

ANDYNE COMPUTING LIMITED

A Kingston, Ontario, software company
boosted its exports by 562 percent.

In just three short years, a Kingston, Ontario, computer software company has boosted its export sales by 562 percent.

Andyne Computing Limited has watched its exports, which make up 95 percent of its total sales, soar from \$1.6 million (Cdn) in 1991, to \$10.8 million in 1993. Its software products are used by 2,500 companies in 35 countries. The United States, its largest market, made up \$6.8 million of its export sales in 1993, while European countries comprised \$3.4 million. Andyne has also established a strong market presence in the Asia-Pacific region.

This vast leap in export sales is due to the worldwide popularity of its flagship product, *Andyne GQL* (Graphical Query Language), a family of query tools for accessing and managing database resources in a client-server environment. *GQL* gives users easy access to their corporate computer database, while still letting the corporation maintain control over its system. Reports, presentation packages and corporate spreadsheets are easily designed via *GQL*, thanks to its "point and click", hands-on, graphics interface. *GQL* can be distributed across Macintosh, Windows and Unix/Motif platforms.

In addition, international customers are clamouring for *Andyne P²BLO*, a revolutionary desktop reporting tool that lets users extract summary information from corporate databases to create sophisticated reports with tables and charts. Like *GQL*, *P²BLO* is easy to use and can be customized to meet individual, departmental or corporate needs.

"We've waded into one of the software industry's most competitive markets — client-server computing — and have worked hard to gain a competitive advantage," said Cameron Thompson, Andyne's President. "Our success can be attributed to our employees. A software package's design can only be as good as the people who developed it. At Andyne, we have some of the best people in the business." Today, Andyne employs 100 people, a 714-percent increase from 1990.

Andyne Computing was founded in 1976 by a Queen's University computer engineering professor and four graduate students. Originally, the firm's focus was on offering computer consulting services for both public- and private-sector clients. In 1982, Andyne merged with another Kingston-based computer firm, Micromega System Components, founded by Cameron Thompson. At that time, Andyne Computing Limited began to move into the software development side of the industry. "Our strategic plan was to channel Andyne's growth toward the goal of developing a software product that could be successfully

marketed worldwide," said Thompson. "We strongly believed there was a large, untapped market for software that allowed users who weren't necessarily computer literate to access and manipulate data through visual cues."

Thompson's hunch paid off. Andyne's software packages are now used by such heavy-hitting companies as Coca Cola, The World Bank, Nike, Apple Computer Inc., Eastman Kodak Company, Motorola, Walt Disney Pictures and Television, and British Telecom.

The federal government has always been a strong promoter of Andyne and its software products, says Thompson. "We've gained publicity abroad by participating in government-sponsored trade shows, as well as having been written up in government publications. Everything adds up."

CHAMPION FEED SERVICES LTD.

Persistence and patience are key
to earning the confidence of
an overseas customer.

W

hat do beef and dairy cattle, sheep, goats, hogs, chickens, dogs, cats, elks, ostriches and rabbits around the world have in common?

There's a good chance they are fed by Champion Feed Services Ltd. of Barrhead, Alberta.

Champion owns and operates a fertilizer business and a pet food manufacturing plant in Barrhead, feedmills in Westlock, Barrhead and Grande Prairie, and an alfalfa hay cubing plant in Didsbury, all in Alberta.

The company exports its alfalfa cubes, pet foods and animal feeds to countries around the globe, including Japan, Korea, Taiwan, Mexico, Hong Kong, Germany, Russia, the United Arab Emirates and the United States. Exports are crucial to its success. The company currently employs 100 people, including six nutritionists, in rural areas of Alberta.

Japan is Champion's largest export destination, followed by Taiwan, Korea and the U.S.A. In 1993, the sale of hay cubes to Japan rose by 103 percent from 1991. Ninety-eight percent of Champion's hay cubes are exported to these markets.

"Though trying to gain a foothold in a new market can be an arduous process, it's worth the effort 10 times over," said Reinhard Muhlenfeld, Champion's President. "We meticulously follow up on every export inquiry we receive. And although only one inquiry in ten turns into a sale, we realize that it takes a long time to earn the confidence of an overseas customer, especially in Pacific Rim countries. Persistence and patience are key."

Persistence is certainly a common theme for Champion,