



A continuing relationship

By Anne Argyris, Deputy Director, Export Information Systems Division (TCI)

WIN Exports is an important tool to access export-ready company data and to share client information with partners. Through ongoing enhancements, it's quickly becoming the backbone of our operations and is evolving into our "client database". Below is an overview of the database's history, and a look into its future. What does all of this mean for posts? For one, regional client tracking will give posts better and more accurate information about a firm's export-readiness. Also, continual updating of company profiles will provide posts with current company data.

A BRIEF HISTORY

- WIN was developed as a sourcing tool to match sales leads and foreign buyers with Canadian companies
- WIN became user friendly when the DOS version was replaced with a Windows version
- Client tracking was added to the software, allowing us to electronically share information about our meetings/workings with companies.
- WIN was introduced on-line at the International Trade Centres (ITC), enabling them to add new companies to the database, and giving them the peace of mind

of an up-to-date system.

- The majority of new companies in WIN is added by the missions and our federal partners. Only a small portion of new companies is input by HQ.

WHAT'S NEXT?

- The next phase involves deployment of WIN to all our regional partners in export trade. i.e. Industry Canada, Agriculture and Agrifood Canada, and the provinces. This will take advantage of their expertise of regional businesses.
- Ultimately, all "in-Canada" activity with companies will be tracked, giving our posts more detailed information regarding a firm's export-readiness.
- A client survey will be built into WIN next fiscal year. This will gauge the level of clients' satisfaction, so we will be better equipped to answer their needs.

WHO'S GOING TO UPDATE THIS?

- In cooperation with the ITCs, seven data controllers are now in place across Canada. They are responsible for the update and accuracy of all data for their respective regions.

Atlanta thrilled with WIN Client Tracking System (CTS)

As a pilot post on the new Client Tracking System, Bill Johnston, Kevin Roberts, and the Business Development Group in Atlanta would like to share some of their CTS experiences with those just entering this brave new world. In brief, they think CTS is great and an absolute sine qua non for measuring our progress towards doubling the number of active exporters and demonstrating the economic value-added to sceptics. Do you agree with Bill and Kevin? Let us know!

ATLANTA'S TOP 10 REASONS TO USE CTS:

1. If we don't show Ottawa what we're doing, they may cancel us.
2. It's a hell of a lot better than TTS! (formerly quarterly Trade Tracking System)
3. You have to keep track of this stuff somewhere.
4. It gets faster the more you use it.
5. It helps improve our focus on value-added services.
6. In combination with WIN FAX it can actually speed things up.
7. It dovetails with TAMS.
8. There is no better alternative.
9. It ensures that you will be given credit for everything worthwhile that you're doing.
10. It's a great management tool to see if individual and collective goals are being met.

ATLANTA'S TOP 10 REASONS FOR NOT USING CTS: (just for fun)

10. I want my fair shot at the TTS Pinnocchio awards.
9. My 412 scraps of handwritten notes are much more personal.
8. Big Brother will discover my embellishments and post me to Moose Jaw.
7. I voted for Perot.
6. I really don't want to know what I'm doing.
5. If exports keep growing, what's going to be left for Canadians?
4. Why record services? Just trust me — I'm with the government and I'm here to help.
3. Creative planning is stifled by historical records.
2. Why do we need exports? Doesn't the GST raise enough money?
1. Personally, I'd much rather surprise Ottawa with my usefulness.