

## COMPANY OVERVIEW

I.P. Sharp Associates offers the computer industry's most comprehensive range of APL services. Headquartered in Toronto, the company has wholly-owned subsidiaries in many European countries, Australia, the Far East and North America.

I.P. Sharp Associates employs over 600 people worldwide. Revenues in 1982 were in excess of \$50 million. Exports account for over 70 percent of the company's business.

## EXPERIENCE

Formed in 1964 by Ian Sharp and seven colleagues as a software company, I.P. Sharp Associates has become an international organization offering a variety of computer services.

## PRODUCTS AND SERVICES

### The Network

Established in 1969, the Sharp APL timesharing service is based on a computer facility which now supports the largest APL timesharing operation in the world. One reason for this success is I.P. Sharp's worldwide communications network. Interfaced to Telenet, Tymnet, Datapac, Datex-P Switchstream 1 and Transpac, this network provides local telephone access to the timesharing service from over 500 cities worldwide.

### Software

Sharp APL timesharing customers have access to an extensive library of application software, including packages for:

- Database management
- Project planning and control
- Financial planning and consolidation
- Electronic mail
- Leasing analysis
- Forecasting
- Human resource administration
- Time series analysis and reporting
- Actuarial applications
- Econometric and survey analysis

These packages are powerful, flexible and designed to work together. They can be used easily by people with little or no experience with computer systems.

I.P. Sharp has developed a business graphics package known as *Superplot* which allows naive users to display their data graphically. A variety of computer and videotex terminals can use *Superplot* to create colour graphics.

### Public Databases

I.P. Sharp Associates maintains the world's largest collection of on-line numeric databases - over 100. Users of the company's timesharing service have access to over 30 million time series of public international data, including information related to:

- Economics
- Securities
- Banking
- Finance
- Energy
- Aviation
- Insurance

I.P. Sharp has pioneered the concept of making the great majority of its databases available to users, with no surcharge.

The data may be retrieved, analysed and displayed using a variety of techniques. For those not familiar with APL, I.P. Sharp Associates provides easily learned systems to manipulate and display data. Considerable flexibility in report generating is available, including the ability to plot results as multicolour graphics. For those more familiar with APL or with specific requirements, direct access techniques are also available, allowing them to incorporate data into their own customized system.

The public databases are accessed by a multiplicity of users, including brokerage firms, publishing houses, insurance companies, airlines, governments, manufacturers, consultants, universities, trust companies, retailers, oil companies, libraries and banks.

Consistent methods of accessing data allow users to combine data from a variety of sources into a single application, whether it be to perform market share analysis, forecasting, planning, or simply to report data.

## FUTURE DIRECTIONS/ TARGET MARKETS

Already represented in over 20 countries, I.P. Sharp Associates will continue to expand its telecommunications network, as well as its list of databases. In addition, real-time updating of security and

commodity exchanges will allow up-to-the-minute accurate information to be viewed by the business analyst. Conversational access to the public databases through the *Infomagic* service (I.P. Sharp's conversational database access system) will mature and become the most popular access method.

## FOR MORE INFORMATION

### Headquarters Locations

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I.P. Sharp Associates Limited