

pany dealt with a great variety of other peripheral manufacturers. Apex concentrates specifically on supplying the insurance industry with sophisticated, comprehensive turnkey computer systems. The company has an annual turnover of approximately \$5 million per year. This turnover is achieved from only 3-4 installations making the average price of an installation approximately \$1.5 million. Apex expects a high level of support from its computer and peripheral suppliers and requires on-site service from the vendor or his authorized agent in the locality of the installation. Mr. Babcock advised that the company's sales territory included both the U.S. and Canada. The company currently employs 5 commissioned salesmen.

Mr. Babcock expressed an interest in a variety of Canadian products including board level products, peripheral controllers, business and word processing software and 8 and 16 bit microcomputers, although he did mention that his main interest would be in word processing and business software. Apex could be interested in the possibility of working with a Canadian company to mutually expand business possibilities. The company has supplied systems in Canada.

### **METRA INSTRUMENTS**

2056 Bearing Drive  
San Jose, CA 95131 (408) 297-8530

Mr. Fred Evert, Marketing Manager

Metra uses Intel, Centronics, and AMD equipment in its systems installations. The company's turnover is approximately \$2 million per year with installations ranging in price from \$20,000 to \$60,000. About 40 installations are completed every year. Metra deals with both distributors and manufacturers and generally stipulates a three week delivery period. Hardware accounts for 90 percent of the typical cost of an Apex installation. The company works with 60 percent manufacturers' representatives and all operate on commission. Metra services the national market.

Mr. Evert expressed an interest in learning more about Canadian board level products, business colour graphics and scientific software, specialized terminals, and 8 and 16 bit microcomputers. To date, Metra has not dealt with any Canadian suppliers but would be interested in attending government sponsored seminars to learn more about Canadian capabilities and in general learn more about the industry in Canada.

### **MARC SOFTWARE INTERNATIONAL**

260 Sheridan Avenue  
Palo Alto, CA 94306

Mr. Pedro V. Marcal, President

Marc Software uses Prime computer systems in its installations. The equipment is purchased direct from the manufacturer and Marc services the equip-

ment it supplies itself relying on the original equipment manufacturer solely for the answer to technical queries. The average price for a Marc installation is around U.S. \$250,000 and the company completes approximately 30 installations a year. Approximately 80 percent of the company's invoice sales consist of hardware. Marc is interesting insofar as the company's main sales area is Japan. The company has achieved its current sales level with a sales force of 20 commission salesmen.

Marc is interested in learning more about Canadian manufactured data processing and telex and word processing terminals, and also portable terminals. Canadian companies who wish to contact Marc Software should write direct to Mr. Marcal. Mr. Marcal attends the following computer shows: NCC, DECUS, and COMDEX.

### **KNOX DATA INC.**

7100 Havenhurst Avenue  
Van Nuys, CA 91406 (213) 781-4477

Mr. Richard M. Knox, President

Knox Data Inc. installs systems for the hotel industry. The products it uses are almost exclusively from DEC. Mr. Knox indicated that reliable and unqualified service support is essential in supplying turnkey systems to the hotel industry as down time could have disastrous effects on hotel business. To date, DEC has provided more than adequate service and generally gets to any malfunctioning stored equipment within four hours. Mr. Knox also pointed out that DEC was able to provide disc level support at an international level. Mr. Knox said Canadian companies may be unable to match this level of service support, also that border problems could create specific difficulties for him. He said the solution could be for the Canadian supplier to set up an American subsidiary to let the Canadian parent deal with the importation problems. Knox Data completes on the average 100 installations a year operating both in America and overseas. Installations range in price from \$10,000 to \$750,000. The company belongs to the American Hotel and Motel Association.

### **BUDGET COMPUTER SYSTEMS INC.**

5752 Oberlin Drive  
San Diego, CA 92121 (714) 953-2646

Mr. Eugene E. Cranford, Vice President Marketing

Budget Computer Systems uses primarily IBM, NCR, and General Automation, and ADDS equipment in its system. The company generally purchases its requirements direct from the manufacturer and relies on the manufacturer for most normal service and also for equipment training for its personnel. Budget does service some equipment itself and this consists primarily of CRTs, and printers. Mr. Cranford advised that the cost of his company's average installation is around \$125,000 and the company completes