

an interest in Canadian software packages and would like any information from suppliers who feel they could have a mutual interest with California Systems. Mr. Welles believes there is a general reluctance on the part of American software manufacturers to get involved in the Canadian market and he raised the question of ethics and copying.

### **7.3 SUMMARY**

Turnkey systems companies are interested in business, graphics, and scientific software, peripheral and word processing terminals, and microcomputers — 8 and 16 bit micros were the most frequently mentioned items. Over thirty percent of respondents have had some dealings with Canadian suppliers and most of these reported the experience was satisfactory. Turnkey systems companies usually rely heavily on a range of computer and peripheral suppliers for the items they sell. For this reason, they are particularly sensitive on delivery, service and price issues. Turnkey systems companies will, however, usually consider any new hardware which might give them a specific edge in their own highly specialized fields.

Turnkey systems companies which had purchased Canadian products found them satisfactory although there is concern that service and after sales follow up are not good. Some respondents commented that Canadian companies are conservative and unresponsive to market requirements. There is, however, a general respect for Canadian product engineering skills and quality.

Southwestern turnkey systems companies are also interested in reaching Canadian markets and they see mutual advantages in working with established Canadian hardware or software suppliers. Although most turnkey systems companies develop their own software, they can also be interested in other sources of supply provided extra sales dimensions can be added and that other software systems are compatible.