2. For application packages, the supplier support is a key variable used by the buyer when choosing a certain software. The technical post-sale support required in installation, usage problems, user training and so forth, is equally or more relevant than the price of the SW itself.

In the banking system, where downtime is extremely costly, the choice of a SW with a local distributor that will guarantee technical support is fundamental to the purchase decision.

Conclusion: Provide adequate technical support through a local distributor. The lack of remote support is a strong barrier to imported software.