

SHARING TRADE SECRETS

Saturn Views Dublin as the Gateway to Europe

Following the lead of many rapidly expanding software companies in North America, Saturn Solutions Inc. has decided to set up shop in Dublin, Ireland, to better serve Europe and the rest of the world.

Why Ireland?

Elementary, you might say: favourable tax incentives are luring many software companies to Ireland as a base for their European operations and distribution centre.

And as the only global organization whose sole focus and core business is software manufacturing and fulfillment, the St-Laurent-based (near Montreal) Saturn sees good prospects ahead.

In fact, Saturn's fulfillment operations in Dublin, which opened only in November 1994, have expanded rapidly since, both employee- and space-wise, with a new building due to open in July.

Fulfillment services

Realizing that most of the world's largest and most successful software publishers and manufacturers have expanded to Europe, Saturn has decided to actively pursue this market opportunity.

Consequently, the past decade has seen Saturn evolve from a North American-based diskette manufacturer to a global turnkey service supplier to the computer hardware and software industry.

"We are now well positioned to provide the software industry with total fulfillment services on a global scale," says Saturn's Executive Vice-President, Bruce Campbell.

"What this (fulfillment) means," explains Campbell, "is total packaging of a client's products — replicating diskettes, producing manuals and assembling final retail products — as well as shipping to customers, warehousing, accepting orders and looking after returns."

The 12-year-old company offers total fulfillment packages through state-of-the-art facilities (all ISO 9002 - International Standards Organization - accredited) providing services such as CD-ROM and diskette replica-

tion, Radio Frequency barcode-based inventory management, Electronic Data Interchange (EDI) and host user interfaces, 1-800 telephone order services, worldwide distribution, and product return management.

Choosing Ireland

Saturn was introduced to the Irish market through one of its largest Canadian customers, Ottawa-based Corel Corporation, which had already set up operations in Dublin in 1993.

"In addition," explains Campbell, "we developed contacts with the Canada-Ireland Chamber of Commerce here in Montreal, as well as close ties with the Canadian Embassy in Dublin which gave us helpful hints on how to set up operations in that country."

A well-educated work force and attractive financial incentives offered by the Industrial Development Agency of Ireland also helped attract Saturn to Ireland.

"In fact," says Campbell, "Ireland has become the gateway to the Europe software and fulfillment industry, with almost 45 per cent of Europe's software manufacturing and fulfillment now emanating from that country."

Seeing business being developed at a pace beyond expectations, Saturn has also decided to open a CD-ROM manufacturing plant in Ireland this spring.

"Based on these overwhelm-

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