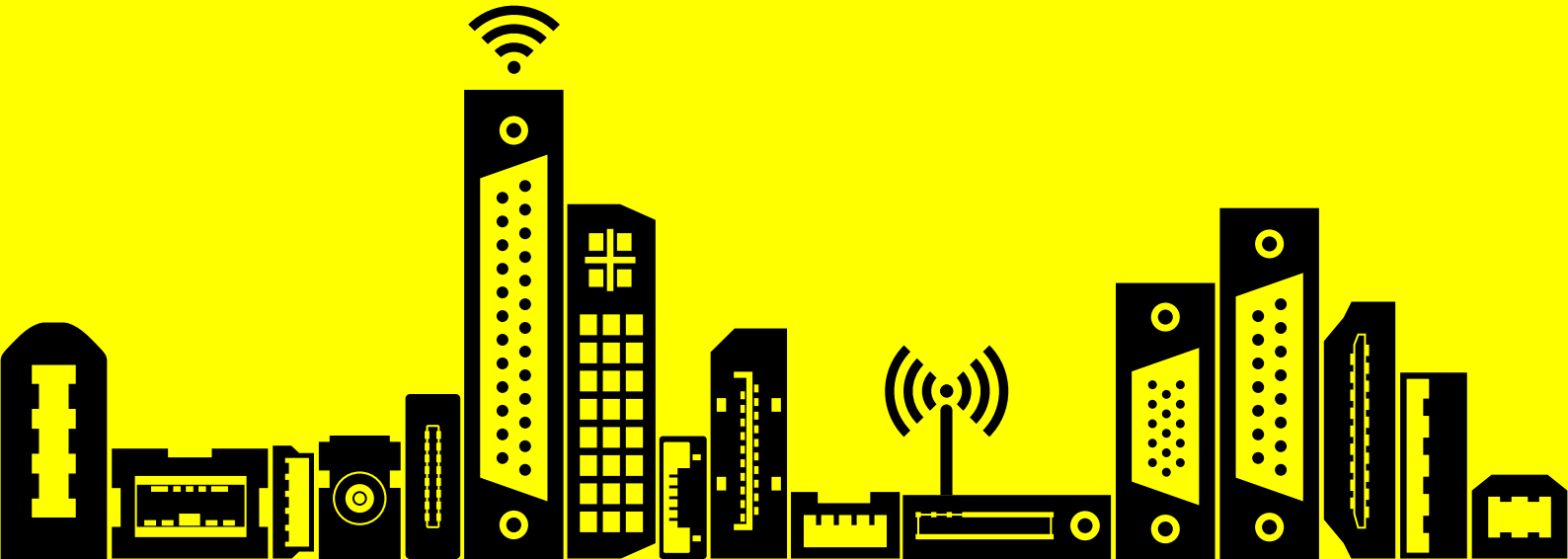
DIGITAL CONNECTIVITY IN TORONTO

How well does Canada's top tech city keep businesses online?



INTRODUCTION

In a digital economy, innovative businesses cannot flourish without access to fast and reliable internet. Today's companies understand the full potential of the internet to maximize efficiencies, streamline the customer experience, and disrupt entire industries.

Toronto's economy is in the midst of a radical digital transformation. Dubbed the Silicon Valley of the North, Toronto's startup scene is ramping up with a +33% increase in the tech workforce between 2011-2016[1]. It's not just new businesses that are going digital: established sectors, including financial services, life sciences, and education are increasingly dependent on technology and the connectivity that powers it.

Toronto's tech star is rising and if the city wants to continue to attract innovative businesses and top talent recruits, commercial real estate owners and developers must provide workspaces that meet the exacting and ever-evolving digital needs of companies. WiredScore commissioned Addison Research to conduct a survey of 200 office workers at mid and large size companies in the Greater Toronto Area to better understand how they utilise technology in the workplace and assess the quality of internet connectivity in their office spaces.

[1]CBRE Canada 2016 Tech Talent Report, CBRE, 2016

HOW IMPORTANT IS HAVING RELIABLE INTERNET CONNECTIVITY IN YOUR OFFICE SPACE TO CONDUCT YOUR COMPANY'S BUSINESS?

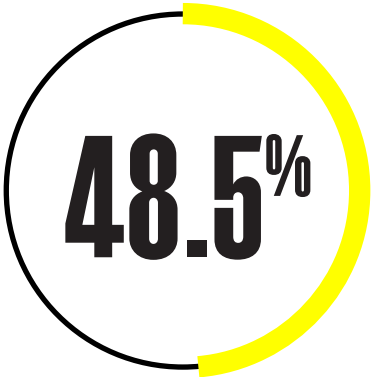
99%

of respondents said that access to reliable internet is critical.

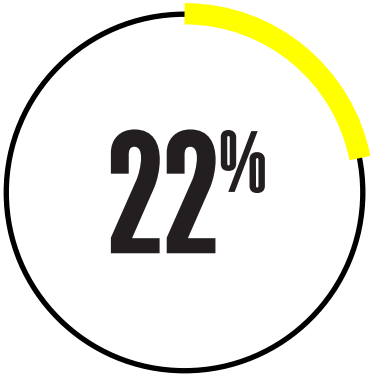
AS INTERNET DEPENDENCE GROWS, DO TORONTO'S OFFICES MEET DEMAND?

of office workers experience connectivity problems at the office

of office workers say internet outages or poor connectivity negatively impacts their companies and themselves



of office workers have issues several times per month



of office workers experience connectivity problems on a weekly basis

RISE OF SAAS AND CLOUD PRODUCTS INCREASE NEED FOR RELIABLE CONNECTION

Despite the intensive use of new technologies in the workplace, Toronto's professionals are regularly encountering connectivity issues that disrupt their day.

We asked Greater Toronto's office workers, "how impactful is an internet outage or poor connectivity to you and your company?" Here's what they had to say:

59%

I can't access information on company servers or cloud storage

41%

I can't work

46%

I can't communicate internally or externally using videoconference, chat, emails, etc.

24.5%

I can't access SaaS products necessary to their job including Salesforce.com, Office 365, Google Apps, Docusign, HubSpot, etc.

21%

Our clients can't use our services

A MAJORITY OF TORONTO'S OFFICE WORKERS SAY 75-100% OF THEIR JOB IS DONE ONLINE.

65%

of respondents say 75-100% of their work is dependent on access to the internet

CONNECTIVITY: SYNONYMOUS WITH PRODUCTIVITY

81.5%

of office workers say a poor internet connection lowers productivity

67%

say a poor internet connection creates frustration and tension in the office

37%

say it negatively impacts company reputation externally

36.5%

say it decreases motivation

Staffing expenses are some of the highest overheads for businesses. Companies cannot afford office space that negatively impacts employee productivity and satisfaction.

Office decision makers:

PRIORITIZE CONNECTIVITY TODAY AND EMBRACE THE FUTURE OFFICE

More respondents categorized quality of internet connection and coverage through the mobile network as more important than location, price, proximity to public transit, or environmental friendliness.

92.5%

of office workers say that companies should prioritize access to reliable internet connectivity when selecting office space

95%

of office workers believe that quality of the internet connection and coverage through the mobile network will be important when selecting office space in 10 years

ABOUT

WIRED CERTIFICATION

Wired Certification is the internationally recognised rating system that helps landlords design and promote their buildings' great digital connectivity to tenants. Over 4 million tenants in more than 1000 buildings globally trust Wired Certification as the benchmark for internet that meets their needs.

WIREDSCORE

WiredScore is the organisation behind Wired Certification, the internationally recognised digital connectivity rating system for commercial real estate that helps landlords design and promote their buildings' great digital connectivity to tenants.

WiredScore launched Wired Certification in partnership with Mayor Bloomberg and the City of New York in 2013. Since then, more than 350M Sq. Ft. of office space has been certified across North America and Europe. Including buildings owned by premier landlords such as Blackstone, Brookfield, and Hines.

In an increasingly tech-driven economy, connectivity is fast becoming the most critical requirement for tenants when selecting office space. The widely recognised Wired Certification seal is a trusted symbol that identifies buildings that have been independently certified to provide the best-in-class connectivity infrastructure that businesses require to thrive.