

**Innovation Place Newsletter**  
**February, 2002 Edition**

**Technology Management Corporation maximizes Internet potential with e-business solutions**

Technology Management Corporation (TMC) is a Saskatchewan-based information technology company headquartered at The Terrace, 10 Research Drive, in Regina's new research park. TMC offices are also located in Saskatoon and Calgary.

President David Luterbach started the business nine years ago with two former colleagues, Mike Hogan and Chris Taschuk. Working from the back room of another software company in Regina, the trio's dream was to provide world-class software and technical services to companies across the province, the country and North America.

Today, TMC is a total business solutions provider, providing management consulting, advanced networking, software development, e-business and technology support services for a wide range of clients in both Canada and the U.S.

The company's reputation for innovation and excellence has allowed TMC to grow rapidly, both in experienced personnel and valued clientele. In just nine years, the company has grown from its initial staff of three to 50.

"In a category like ours, where you're competing with national and multi-national companies, I think there has to be differences that set you apart if you want to achieve success. One of our key differences is the real focus we place on technical excellence and the on-going education of our staff, making sure our people are the best at what they do. It is also key to provide that extra degree of customer service, doing whatever it takes to make sure the client's project is successful," says Luterbach.

"The majority of our growth has come more through reputation and referrals than through mass marketing campaigns. The fact that we do a good job and that we are project management specialists has allowed us to achieve significant growth.

"Our emphasis on customer communication has been another key to our success," says Luterbach. TMC follows a customer engagement model that promotes information distribution, performance reporting and administrative closure. This ensures that all stakeholders are kept informed and involved throughout the project lifecycle.

Among TMC's ever-expanding base of local and national clients is Saskatchewan Property Management Corporation. "We support the infrastructure for the majority of the Saskatchewan government's web sites, e-commerce applications and e-mail network with its 24,000 users," says Luterbach.

Another significant client has been Casino Regina. "We provide seven-day-per-week, 24-hour-a-day technical services for the Casino. Our support includes everything from corporate networking, gaming systems to their Internet sites."

A complex e-business solution has also been recently developed for the Canadian Cancer Society. "This software development project is being used in their call centres throughout

Canada. It's a database and Internet application that supports requests for cancer diagnosis, treatment and research information, allowing call centre personnel to send information to recipients by mail, fax or e-mail."

While the growth of the Internet has astonished both businesses and consumers, Luterbach feels the real future of the Internet lies in its power as an inter-business medium. "We believe that future focus will be on business-to-business communications and operations, rather than what has been the traditional focus: business-to-consumer. Businesses will be able to use the Internet to manage their customer relations, to extend their supply chain through the automation of their supply."

To extend traditional business opportunities, companies need to establish an e-business strategy. "This is where TMC can help. We guide clients' expansion into e-business with proven methodologies and innovative solutions," says Luterbach.

TMC was the second company to locate at the research park in Regina, moving into The Terrace in the fall of 2000. Luterbach describes The Terrace as "one of the most innovative buildings in Saskatchewan, a hallmark of what a technology building should be like - from the meeting rooms to the high speed connection to the Internet."

TMC looks forward to interacting with other companies in the research park community, as tenants begin to draw on the expertise of other companies in the park.

"We will continue to diversify our operations, and will be expanding our offices in Calgary and Saskatoon to extend our business into a broader marketplace. We feel we can cross-pollinate business back and forth between Saskatchewan and Alberta, doing work for clients in Alberta here," says Luterbach.

### **SED Systems tunes into XM Radio**

Across the continental United States, people are beginning to tune into a new generation of broadcasting - XM Satellite Radio Inc. The broadcasting company is headquartered in Washington, D.C., where over 100 channels of digital-quality music, news, sports, talk and children's programming have been launched.

XM Radio has a fascinating Saskatoon connection. SED Systems, a division of Calian Ltd., an anchor tenant of Innovation Place, has designed, manufactured and installed the Uplink Delivery System that encodes and relays XM Radio's programming to two high-powered Boeing 702 geo-stationary satellites, for broadcast to XM-ready receivers across the U.S.

Jim Rennie, Director of Communications Systems with SED, led a team of 40 specialists in the design, development and implementation of the Uplink Delivery System. "We won the contract for the provision of the Uplink system in October of 2000."

Rennie says the XM geo-stationary satellites are "the two most powerful commercial satellites ever built. They were built by Boeing, and have been nicknamed 'Rock' and 'Roll'. One of

the problems receiving a satellite signal is blockage by tall buildings - what we call the urban canyon - so an entire series of terrestrial repeaters has been established in major urban centres in the U.S. This ensures nation-wide coverage."

The commercial-free digital channels are transmitted from these powerful satellites to XM-ready radios for a monthly subscription fee of \$9.95. Among the listening choices are XM Original programs, USA Today, the BBC World Service, CNN/Financial Network, The Weather Channel and more.

"Currently, the XM-ready radios available are strictly car radios made by major electronics firms including Sony, Alpine, Pioneer, Delphi Delco and others," says Rennie.

SED's Uplink Delivery System is located at XM's Washington headquarters. Uplink streams are created from encoded audio with custom application software developed by SED. Associated equipment for the RF uplink was also provided by SED. Rennie estimates the entire contract has a value of approximately \$8 million (U.S.).

"Our system has now been fully deployed. XM Radio launched their nation-wide service in November of 2001. We're in a support mode right now and discussing future enhancements to the project," says Rennie.

SED was awarded the contract as a result of the experience and credibility the organization has earned in providing equipment for digital satellite radio applications. "Our original mandate was to provide similar equipment and services to developing countries. We have installations in Africa, Asia and Latin America, through the WorldSpace Corporation feederlink program."

Future projects could see SED's satellite uplink technologies deployed for digital radio projects in Europe and Japan, adds Rennie.

## **HR management services should focus on present and future requirements:**

### **Rochon Associated**

Rochon Associated serves public and private sector organizations with a diverse range of Human Resource Management services, working to help organizations achieve success now and in the future. Rochon Associated is located at 109 - 15 Innovation Boulevard, and shares both a professional alliance and office space with Kinzel Cadrin & Associates, consultants specializing in organization development.

Charlotte Rochon founded Rochon Associated in January of 1998, building on her previous experience as a Human Resource consultant with Deloitte and Touche and as Human Resource Director for the Yanke Group of Companies. Rochon says regarding her return to consulting, "I love the variety of consulting work, the opportunity to work with a broad range of organizations. I love the challenge; it keeps me very sharp."

A rapidly expanding client base soon allowed Rochon to hire a colleague. Christopher Banks joined the firm as a consultant after obtaining his Masters degree in Applied Social Psychology from the University of Saskatchewan. Banks completed both a practicum and an internship on projects with Charlotte and comments, "When I graduated, it seemed like a natural fit to join her firm."

Rochon Associated offers a complete range of Human Resource Management Services including:

- Strategic HR Planning
- Recruitment and Selection
- Training and Professional Development
- Performance Assessment and Feedback
- Compensation and Benefits
- Human Resources Systems Implementation
- Applied Organizational Research

"I describe the work I do as pure HR, everything from recruitment through to performance compensation," says Rochon.

Rochon Associated specializes in developing processes that strengthen an organization's Human Resources requirements, to meet both present and future needs.

"Strategic HR planning includes assessing your talent pool, based on projections for the future. An organization has to assess what its requirements will be, not only in terms of numbers, but also the necessary mix of skills. When that kind of planning is in place, an organization can prepare and train existing talent to meet business needs five years down the road, and do effective succession planning, to fill in the gaps created by an aging workforce," says Rochon.

There are short-term and long-term benefits of Human Resources Management, says Rochon. "With recruitment, for example, the immediate impact is that we hire a candidate who is a good choice and fits in with the organization. There is also a long-term impact. The right employee benefits a workplace for years to come. The wrong employee will have a negative impact on the workplace for years to come, if the organization is not equipped to deal with that situation."

The University of Saskatchewan is among the firm's extensive client list of public and private sector organizations, government departments and not-for-profit organizations. "We work with the U of S Human Resources Division, their organizational employees, development groups, a good range of colleges and other units," says Rochon.

“An example of a project that Chris and I are currently working on at the U of S is the implementation of job evaluation systems for two bargaining units, which in total cover 2,000 jobs.”

Banks says, “We use a whole range of approaches, from tried and true approaches to methods developed from leading edge research. My area of specialty is applied research. This involves systematically gathering information in order to gain knowledge and check assumptions, ultimately helping organizations to make informed, effective decisions.”

Rochon says that the challenges facing organizations today are far more complex than 20 years ago. “These variables are increasing exponentially, and the more variables you throw into a mix, the more unpredictable the mix is. All kinds of things emerge that you may not have foreseen. Organizations that had really good tools for dealing with emerging situations in a stable environment 20 years ago don't necessarily have those tools now, or don't have a broad enough range of tools to be responsive and on target. Chris in particular is exploring the whole issue of complexity.”

Banks says, “Pierre Cadrin and I have established a study group for the investigation of complex systems theory, to assess the complexity of organizations. I see the work we do as being very sophisticated problem-solving; the variety and different complexities of these organizations is amazing.”

“Our ability to work with Kinzel Cadrin and Associates expands our opportunities and enables us to work on larger projects that require four or five consultants,” says Rochon.

For more information about the services offered by Rochon Associated, contact Charlotte Rochon or Chris Banks at 664-3904, or visit their newly launched website at [www.rochonassociated.com](http://www.rochonassociated.com) .

### **Who's new to Saskatchewan's research park community?**

New companies joining the research park community in Regina include:

- Mera Technologies Inc has opened offices at 195 - 10 Research Drive. Contact Heather Quale at (306) 790-9300, or e-mail: [h.quale@sk.sympatico.ca](mailto:h.quale@sk.sympatico.ca) .

The Saskatoon research park welcomes the following new companies:

- Schulte Industries Ltd. will open offices at 108 Research Drive, effective March 1. Contact Jim Carnago.
- Canadian Digital Music Solutions (CDMS) is located at 319 - 15 Innovation Blvd. Contact Dan Pothier at (306) 955-9911 or e-mail: [dpot@ezehosting.com](mailto:dpot@ezehosting.com) .

On the move...

Please note the following changes of address for the following companies located in the Saskatoon research park:

- Cronus Technologies has relocated from the Galleria to 248-111 Research Drive.
- Traxis is now located at 104-111 Research Drive.

### **Innovation Place Fitness Centre re-opens**

It's time to renew your New Year's fitness resolutions. The renovation and expansion of the Innovation Place fitness centre has been completed!

Featuring new change rooms and lockers, steam rooms, aerobic and weight training equipment, you can use the newly expanded centre by using your access card. Check it out!

### **UST announces Award of Innovation**

UST is actively promoting the evolution of research into marketable products. To encourage researchers to recognize the value of commercialization, UST in co-sponsorship with Innovation Place, has established the "Award of Innovation."

The purpose of the award is to recognize the achievements of the innovators at the University. Based on their contribution to the conception, development or commercialization of an innovation, the award will highlight the process of commercializing an innovation, and will encourage the people behind the innovation to develop new economies that will benefit the province.

The award will be presented at "Celebrating Success", a gala event, hosted by the Saskatoon and District Chamber of Commerce and Women Entrepreneurs of Saskatchewan Inc.

The innovative abilities of the University are being translated into economic prosperity and social well being as the University continues to generate world-class research. One of UST's objectives is to move research discoveries at the U of S out of the lab and into the market. The Award of Innovation is to recognize and celebrate the achievement of excellence in research and development at the University of Saskatchewan from a commercial perspective. Watch the website at [www.usask.ca/ust](http://www.usask.ca/ust) for information and updates.

### **SED Systems repeats ranking as one of Canada's "Top 100" employers**

SED Systems is pleased to be included in the 2002 edition of "Canada's Top 100 Employers", published by Mediacorp Canada Inc. This is SED's second appearance on the Top 100 list since the publication of Mediacorp's 2000 edition.

Even with the downturn in the economy, some Canadian employers are going to extraordinary lengths to attract and retain quality employees. The new 2002 edition of Canada's Top 100 Employers has just been released and it's full of amazing on-the-job perks and work-related benefits.

Last year's edition met with tremendous success from employers and job seekers alike - and was named Canada's best-selling business book of the year by The Globe and Mail. In the 2002 edition, author Richard Yerema has expanded his review of Canada's leading employers to discover the latest developments in employee recruitment and retention, and features "best practices" that allow employees to thrive and reach their full potential.

In the book, SED Systems is lauded for its efforts "to reverse Canada's 'brain drain' by providing an outstanding work environment for the best and brightest aerospace professionals."

Among the SED employment practices considered as part of the evaluation were the company's project-team work structure, casual dress code, active social committee, effective communications initiatives and the enviable facilities and amenities of their custom-built building at Innovation Place.