



Connecting to Canada

Extending your reach to new markets.

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BCE Global – USA
A BELL CANADA COMPANY



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The Canadian opportunity

Canada's strong, growing economy and leading-edge industries coupled with its stability and tax incentives makes it an attractive market for developing markets like technology and finance. The challenge for any network-dependent business is to get up and running quickly, which can be difficult without pre-existing infrastructure. Creating a service presence can be costly and time consuming, and connecting geographically diverse locations requires standardization and the management of multiple suppliers and processes.

Partnering with a knowledgeable vendor who has access to Canada, is an effective way to access advanced, established infrastructure, mitigate risk and gain the strategic advantage of local expertise.

A growing marketplace

Canada's preferential access to global markets, highly skilled talent, and low cost and risk make it an attractive target for global organizations looking to expand their reach.¹ According to the Economist Intelligence Unit, Canada will be the 3rd best country in the G20 for doing business throughout the next five years, it has consistently ranked among the top 10 countries in the last 5 years² and Canada is home to a well-educated, ethnically diverse population with a high average income.

From coast-to-coast-to-coast, Canada supports robust industries in a number of sectors:



Manufacturing

Canada's manufacturing sector employs about 1.8 million people,³ with large concentrations in southern Ontario and Quebec. In 2023, the manufacturing sales in constant dollars rose to \$671.9 billion⁴, driven mostly by transportation equipment rising to 37.1%, amounting to 10 percent of the country's economic activity.⁵



Media and Entertainment

Media and entertainment are booming and diverse industries in Canada, building on the country's well-established film and television roots. Vancouver, BC, has one of the largest clusters of visual effects (VFX) and animation studios in the world. In Vancouver, there are close to 1,000 Digital Entertainment & Interactive businesses, which have generated more than 40,000 jobs and contributing billions in direct GDP to Vancouver's economy.⁶ Vancouver is a prominent hub to some of the world's top media & entertainment producers, including, Sony Pictures Imageworks, Electronic Arts (EA), Microsoft, Capcom, Nintendo. Furthermore, in 2022 and 2023 the total production volume across Canada for film and television reached \$12.19 billion, supporting \$14.05 billion in GDP and creating more than 239,000 jobs for Canadians.⁷



Oil and Gas

The oil and natural gas market is the largest private-sector investor in Canada, with forecasted capital investment to reach \$40.6 billion in 2024⁸ and supporting more than 500,000 employees.⁹ The country is the world's fifth-largest producer of natural gas and contains the planet's third-largest oil reserves.¹⁰



Finance

Canadian banks are major employers and contributors to the Canadian economy, with more than 280,000 Canadians employed in 2022¹¹ and the industry contributing approximately \$70 billion to Canada's GDP. Furthermore, Canada's five largest banks are ranked in the World's top 50 largest banks.¹²



Mining

Canada is the world's number-one producer of potash, second-largest producer of niobium and uranium, and third-largest producer of diamonds and palladium. The total value of Canadian mineral production in 2022 was \$74.6 billion, accounting for 21 percent of the value of all Canadian exports. Canada's growing mining sector directly employed 420,000 people and indirectly employed an additional 274,000, for a total of 694,000 employees in 2022.¹³



Energy

Canada's electricity system is among the lowest emitting in the world.¹⁴ In fact, 68% of Canada's electricity comes from renewable sources and 82% from non-greenhouse gas (non-GHG) emitting sources such as solar, hydro, wind and nuclear power.¹⁵ Canada is the world's third largest producer of hydroelectricity. Its renewable energy industry overall, including moving water, wind, biomass, ocean energy, geothermal and solar is growing rapidly¹⁶ and accounted for approximately 12% of nominal GDP in 2022 for Canada.¹⁷ The country also has a significant nuclear industry, contributing to 16% of its electricity needs and provides over 30,000 direct jobs.¹⁸



Information and communications technology (ICT)

Over 45,000 companies make up the Canadian ICT sector, with the majority made up of small software and computer services businesses, though the sector employs over 700,000 employees. ICT contributed \$104.5 billion to Canada's GDP in 2021, and generated an estimated \$242 billion in revenue.¹⁹

Must-haves for new market entrants

Given the sheer size of Canada, new entrants can benefit materially by connecting with a partner to reach their Canadian customers. There are a few key questions to ask when considering a network partner:



How extensive is the network?

With more than 41.2 million people²⁰ spread across 9.9 million square kilometres, Canada depends on a robust, reliable and advanced telecommunications infrastructure. To reach their customers, service providers need a partner who can offer wide-reaching infrastructure and offer valuable strategic insights into local markets.



How will data be transported?

Connection and transport options are critical to delivering the services, speed and bandwidth end users require. Partners should ideally be able to support a wide variety of connection and transport types, including Ethernet, Wavelength and other networking solutions.



Can commitments for latency and speed be met?

U.S. and international service providers with existing latency and speed commitments need a partner that can match those commitments and any additional guarantees the provider intends to offer in Canada. Because potential customers may have businesses in other locations, providers will need to investigate a potential partner's capacity to support international connections.



What types of service-level agreements (SLAs) are provided?

When it comes to satisfying end-user demand, service providers need reliable networks that can help them maximize performance and avoid the catastrophic consequences of unplanned downtime. The right partner will offer robust, comprehensive service level agreements (SLAs) to help ensure their business stays up and running.



What security measures are in place?

Security and privacy are generally non-negotiable for end users, so it's imperative that providers investigate the physical and digital security offered by a potential partner. Ideally, a coordinated set of security controls, policies, practices and procedures that conform to multiple standards and all relevant legislation supports the partner's network.



How easily can the service be scaled?

A service provider's needs may change as business grows or as seasonal demands cause bandwidth requirements to spike – making the ability to scale both up and down important to any infrastructure partner's offering.



Is the network adaptive?

An adaptive network allows easy transitions to accommodate sudden bursts in traffic and makes it simple to add, change or remove services and options.



Is professional support available?

An experienced team of certified, local professionals should be available to help design, implement, optimize and support your network. For many businesses, having access to 24/7 support and self-serve options are non-negotiable.



Is the connectivity solution certified?

Generally, the higher a potential partner's certification level, the better. While every country has its own standards, an ideal partner will also meet or exceed international standards.



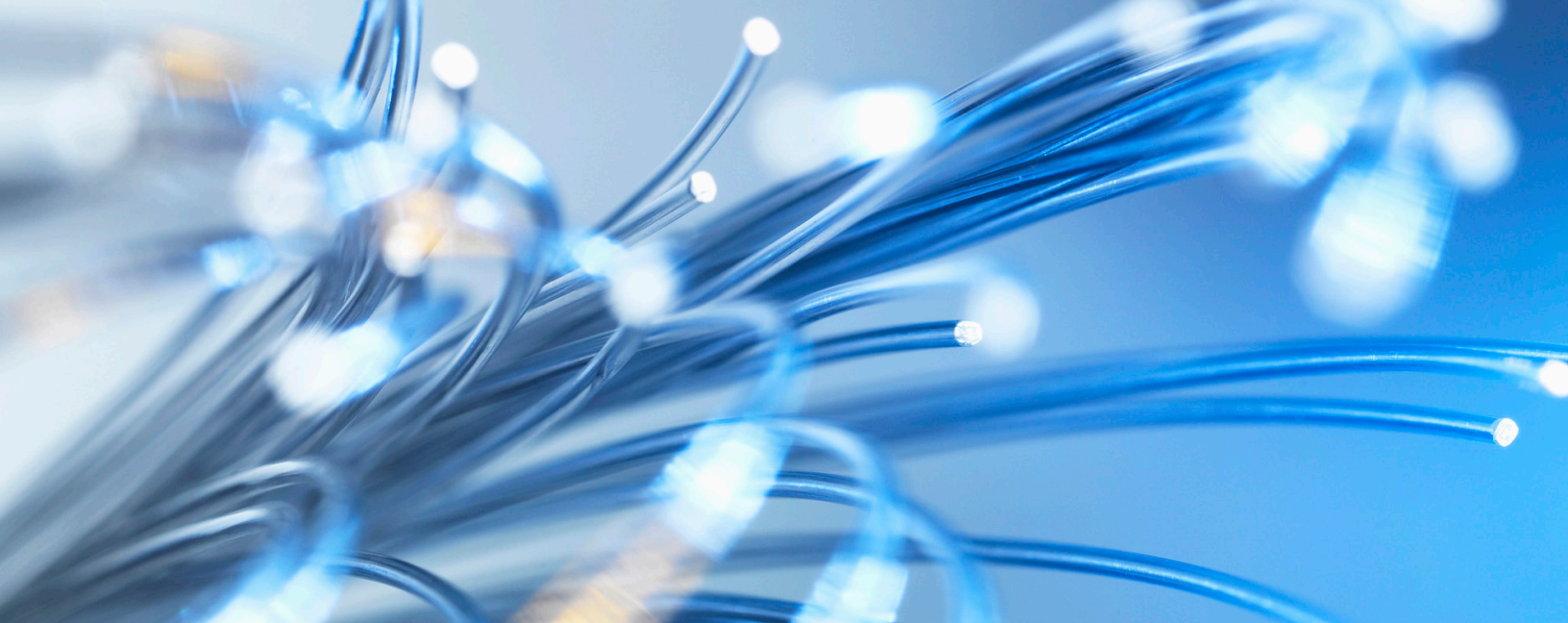
What kind of reporting or performance monitoring is available?

Service providers and end users are looking for high visibility and control over their services. Partners should be able to provide transparency in the form of real-time reporting through a self-service portal.



What Corporate Responsibility guidelines are in place?

Now more than ever, businesses across the globe are committed to doing their part to protect our planet and its future. Choosing a partner with environmental, social and governance programs in place can help expedite the vendor on boarding process – meeting a provider's supply chain requirements and contributing to your own sustainability objectives.



Connectivity options

Fortunately, for service providers looking to set up in the Canadian market, an advanced telecommunications infrastructure offers a wide variety of connectivity options for:

- **Creating private networks** – Providers that need low-latency access to mission-critical applications as well as control over IP addressing, firewall management and other functions can use a cost-effective Layer 2 Ethernet. A competitive Ethernet solution will offer simplified network routing and multiple classes of service and speed options for customization to user needs.
- **Data transmission** – Interconnecting data centers for cloud applications and running multiple protocols on a single network calls for ultra-high bandwidth Layer 1 Wavelength service. This can support local area networks (LANs), storage area networks (SANs) and wide area networks (WANs) with speeds up to 400 Gbps and the ability for diversity, data sovereignty and multiple redundancy options.
- **Connecting multiple sites** – For multi-application support, IP VPN/MPLS is a private, fully managed Layer 3 meshed WAN solution that also provides an easy, cost-effective expansion option – with prioritized voice, data and video traffic and downtime prevention via redundant networking.

Apart from connectivity, a partner should be able to deliver the support service a provider needs when moving into a new market. This could include consulting to determine the best approach, creating an implementation plan, providing support throughout installation and initial market entry, and offering ongoing maintenance.



BCE Global – USA delivers

BCE Global - USA has access to more than 204,000 miles of reliable, fiber-optic network with “meet me” points in key U.S. cities and London, UK.

Our corporate group, Bell Canada was one of the first Canadian Carriers to deploy 400 Gbps Wavelength connectivity. Its coast-to-coast-to-coast network is resilient thanks to “triversity”: three cross-country routes for optimization and redundancy. Two of those routes are entirely within Canada to help keep data sovereign and meet data residency requirements.

In Canada, BCE Global – USA offers all major connectivity options, including:

Ethernet

Ethernet Internetworking (EI) is a fast, effective and economical way to support multi-application WANs. Its fully redundant core can minimize potential points of failure while enabling multiple classes of service and access speeds up to 10 Gbps for flexibility and scalability. Our corporate group, is MEF 3.0 certified and can support the simultaneous operation of mission-critical applications like Video and Voice over IP (VoIP).



BCE Global – USA offers two distinct types of Ethernet service:

- Switched-Ethernet Virtual Private Line is ideal for advanced applications and high-bandwidth requirements. It offers managed services through virtual connections and provides powerful connectivity while allowing end users to maintain control of IP security, routing and configuration.
- Switched-Ethernet Private Line provides both VLAN and class-of-service transparency, giving service providers more flexibility when managing their customers’ networks.



Internet Connect service and Internet Connect – Dedicated Internet Access

Internet Connect service (ICS) includes both Internet access and transit in a single service package for a complete solution with the speed and performance you require. The solution is flexible and secure, and offers scalable bandwidth speeds up to 100 Gbps, bursting options and support for IPv4 and IPv6 addresses.

For customers requiring direct Internet connection to their end customer, Internet Connect – Dedicated Internet Access (IC-DIA) offers dedicated access speeds of 10BT, 100BT or GigE Ethernet, and support for IPv4 static addresses.

ICS and IC-DIA are available across Canada and provide access to our major peering partners, transit providers and Canada’s largest network.

Wavelength

Wavelength service is delivered over a secure, reliable, dedicated fiber optic network with speeds up to 400 Gbps. With diverse, low-latency connectivity, Wavelength service provides flexibility and protection over an expansive, ready-built network. With comprehensive service level agreements backed by 24/7 help desk support, Wavelength service offers reliable service in the U.S., Europe and around the globe.

Wholesale Co-location

Wholesale Co-location offers service providers access to leading hosting facilities at a fraction of what it would cost to build or retrofit an in-house center. Wholesale Co-location serves as a powerful platform for growth, making existing telco-quality space available when and where needed.

IP VPN

Delivered over Canada’s most extensive private IP-based network, IP VPN service allows service providers to offer end users voice, data and video services across North America. BCE Global – USA has flexible packages and scalable bandwidth options up to 10 Gbps, as well as an easy-to-use web portal with detailed service and performance reports.



Building a powerful partnership

With more global businesses opening offices in Canada – and more Canadian companies building their presence south of the border – U.S. and international service providers have an opportunity to follow their customers into Canada and take advantage of an advanced infrastructure and growing market.

Partnering with an established service provider can help ease entry into Canada, eliminating the need to build new networks, providing access to geographically diverse areas, and connecting providers with local third-party vendors and suppliers. Access to a powerful Canadian network, strong relationships with local vendors and team of certified support experts can help service providers give their customers high-quality service on either side of the pond.

By leveraging an extensive network across Canada with meet me points in the U.S, and Europe, global service providers can cost-effectively and quickly extend their reach across North America without the need for major capital investment.

BCE Global - USA connects more than just businesses, providing critical infrastructure, innovative solutions and vital connectivity while employing essential practices of sustainability.

If you're ready to talk about expanding your reach or your unique business challenges, connect with us.

Visit bceglobal.net or email us at BCEGlobalusamktg@bell.ca to learn more.

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