



Bridging the Digital Divide

Toreion's tools support e-commerce by providing a vital link between businesses and their trading partners

In the world of e-commerce, Toreion is responsible for bridging the digital divide between businesses and their trading partners.

Indeed, the company's suite of online tools helps hundreds of clients complete thousands of e-commerce transactions every day. The University of Pittsburgh Medical Center, for example, uses Toreion technology to manage millions of dollars in online transactions every year. And members of the Canadian Independent Distributors Association use the tools to automate a wide array of business transactions, offering the competitive edge that can come with a larger buying group.

The technology ties a company's Enterprise Resource Planning [ERP] system to the systems used by trading partners, explains Marlin Doner, Vice-President of Corporate Development. It also helps manage and clean the related data, making it possible to audit the ongoing transactions and interpret the information with business intelligence tools.

There are particular advantages to the company's cloud-based business approach, he adds. "It's all web-based, used through a web browser at their desktop, a smart device or tablet computer... If your workers are on the go or outside the four walls of your enterprise, or you need trading partners to be able to access information from your business systems, our technology allows you to do that."

While the digital solutions are based on the internet's cloud, the business founders themselves chose Whitby as a head office location because it was close to home.

"We made a conscious decision that we wanted to live and work in the same community," he says, noting how many employees have been attracted by the same opportunity. "We didn't want to have the one-hour commute to the office every day."

The area offered plenty of skilled labour as well. "Durham College and UOIT have very good software development programs. One of the advantages of being located in Whitby is our proximity to the

Community of Choice...for Business

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Marlin Doner
Vice-President,
Corporate Development
Toreion

Fast Fact Commercial, industrial and residential properties are considerably more affordable in Whitby compared to many areas of the GTA.

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college and university. They offer students a quality education and us, as an employer, access to a skilled labour force," he adds.

The Town's Economic Development Office offered support of its own. "They've helped us identify properties for our office, they have introduced us to other public sector departments within the government, and given us opportunity to promote our business," Doner says.

A supply of affordable real estate simply sealed the deal.

"One of the key things that we found in moving to Whitby was the affordability of real estate," he agrees. "It really allowed us to live in a community that we feel is safe, that has great facilities for our kids as they're growing up, [and has] the quality of education in this area with Durham College and University of Ontario Institute of Technology."

The locale certainly offers a quick commute into Toronto for meetings with customers, particularly on the GO Train. In fact, the train helps the Toreion team travel further than that. "One of the benefits of using the GO Train is its access to the Toronto Island Airport. We use that airport as a more convenient way to travel both to the US and in Canada," he says.

Of course, Whitby offered another obvious benefit for the active boater. "We love to be living near the water, and our office is located on the waterfront," he says. "We have a beautiful waterfront in Whitby, with the waterfront trail and all the amenities that it offers."

Web: www.toreion.com

