

Nixdorf which is relatively new has embarked on an aggressive marketing campaign in a bid to capture a bigger market share. A recent significant contract success by Nixdorf was to Syarikat Telekom Malaysia, Malaysia's Telephone Company, in 1987 in the latter's Computer Aided Subscriber Services (CASS) in which Bell Canada provided design and implementation support. Other companies that participated in the total CASS project included IBM, Perkom (Harris and Datasouth) and Dataprep (Telex).

The Japanese brands in general have not made significant inroads into the mainframe market. Fujitsu is reputed to be the strongest Japanese distributor, having won bids over IBM in several tenders. Hitachi has just started operations while NEC is in the process of setting up its own office after breaking ties with its previous sole distributor, Business Computers Sdn. Bhd.

Canadian brands have also generally, not fared well in the mainframe market. One significant exception, valued at C\$5 million, is a contract for the Immigration Department. Control Data Canada Ltd., through its local partner, Prayitno Sdn. Bhd., has supplied one mainframe and will supply two more in 1988.

The major end-users of mainframes in Malaysia include:

- o Government Departments such as the Prime Minister's Department, the Inland Revenue Department and the Accountant General's Office, Statutory bodies like the National Electricity Board and the Employees Provident Fund, and national transportation services companies such as the Malaysian Airlines Systems (MAS) Bhd., the Malayan Railway and the Klang Port Authority.
- o Within Malaysia's private sector as well, data processing requirements can be substantial such that commercial banks such as the Malayan Banking Berhad and Bank Bumiputra Berhad, Petroleum companies such as Petronas (the national petroleum company), Esso Malaysia and Shell Malaysia, large industrial corporations such as Sime Darby Berhad, Dunlop Malaysia Industries Berhad, ICI Malaysia Berhad and Malaysian Oxygen Bhd., and major plantation companies such as Harrisons Malaysian Plantations Berhad, Kuala Lumpur Kepong Berhad and Consolidated Plantations Berhad all own mainframe systems.