Let's Talk Business

For Ted Rogers School 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.

Updated September 2024

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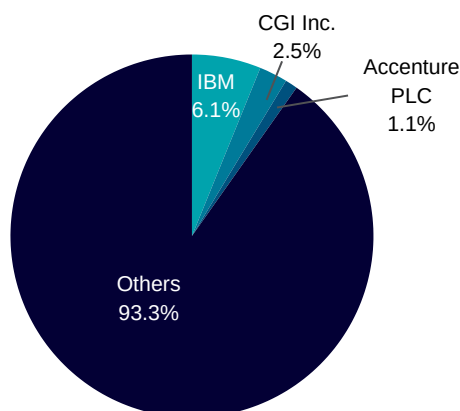
With more than 100 years of history in Canada, they have research and development, manufacturing, sales, marketing and service operations in Canada. The business has more than 345,000 employees in offices across 175 countries.

Employees at IBM Canada rate it as a great employer, offering work-life balance.
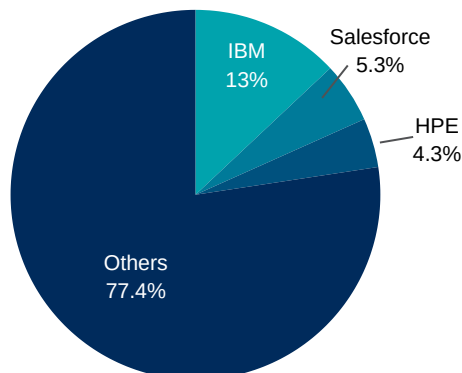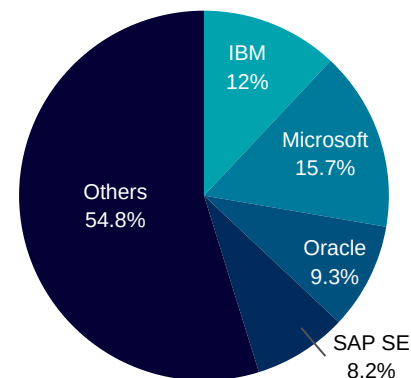

IBM in Canada

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 [3]

- IBM 6.1%
- CGI Inc. 2.5%
- Accenture PLC 1.1%
- Others 93.3%

Data Processing & Hosting Service [4]

- IBM 13%
- Salesforce 5.3%
- HPE 4.3%
- Others 77.4%

Software Publishing [5]

- IBM 12%
- Microsoft 15.7%
- Oracle 9.3%
- SAP SE 8.2%
- Others 54.8%

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.
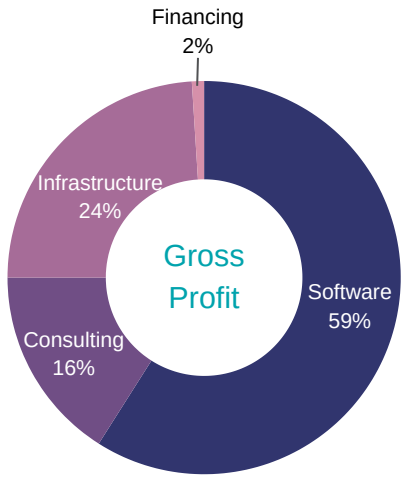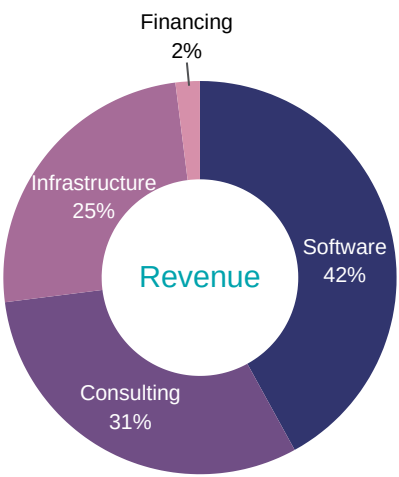
Consulting
IBM Consulting departments help clients to transform businesses and implement new technology.

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

Revenue

- Financing 2%
- Software 42%
- Consulting 31%
- Infrastructure 25%

Gross Profit

- Financing 2%
- Software 59%
- Consulting 16%
- Infrastructure 24%

Financing
Helps the company's clients acquire its IT systems, software, and services.

# 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.

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.
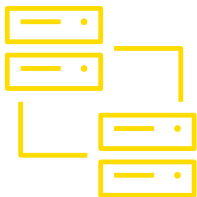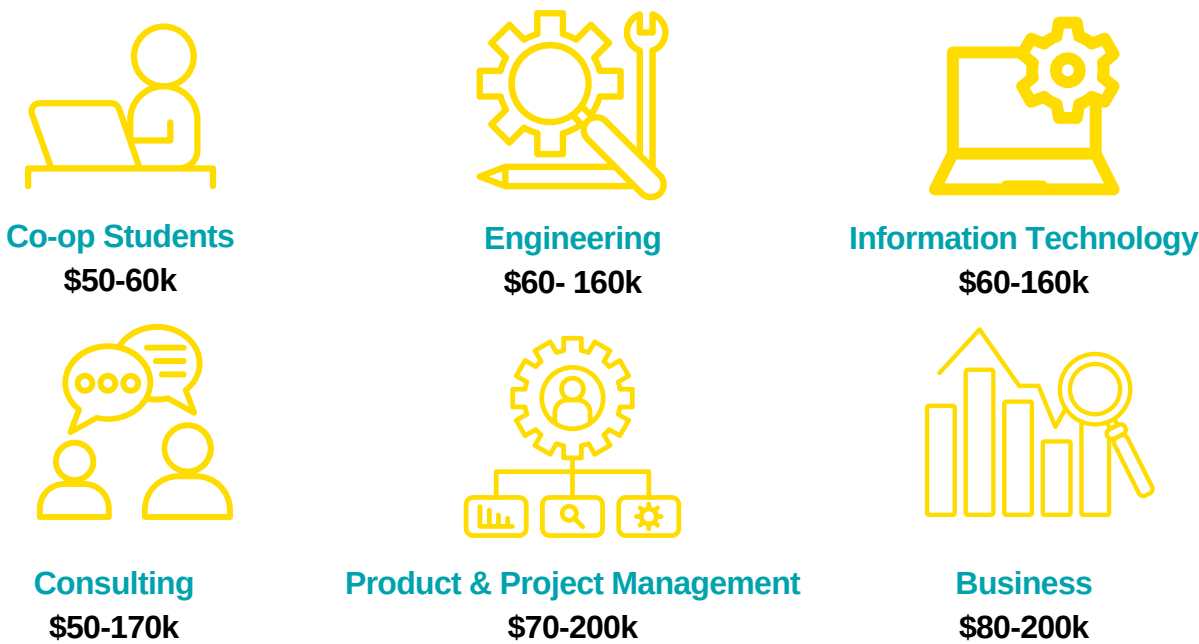
Software Publishing
Investments in artificial intelligence, data analytics and machine learning keep IBM at the forefront of technological change and entrenched as a major player in the industry in the future.
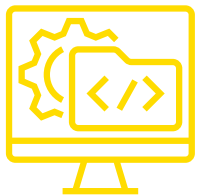
Let's Talk Money

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

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.
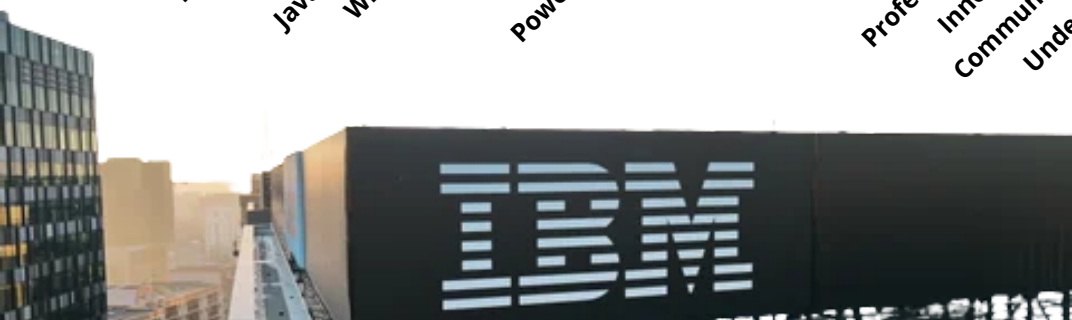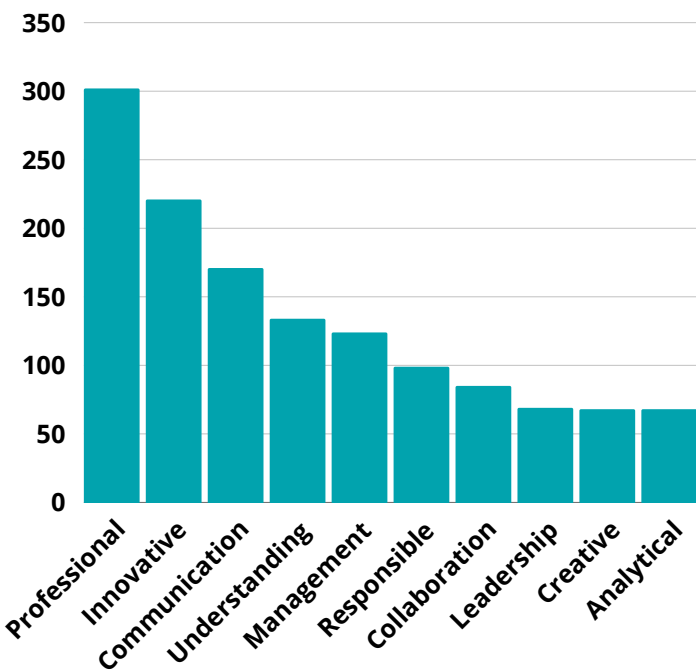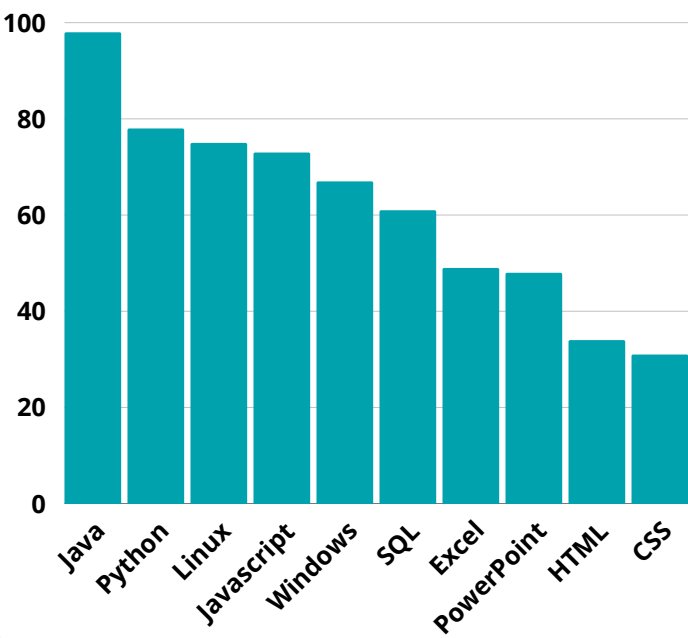
Upgrade your Skills in a Python Bootcamp

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! [10]

Highlight Your Accomplishments

Quantify your Experience

Be Clear and Concise

Place Important Information at Top

99% Hiring Managers Review Resumes Digitally

Hiring Process [10]

Online Application

Online Assessments

Coding Assessment (used in some technical roles)
Multiple choice and/or a coding interface to solve a few coding challenges, depending on the position.

Video Assessment (used for specific roles)
A series of interview questions.

Virtual Interview
The format could be through video, in-person, or phone.

Assessment Center Interview
Group exercises with the potential for an in-person interview.

General Questions
A combination of job-related behavioral and situational questions.

Decision/Offer

Interview

Meet A Ted Rogers Alumni at IBM!

> 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.

SHANGHAVY KARUNAKARAN

IBM - Senior Consultant

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
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Visit the Business Career Hub

Employer Events	Bootcamps/Prep Programs	Coaching & Mock Interview
The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers Newsletter' for a list of upcoming events.	Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. Click here to register for current bootcamps.	For career coaching, interview prep and more, schedule a 1:1 appointment with a Career Consultant or a Co-op Coordinator.
TedRogersBCH	Business Career Hub Website	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. IBM Annual Report (2022): Revenue
3. IBM First Quarter Results (2022): Revenue
4. Glassdoor (2022): Salary
5. Orbis Co-op Portal Data (2021)
6. IBM Careers Entry Level (2022): Tips & Hiring Process