

### 5.2.3. Entry Strategy

A succesful import effort requires:

- Packaging
- Marketing. This implies:
  - . Adequate technical support.
  - . Training for Users.
  - . Adapting the software to the local idiosincrazy and regulations.
  - . Operation Backup and support. This is a key factor in Mainframe equipment.
  - . Automatic Upgrade for present clients of the latest software release.
- Documentation: User manuals, Backup documents and information.

### 5.3. Conclusions

1. Specialized Software is today more important than the hardware it runs on. The computers may be chosen to accomodate the specific software according to the speed required of the computer, the capability to manage a large quantity of data, cost and other aspects.

For instance, in the case of G.I.S. (Geographical Information Systems), a certain GIS software such as ARC-INFO of ESRI, may cost about U.S.\$60.000 dollars to be used witha work station, and the work station itself may cost about US\$35.000 dollars.

It is more relevant in this situation therefore, to choose a workstation that will adequately cover the requirements of the software.

