

The Insider

March 2, 2016



Richard Johnson, patent agent, intellectual property group, Borden Ladner Gervais

SEPs spar with innovation in an evolving IoT ecosystem

February 23, 2016 by Mary Allen

IoT adoption continues to be dogged by challenges with solution and device integration, according to a recent InsightaaS/Techaisle survey of 402 Canadian businesses. Standards are often touted as the answer, but building the standards ecosystem itself represents a complex challenge which requires that companies have understanding of the standard essential patents (SEPs) that apply to the development of their standards-based product or service.

'Why' SEPs must be addressed

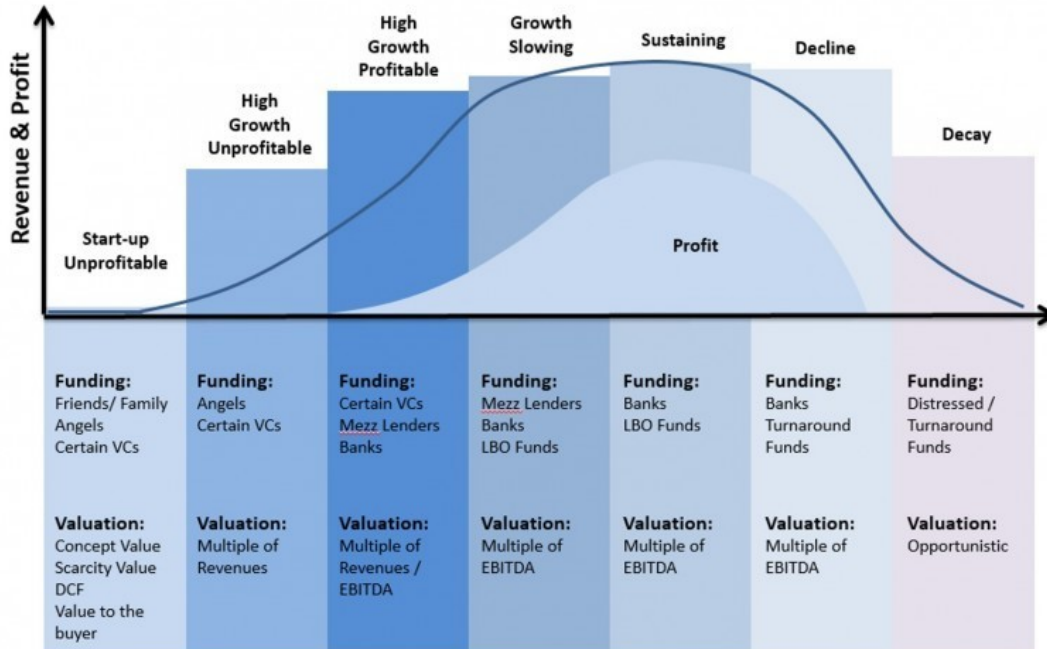
"When talking about SEPs, by definition, you're going to be talking about some technology that is already known. You already have a body like the IEEE or the ITU or the European ETSI, a body of industry players that has evaluated many options and agreed that this is how we are going to implement this particular protocol – for example, Bluetooth, WiFi, HDMI or MPEG," said Richard Johnson, patent agent, intellectual property group, Borden Ladner Gervais. [Learn How to Address SEPs Challenges](#)

New TCBC report examines best practices for financing cloud businesses

Lead analyst, Michael O'Neil, February 22, 2016

Toronto Cloud Business Coalition experts have created best practice guidance to help companies looking to "develop their financing strategies," explained lead analyst, Michael O'Neil. [Learn How to Develop Cloud Funding Strategy](#)

Lifecycle Funding Opportunities



Source: Veracap M&A International Inc.



Sangam Manikkayam, principal security architect, Symantec Canada

Symantec Canada: filling the privacy and security gaps

February 26, 2016 by Denise Deveau

With increasing demand for cloud security services, Sangam Manikkayam, principal security architect of Symantec Canada, shares the keys to Symantec's success.

Providing three cloud-based services

Symantec offers three options for businesses looking to leverage cloud to ensure security of company data and systems: security-as-a-service or hosted cloud services; Symantec security that customers can integrate when building cloud

environments; and the extension of Symantec security to external, third-party cloud services.

The basis for excellence

"We eat our own cooking so to speak, which means any services we offer, we use internally before rolling them out to customers" notes Manikkayam. [Read more](#)



Nevil Knupp, VP cloud, IBM Canada

Vitamin Y: IBM Bell partner to push hybrid platforms

March 1, 2016 by Mary Allen

IBM and Bell recently announced their partnership to provide business customers across Canada with access to specialized cloud services via Bell's Business Cloud. According to the agreement, Bell will deliver secure, high speed access to a range of on-demand compute and storage options available through the IBM Cloud.

Four keYs to the new partner strategy

* Synergy the source of partner success – left and right side delivery needed in hybrid scenarios: Ensure partner offerings complement one another.

* Delivering beyond VPN over the Internet: Security and reliability of broadband access to cloud are features customers need but don't necessarily get in traditional VPN deployments.

* Scaling the network to align with cloud models: On demand broadband service compliments cloud while lowering overall costs to allow partners to reach down market.

* Price a point to reach into new market segments and the list doesn't hurt: Bell has an extensive customer base in the mid-size account that may help expand IBM presence with this group. [Learn More about The Bottom Line in InsightaaS' Vitamin Y take on the new IBM Bell cloud partnership](#)

About InsightaaS

The Insider is a bi-weekly e-newsletter that, like its parent website InsightaaS, it is dedicated to exploring "the 'why' in enterprise technology."

Our enews offers unique and depth perspective on Analytics, Cloud, Data Centre, IT Management (including security), The Internet of Things, and Vitamin Y, a concise view of industry trends and events. If you are interested in staying current with our research, featured content and editorial coverage in these areas, click on any of the articles in this e-newsletter. If you are interested in a steady stream of thought leadership, click on the link below and we'll subscribe you!

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