario L4W 4T9, Tel: (905) 602-1370, Toll Free: 1-877-ASK-CIPS (275-2477), Fax: (905) 602-7884
Information Technology Association of Canada 5090 Explorer Drive, Suite 801, Mississauga, Ontario Canada L4W 4T9, Tel: (905) 602-8345, Fax: (905) 602-8346	



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