INTRODUCTION

During the process of interviewing the relevant software publishers we decided, at our own expense, to increase the sample from the agreed 50 firms to 80. This was done to obtain more significant data in terms of interesting export cases with their relevant success and failure ratio.

Of the sample of 80 software publishers interviewed, we obtained 48 full responses from software publishers with an average 1991 revenue of 20 million CDN$ and a median revenue of 7 million CDN$. Out of the 48 software publishers, we immediately eliminated 17 because they lacked experience or plans. The lack of in-house software development was also a criterion for initial elimination; these firms are marked NI in tables in the chapter entitled, Sample Overview. Thirty software publishers remained.

We then introduced export experience as our third criterion. We selected from the remaining 30 software publishers the ones with export experience in Scandinavia. This would indicate a strong foothold in their home market, thereby ensuring that the Canadian partner in any potential joint venture would have a strong base in and around the target country, Denmark. The additional criterion reduced the 30 software publishers to 21.

To ensure the European dimension, the fourth and final criterion was an expansion of the export experience. We selected the software publishers that had experience in exporting to other major European markets beyond Scandinavia. Twelve software publishers fulfilled all criteria.

It is interesting that, without soliciting for distributors of Canadian products in Europe, we nonetheless obtained indications of a high level of interest in Canadian products from five software publishers:

Damgaard Data A/S has already established the distribution of Local Area Network (LAN) products from a Canadian company called Pure Data, whom they suggested as a reference. Further, Damgaard Data is interested in finding a Canadian distributor for their in-house developed, PC-based economy package called Concorde. They currently obtain approximately 50 per cent of their revenue from distributing third-party products; therefore, they are extremely interested in finding suitable database application tools for distribution in Denmark.

FLS Data A/S, which currently produces UNIX, DEC VMS and VM-based administrative engineering applications, is generally interested in distributing all types of Canadian software in Denmark, as well as in the rest of Europe. They are interested in penetrating the North American market at some future date but currently have no experience in exporting package software.

KTP Data A/S has developed a modular real estate administration application based on IBM AS/400. The application's legal and taxation requirements are tailored to the Danish market, making it unsuitable for export. However, they are interested in Canadian applications in the same category for distribution in Denmark.

DanWare Data A/S, has exported its PC-based database system, Translation Manager and Dealer Manager (the latter being a stock and bond dealing system) to most European markets for four years. The main markets are Sweden, the UK and Norway. DanWare expressed specific interest in distributing Canadian products Europe-wide and expressed ambitions to begin exporting Translation Manager and Backup Manager to North America.

Damgaard Data A/S	Revenue 1991:	14 MCDN$
FLS Data A/S	Revenue 1991:	20 MCDN$
KTP Data A/S	Revenue 1991:	2 MCDN$
DanWare Data A/S	Revenue 1991:	N. d.
Unidentified	Revenue 1991:	15 MCDN$