

NEWBRIDGE NETWORKS (cont'd)

Another essential ingredient in Newbridge's UK operations was the hiring of UK nationals with vast experience in the telecoms industry (people who were working for Mitel UK), and who were known and trusted by the corporate management. This allowed for a much reduced involvement of the corporate management in the setting up of the UK operations, since many practical decisions could be handled by the UK team.

Furthermore, because of their experience, it was not necessary to undertake an extensive market study before starting the UK operations. Market research, however, was used to supplement their information system.

Another of Newbridge's assets was to have designed their products according to international standards from the beginning. This, in turn, was facilitated by the international experience of the management who knew what those standards were.

Newbridge used a combination of advertising, word of mouth, and attendance to trade shows to get known by the UK market.