

IBM System Storage DS3200 Series Express models. FROM \$5,124*



Learn more



ibm express advantage™

Sunday, September 16, 2007

Subscription Services

IT World Events

Site Map - Affiliates



Enter your  QUICKLINK number to go directly to that article.

Advanced Search

Knowledge Centres

- Enterprise Infrastructure
- Communications Infrastructure
- Information Architecture
- Integrating IT
- Departmental and End User Computing
- Enterprise Business Applications
- Extended Enterprise
- Security
- Voice Data and IP
- IT Workplace
- Leadership
- E-Government
- Wireless and Mobile Computing
- The good the bad and the ugly
- Green IT

Content Types

- Blogs
- Salary Calculator
- IT World Canada Technology News
- White Papers
- Product Reviews
- Careers
- ITWorld Canada RSS Feeds



- Conference & Expo
- IT Executive Events
- Government Events
- Roadshows
- International Events
- Custom Events



Voices

The magic of Intrapreneurship



Joaquim P. Menezes
Is there a model of entrepreneurship that blends the seemingly paradoxical strengths of an enterprise and a

Get ready to be leap frogged

Page 1 of 1

Get ready to be leap frogged

By: Alan K'necht (15 Dec 2000)

Last March, while delivering the keynote address at Web Design 2000 in Sydney, Australia, I had the opportunity to mix and mingle with some of Australia's brightest and most talented Web developers. What stood out was their thirst for knowledge and the belief that they were far behind North America in adoption of Internet technologies and methodologies.

The combination of these two facts sent shivers down my spine, and you should start feeling them soon.

Recently, it has been easy to be complacent about Canada's adoption of the Internet. After all, we adopted the Internet early on and have one of the highest penetration rates anywhere in the world. Yet, Canada continues to be saddled with legacy Web site designs techniques. We are always looking to the U.S. for guidance in the belief that American sites are better and that Canadian sites can't compete.

Why else would virtually every major Canadian company only want .com addresses, when they could easily use a .ca domain address. Recent changes (effective Nov. 1, 2000) by CIRA, the Canadian Internet Registration Authority, are going to make getting a .ca even easier, yet my gut tells me that Canadian companies are going to continue to market themselves as .coms for a long time to come.

Unlike other countries around the world, Canadians like to pretend that a .com domain means more then it does. Other companies around the world are proud to use their country's top level domain when it's just as easy for them as Canadian companies to acquire a .com. In Australia, they've use .com.au, in the UK it's .co.uk, in France .co.fr, etc. In countries like Australia, you can't watch more then a couple of minutes of TV, pick up any publication or listen to the radio more then a couple of minutes with hearing something ".com.au."

These countries are proud of their home-based business and understand the value of distinguishing themselves from the XXXX.coms already on the Internet. This stance positions them better once they figure out how to go after the global market by way of the Internet. Beyond their desire to distinguish

IBM System Storage DS3200 Series Express models. FROM \$5,124*



Learn more



ibm express advantage™

startup, while minimizing the weaknesses? There certainly is according to Professor Moren Lévesque of the University of Waterloo. Read the blog by IT World Canada's online editor, Joaquim P. Menezes. Includes video.

View more Voices columns

Read, hear or watch interviews with a galaxy of tech thought leaders conducted by Joaquim P. Menezes, online editor, IT World Canada.

Product Review

Samsung's second-gen Blu-Ray player



Joaquim P. Menezes
Samsung recently became the only vendor to offer a second gen Blu-Ray player - with its launch of the BD-P1200. Does the new player do a better job of showcasing Blu-Ray technology than its predecessor? IT World Canada's online editor, Joaquim P. Menezes, investigates.

themselves from the plethora of .coms in the world, they have something that is lacking in Canada. They have a thirst for knowledge, and the desire to learn from North America's mistakes. They openly admit that they don't know it all and seek out the answers.

Advertisement

IBM System Storage DS3200 Series Express models.
FROM \$5,124*



[Learn more](#)



ibm express advantage™

Why this difference? Perhaps it's just that they're not yet jaded by all the Internet news that we were bombarded with a few year ago, or perhaps it's just that their Internet community has grown-up outside of the American shadow. Whatever it is, they're getting ready to leap over us and the U.S. as well.

For the past few years, Canadians have been focusing on competing against the Americans on the Internet. Well, get ready for the battle. With Canada's current mindset and complacency, Canadians better get ready to see Australia and others leap frog right over them in the adoption of the Internet and in the launch of multitudes of Internet commerce sites to service the emerging on-line market places of Asia and the South Pacific.

There may be many of you out there that disagree with me. Perhaps you are on my side in telling corporate Canada to wake up and look beyond our borders. Whichever it is, I hope that you can start proving me wrong.

Yes, several Canadian companies have used the Internet to break into the U.S. market, but less than 50 per cent of all Internet users live in the U.S., so what about the rest of the world? No matter how you look at it, Canadians and the corporations that employ them better start thinking global when it comes to Internet commerce.

K'necht is president of K'nechtology Inc., a Toronto-based consulting company. He can be reached at alan@knecht.ca.



Bookmark this article on:

[del.icio.us](#) | [Digg it](#) | [Fur!](#) | [Google](#) | [Technorati](#) | [StumbleIt](#) | [Yahoo!](#)

Have something to say about this article? [Add a new Comment](#)

If you find a comment inappropriate, You can notify the moderator by clicking the  icon.

ADD A COMMENT

Name: * Your [email](#) address will

City: not appear online and will be used only in the event that the editor wishes to contact you personally for additional comment.

Email:

Title: *

Comment: *

* required fields

Special Advertising Partners

IDC Case Study: Identity And Access Management Buying Criteria.

IDC analyses IAM buying criteria and deployment at Coppin State University. Coppin State replaces "first generation" IAM solution to obtain benefits needed for today's agile enterprise: ease of integration, rapid deployment, simplified compliance, flexibility.

IT World Canada MarketPlace

Numara Track-It! Help Desk & CRM Software

Vital IT information you need to tackle your biggest IT issues - in one place. Get a free demo here!

HelpDesk or Customer Support

Web based IT HelpDesk with Asset Mgmt or Customer support Software with Account & Contact mgmt.

IT Solutions Providers: Make room for more profit.

Find out how Seagate helps you satisfy customer needs and boost profits. Visit Seagate now.

Linking the Global Supply Chain

Advanced IP applications enable improved collaboration with partners.

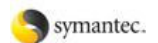
Choose Covad T1

Get Free Installation, Free Equipment and One Month Free Service on Covad T1!

White Papers

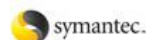
E-Discovery and Electronic Document Retention in Canada

This paper is a guide to understanding the role of the IT department in the management of electronic documents and support of e-discovery, given new legislature described as "SOX for the CIO".



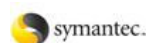
Symantec Enterprise Security Manager™ for C-SOX: Bill 198 and the Canadian Securities Administrators' Multilateral Instruments

The time to develop a plan of action for the Canadian rules on the Sarbanes-Oxley Act ("CSOX") was December 31, 2006, and to put them into operation by end of December, 2007. This paper seeks to show how the Canadian Securities Administrators' rules map to the equivalent US legislation, and how ESM can help in managing CSOX compliance in Canada..



"Dear Privacy Officer" - the Nightmare Letter

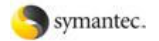
Organizations need to be prepared for the receipt of the 'nightmare access letter' from an irate consumer who knows a little too much about privacy and information technology. This white paper provides an overview of the principles relating to safeguarding and access and includes an example of an access letter, offered as a tool for C-level



executives on the forefront of dealing with privacy breach fallout.

IT Risk Management Report (Trends through December 2006)

IT Risk is a growing component of total Operational Risk. IT Risk Management, which includes security, availability, performance and compliance elements, each with its own drivers and capacity for harm, is emerging as a separate practice. This study examined IT Risk, along with the technology and process controls used to mitigate it, in a year-long study based on in-depth structured interviews with more than 500 IT professionals around the world. Download this comprehensive report now.



<p>IBM System Storage DS3200 Series Express models. FROM \$5,124*</p>	 <p>Learn more</p>		<p>ibm express advantage™</p>
---	---	--	-----------------------------------

[Copyright Information](#) [Privacy Policy](#) [Site Map](#) [About Us](#) [Media Centre](#) [Reprint Services](#) [Mobile](#) [Feedback](#) [Contact Us](#)



[PC World Canada](#) [Intergovworld.com](#) [Vendor of Record](#) [Bio-IT World](#) [CIO Titles](#) [CMO](#)
[ComputerWorld Titles](#) [CSO](#)

[Glossary](#) [Darwin](#) [GamePro](#) [Infoworld](#) [Games.net](#) [ITJobUniverse](#) [JavaWorld](#) [MacCentral](#)
[MacWorld](#) [Network World Titles](#) [PCWorld](#) [Playlist](#) [IDG WorldWide Network](#)

©2007 ITworldcanada.com All rights reserved.