

# Let's Talk Business

## For Ted Rogers Students

These reports describe industry sectors and career paths of interest to Ted Rogers students and Alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

### Want to Join IBM?

### This Guide Will Help You Get Started

IBM is one of the largest technology and consulting companies in the world with 47 of the Top 50 Fortune 500 companies relying on the IBM Cloud to run their business.<sup>1</sup>

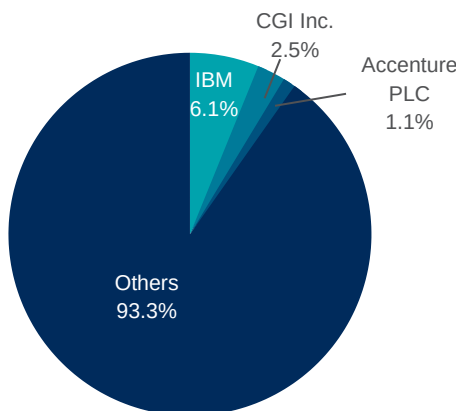
With more than 100 years of history in Canada, they have research and development, manufacturing, sales, marketing and service operations in Canada. The business has more than 345,000 employees in offices across 175 countries.<sup>2</sup>

Employees at IBM Canada rate it as a great employer, offering work-life balance.<sup>1</sup>

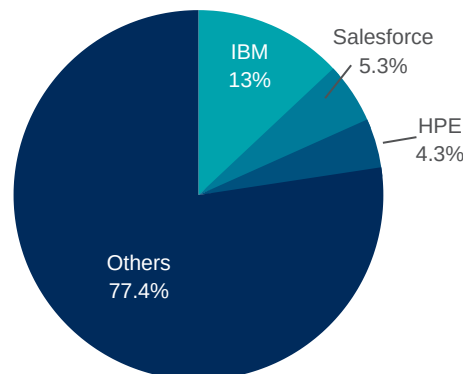


### IBM in Canada

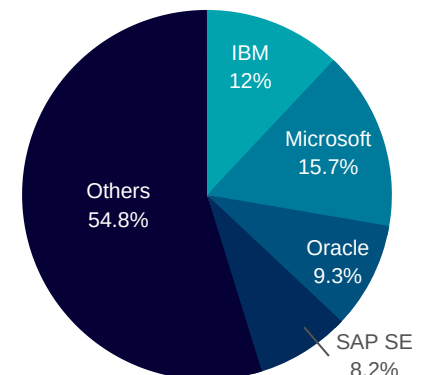
IBM Canada encompasses hardware, software, infrastructure, hosting and consulting services, and is a major player in different sectors in Canada. See market shares below, by sector.



IT Consulting <sup>3</sup>



Data Processing & Hosting Service <sup>4</sup>



Software Publishing <sup>5</sup>

# Software is IBM's Most Profitable Unit

## Software

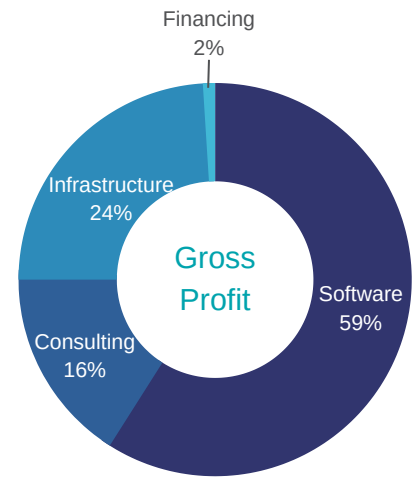
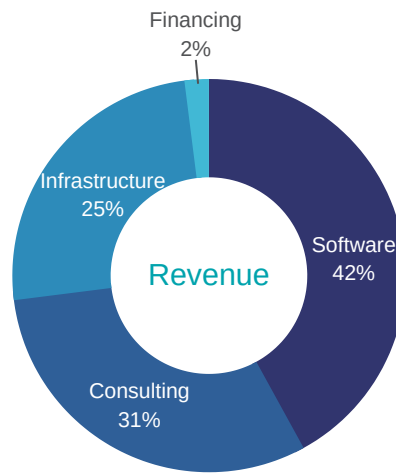
IBM's Software segment bridges the company's software solutions with its hybrid cloud platform in order to help clients with their data needs and help them automate and secure their systems.<sup>6</sup>

## Consulting

IBM Consulting departments help clients to transform businesses and implement new technology.<sup>6</sup>

## Infrastructure

IBM Infrastructure provides hybrid-cloud solutions with infrastructure platforms that help meet the industry's new requirements.<sup>6</sup>



## Financing

Helps the company's clients acquire its IT systems, software, and services.<sup>6</sup>

# Cloud Computing is Growing at IBM

## IT Consulting

The IBM IT Consulting segment expects to outperform the market over the next three years with significant growth. Although IBM's revenue once decreased to \$3995.3 million due to the impacts of the pandemic. However, in 2021, the revenue increased to \$4082.6 million with a 2.2% growth and revenue up to \$4800 million with a 13.3% increase in 2022 first quarter.<sup>7</sup>



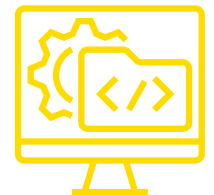
## Data Processing & Hosting Services

Cloud computing is the fastest-growing portion of the global technology services division. IBM Cloud service generated 29.7% company's total revenue in 2020. IBM has become the industry leader by heavily investing in this technology alongside its well-known Watson AI and Internet of Things platforms.<sup>4</sup>



## Software Publishing

Investments in artificial intelligence, data analytics and machine learning keep IBM at the forefront of technological change and entrenched as a major player in the industry in the future.<sup>5</sup>

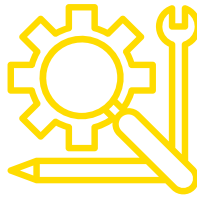


# Let's Talk Money

According to Glassdoor, the salary ranges for roles at IBM vary depending on work experience, with more experience aligned to higher salaries.<sup>8</sup>



**Co-op Students**  
\$50-60k



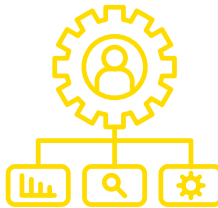
**Engineering**  
\$60- 160k



**Information Technology**  
\$60-160k



**Consulting**  
\$50-170k



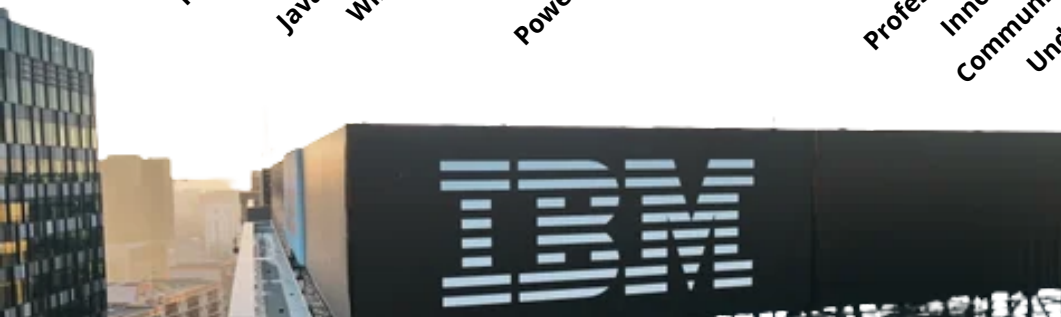
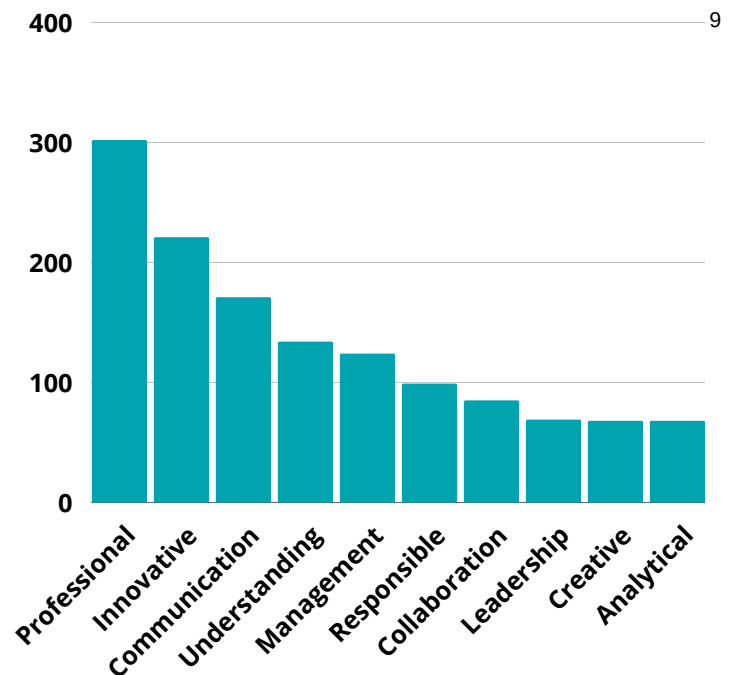
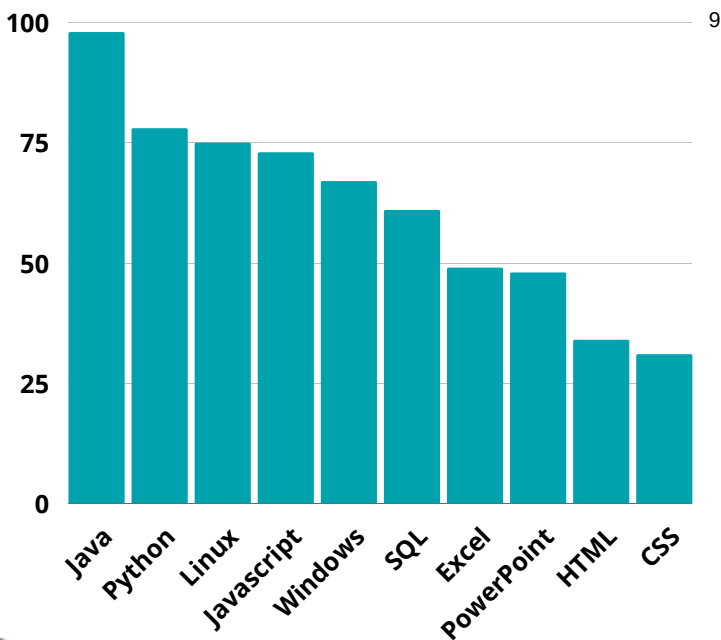
**Product & Project Management**  
\$70-200k



**Business**  
\$80-200k

# IBM is Looking For Java and Python

According to job posting data on the BCH portal between 2017-2021, IBM is seeking individuals who have a strong technical skillset. In addition, they are expecting applicants to be innovative and to be able to communicate well. Once employed at IBM, they offer numerous internal resources and a student-facing training centre.



# Upgrade your Skills in a Python Bootcamp

The BCH provides opportunities to Ted Rogers students to continuously upgrade your technical skills, through industry and facilitator-led bootcamps. Acquire the knowledge and skills that companies like IBM are looking - for FREE!



Python



Digital Communication



SQL



VBA

## Valuable Tips

The Average Time a Recruiter Looks at Your Resume is 6 Seconds! <sup>10</sup>



Highlight Your Accomplishments



Quantify your Experience



Be Clear and Concise

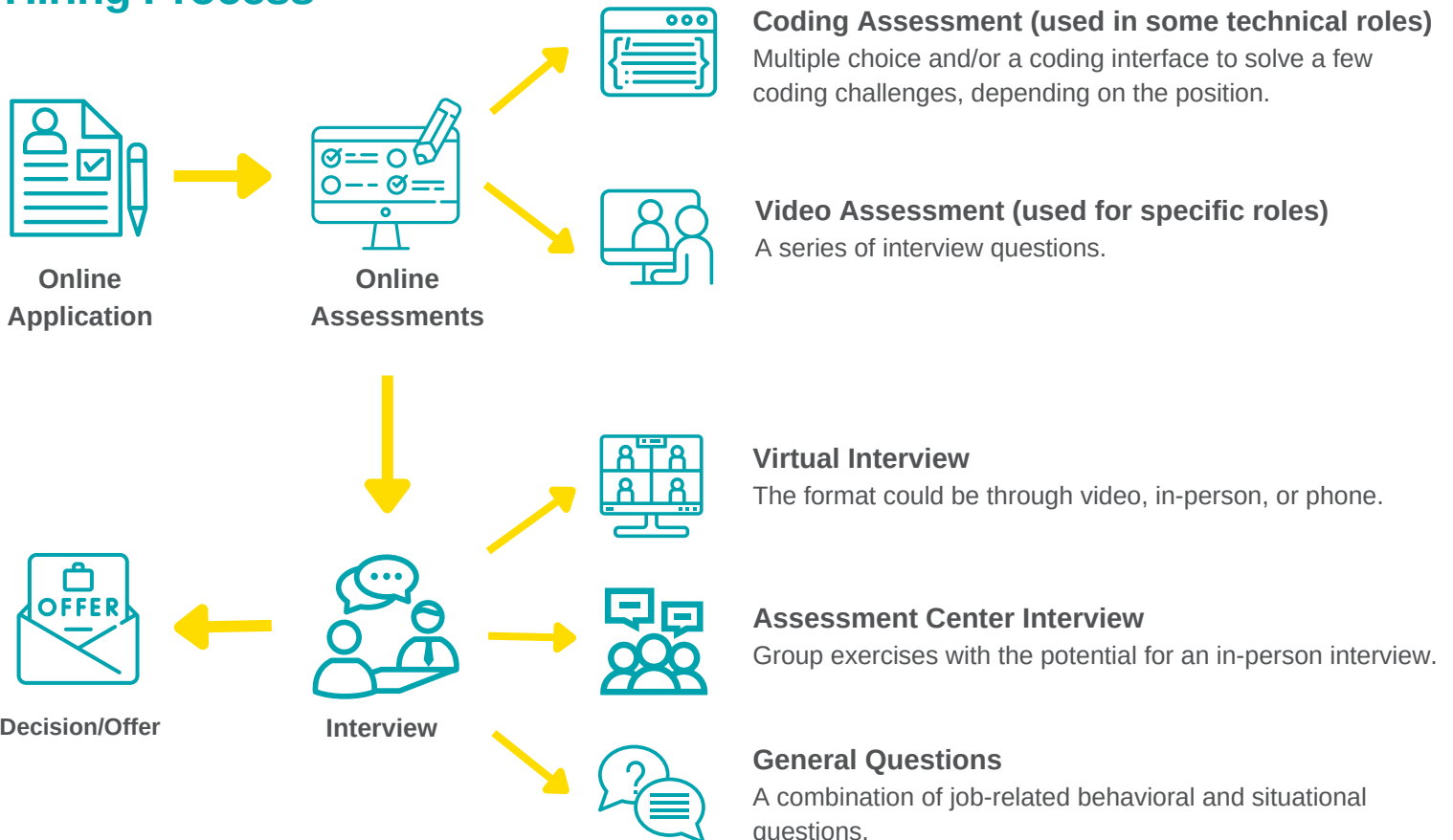


Place Important Information at Top



99% Hiring Managers Review Resumes Digitally

## Hiring Process <sup>10</sup>





# Meet A Ted Rogers Alumni at IBM!



**SHANGHAVY  
KARUNAKARAN**

IBM - Senior Consultant



As a Senior SAP Consultant at IBM, I guide multinational clients through one of the largest business transformations an organization can undergo- SAP implementations. These are multimillion-dollar enterprise resource planning (ERP) transformations that large organizations entrust consultants with to help modernize, transform, and enhance the efficiency of their operational processes. My favourite part about working at IBM is being at the forefront of these business transformations. I get to deep dive into the operations of some of the biggest companies in the world and transform their business processes as a trusted partner.

The biggest tool that helped me during the recruitment process at IBM was **LinkedIn**. I set up several coffee chats and connected with various partners, project managers, and managing consultants at IBM so I could learn more about the people, the culture, and the organization. Through continuous **networking** I built strong relations, particularly with one senior leader at IBM who referred me to the recruitment leader. LinkedIn is a powerful tool to grow your eminence which can help you stand out during the recruitment process.

For students interested in joining IBM, I recommend immersing yourself in opportunities focused on tech and leadership. When I was a student, I was heavily involved in **extracurriculars, case competitions, and international exchanges** where I developed resourcefulness, business acumen, and influence that served as an asset to my organization. I volunteered at the Biomedical Zone, one of the many [Learning Zones at Toronto Met](#) that exposed me to innovative start-ups. I also taught website development to students during an international exchange in Bulgaria and designed a business proposal through the global innovation challenge at Toronto Met where I received an opportunity to pitch to foreign investors in Dubai. Although many of these experiences were volunteer work in addition to my course work, becoming involved on campus meant I was given a large responsibility to lead diverse teams, make decisions, and create impact, all of which enriched me with the necessary skills to open doors at IBM.

## Learn More for Free



### IBM Annual Report

The report covers the year in review, market analysis, future expectations, financial statements and even more. Know more about IBM here!



### Careers at IBM

Find more information about the recruitment process at IBM. Provides useful tips on interviews, and the overall process. Must-know information about IBM is here!



### IBM Skills

Know about IBM, Learn from IBM! Explore the massive online learning modules for students including hardware, development, design and more here!

## Stay Connected with IBM!



[@lifeatibm](https://www.instagram.com/lifeatibm)



[@lifeatibm](https://twitter.com/lifeatibm)



[Life at IBM](https://www.youtube.com/lifeatibm)



[Life at IBM](https://www.linkedin.com/company/lifeatibm)



## Visit the Business Career Hub

### Employer Events

Interested in expanding your network and meeting industry professionals? BCH organizes and hosts many industry events - refer to your 'Careers Newsletter' for a list of upcoming events.

### Bootcamps/Prep Programs

Digital Communication -  
Linkedin - Elevator Pitch -  
Personal Branding - Emotional Intelligence - Having Courageous Conversations -  
Microsoft Excel - Tableau -  
PowerBI - Ace This Case  
[Click here to register for current bootcamps.](#)

### Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](https://www.instagram.com/TedRogersBCH)



[Business Career Hub Website](#)



[TedRogersBCH](https://www.facebook.com/TedRogersBCH)



### Career Consultant Contributor Sarah Anderson

Sarah is a Career Consultant with 5+ years of experience in the human resource, recruitment, and career services industry. She is passionate about helping clients communicate their value using a strengths-based approach to land meaningful work



### Student Contributor Yike Cheng

Yike is a fourth-year Hospitality and Tourism Management Co-op student and currently working as a Project Coordinator for the Business Career Hub. She is passionate about sharing her experiences and developing a career in project management.

## Sources

1. IBM Careers (2022): [Company Information](#)
2. IBIS World IT Consulting (2021): [Company Information](#)
3. IBIS World IT Consulting (2021): [Market Segmentation](#)
4. IBIS World Software Publishing (2021): [Market Segmentation](#)
5. IBIS World Data Processing & Hosting Services (2022): [Market Segmentation](#)
6. IBM Annual Report (2022): [Revenue](#)
7. IBM First Quarter Results (2022): [Revenue](#)
8. Glassdoor (2022): [Salary](#)
9. Orbis Co-op Portal Data (2021)
10. IBM Careers Entry Level (2022): [Tips & Hiring Process](#)