

## IBM Named a Leader in IDC MarketScape For Canadian Artificial Intelligence (AI) Services 2022

- Nearly half (48%) of Canadian organizations exploring the use of AI in their business today\*
- IBM continues to invest solutions to enable and scale AI adoption across Canadian organizations



**Toronto, ON, December 05, 2022:** IBM (NYSE: [IBM](#)) announced today it was named a Leader in the latest IDC MarketScape: Canadian AI Services 2022 Vendor Assessment ([doc #CA48060822, September 2022](#) ). This recognition builds on IBM's [global AI market leadership](#). The IDC assessment is based on the features and functionality, skill sets, and capabilities that Canadian organizations consider most critical in AI service providers.

“Our team is incredibly proud to be recognized for the value we are delivering to our clients and partners across industries as they increasingly look to AI and automation to drive more efficient operations, improve productivity and ultimately strengthen performance,” said Dave McCann, President, IBM Canada. “This technology will continue to be at the core of digital transformation in Canadian businesses, and we continue to be uniquely positioned to securely deliver AI and automation solutions anywhere across hybrid, multi-cloud environments.”

“IBM’s features and functionality, skill sets, and capabilities across data, analytics, AI and automation address the local market needs we have seen Canadian organizations identify as most critical for their requirements in harnessing data and generating ROI from digital transformation initiatives. The capacity to support customers across data maturity levels and environments is crucial in advancing Canadian AI adoption, and a strength that we see in IBM and its partner ecosystem,” said Warren Shiau, Research Vice President, AI, and Analytics at IDC Canada.

### Driving AI adoption in Canada: IBM Business Analytics Enterprise Suite & Embeddable AI

According to the [IBM Global AI Adoption Index 2022](#), adoption of AI is growing steadily in Canada. According to the report, almost a third (28%) of Canadian companies are using AI today and nearly half (48%) are exploring

the technology.

To support Canadian organizations in AI adoption, IBM continues to invest in solutions to help enterprises to make data-driven decisions more quickly, including the recently launched [IBM Business Analytics Enterprise suite](#). This suite helps enterprises break down data silos, and streamline planning and analytics tools from multiple vendors in a single, personalized dashboard view.

IBM is also taking steps to strengthen the AI ecosystem, including in Canada, with the recent expansion of its [embeddable AI](#) software portfolio, enabling IBM Ecosystem partners to more easily, quickly and cost effectively build their own AI-powered solutions and bring them to market.

### **IDC MarketScape: Canadian AI Services Vendors**

The IDC MarketScape report noted IBM's strengths include breadth and depth of IP, methodologies, and tools such as function- and industry-specific solutions for process and operations automation and data, analytics, and AI at scale; breadth and depth of tools to assist clients with identifying the benefits and ROI of AI services projects; breadth and depth of pre-built functional and industry-specific AI solutions and intelligent operations solutions; breadth and depth of methodologies and tools for change management; And incorporation of newer pricing models such as outcomes-based pricing and ability to offer IBM Global Financing customer payment solutions.

The report went on to say, "IDC considers IBM's strategies and IP around AI services delivery, client adoption methodologies and tools, marketing, go-to-market alliances, and innovation and R&D and reach into the Canadian midmarket through its partner ecosystem as key strengths for organizations seeking to engage in transformational initiatives utilizing pre-built platforms and solutions for industry- and function-specific deployment and implementation of AI and analytics at scale and intelligent operations."

IBM Canada offers a wide range of AI and analytics services including IBM Garage, Cognitive Forecasting, Big Data Insights (Advanced Analytics and ML), Cognitive Optimization, Natural Language Discovery, and AI@Scale. To learn more about IBM's industry leading AI technology and solutions in Canada, visit [www.ibm.com/ca-en](http://www.ibm.com/ca-en).

### **About IDC MarketScape**

IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

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