

## **COMPANY OVERVIEW**

Established in 1973, DMR and Associates is a management consulting firm employing over 550 professionals in Canada with subsidiaries in the United States and Australia. DMR specializes in information management, providing its clients with services in strategic planning, management consulting, education, systems development and technical support. To support its clients with full objectivity, DMR has no products, hardware or software, and maintains complete independence from all suppliers.

## **EXPERIENCE**

The following are examples of projects conducted by DMR, or by its consultants with previous employers:

- Conducted a videotex market opportunity study for a major international vendor of distributed data processing and local area network equipment, with resulting product integration strategy.
- Advised a transit information systems vendor on videotex integration possibilities.
- Developed and delivered videotex and teletext consulting and education programs for a major videotex supplier.
- Consulted to a South American country on a national videotex system for delivery of social services information.

- Provided custom education for major publishing organizations and government bodies related to videotex applications and implementation needs.

## **PRODUCTS AND SERVICES**

DMR's videotex-related consulting and implementation services include:

- Market requirements planning
  - Product planning and functional design
  - Application feasibility studies
  - Implementation and project management services
  - System integration services
- DMR consultants operate in all major segments of the information provider community, including:
- Finance and insurance
  - Manufacturing and distribution
  - Government
  - Education
  - Medicine
  - Services

DMR supports information providers in the identification of videotex market opportunities and in the design and implementation of the systems required to meet opportunities effectively.

## **FUTURE DIRECTIONS/ TARGET MARKETS**

In providing services to the videotex industry, DMR focuses on integrating videotex with new and existing systems

technologies to create powerful tools for information management.

Its primary focus is related to planning, developing and implementing effective multi-purpose personal workstations.

## **FOR MORE INFORMATION**

DMR and Associates  
252 Adelaide Street East  
Toronto, Ontario  
Canada  
M5A 1N1  
Attn: Art Caston  
Partner  
Tel: (416) 363-8661

1901 Avenue of the Stars  
Suite 1774  
Los Angeles, California, 90067  
U.S.A.  
Attn: Italo Petreccia  
Managing Partner  
Tel: (213) 551-1671

57 River Street  
Wellesley, MA, 02181  
U.S.A.  
Attn: George Kassabgi  
Tel: (617) 237-0087

