

The Koffler Group are consultants and manufacturers' representatives. They currently represent Altos, NEC, Qume, and Televideo. Mr. Koffler listed products sold as including 8 bit small business systems, daisy wheel and matrix printers. The company only sells imported printers. Mr. Koffler added that 20 percent of his sales consist of complete computer systems sales and that 80 percent of the company's sales are hardware as opposed to software. The company's turnover is in the vicinity of \$1 million and major client groups are professional and commercial. Mr. Koffler is always on the lookout for new products. He said that Canadian companies should write to him and send details of literature, etc. before making an appointment to see him.

### **DMC SYSTEMS INC.**

2300 Omowem Street  
Santa Clara, CA 95051 (408) 727-4444

Mr. Jack Seitze, Vice President of Marketing & Sales

DMC Systems have gross annual sales in the vicinity of \$14 million per year and the company employs 225 people. DMC manufactures computer systems and also acts as a distributor in certain areas.

Mr. Seitze listed Zentek, Molecular Computers, Diablo, and Centronix as companies represented by DMC. He listed printing terminals and point of sale and credit line equipment amongst the major items the company sells. To date none of the products sold by DMC are imported. Mr. Seitze said that less than 5 percent of the company's sales were made up of complete system sales and that 95 percent of sales are hardware. DMC Systems stock some items which range in price from \$500 to \$20,000 and the company maintains its own extensive field service. DMC markets its products in the U.S. and Canada and also has limited sales activity in Australia and South Africa. The company's sales force consists of 3 salespersons. Financial institutions are amongst DMC's largest client groups. Mr. Seitze is interested in the possibility of examining Canadian products; he is primarily interested in microcomputer peripherals. He suggests that Canadian suppliers send him a letter prior to making an appointment. He would be interested in some form of joint marketing venture providing it made good business sense.

### **WESTERN MICRO SYSTEMS**

(A Division of Western Micro Technology Sales)

10040 Bubb Road  
Cupertino, CA 95014 (408) 725-1660

Mr. John Hughes, General Manager

No financial information was available on this company. However, Western Micro Systems do employ 30 salesmen and represent products from Altos, Molecular, Televideo, Corona, Eagle, Weiss, Star Micronics and NEC. Mr. Hughes claimed Western has a catalogue list of 300 items they sell. At the present time, about 30 percent of Western's products are imported while sales of complete systems

make up about 60 percent of the company's sales. Western are interested primarily in computer system sales. The company holds stock of all the items it sells which range in price from \$100 to \$30,000. Western sells 95 percent hardware. The company handles most field service itself but expects logical disk drives, etc., to be replaced by manufacturers, and experiences frequent delays. Western's marketing territory is the West Coast and Mr. Hughes listed dealerships amongst his main client groups. The company is, at present, seriously considering higher-end machines with micro-overlap capability which would have an end-user cost of approximately \$50,000 dollars. Mr. Hughes suggested that Canadian companies who felt they had something to offer should send some advance product literature. He could be interested in meeting with them.

### **INFOMATICS GENERAL CORP.**

200 East Mitchell Drive  
Phoenix, AZ 85012

Mr. Roger A. Phillips, Vice President and General Manager

Infomatics distributes and sells computers and peripherals. Products represented are primarily Wang, also Compuscan and Totec. Less than 2 percent of the products sold by Infomatics are imported. The little experience the company has had with importing has been thoroughly satisfactory. Mr. Phillips mentioned 70 percent of his company's sales were for complete computer systems, which are their main area of interest. The company is also active in software package selling and Mr. Phillips maintained that 25 percent of the company's sales were in the software area. No items are held in stock. The company is currently looking for a new micro-based system and would not mind if it came from Canada. Mr. Phillips suggested that Canadian companies with something to offer should contact him. The company maintains a national marketing and also a focused West Coast sales territory. Sales are exclusively to legal practices. Mr. Phillips explained that his company expects a high level of service from suppliers and that service contracts should be honored. He added that he is experiencing delivery problems with Wang, one of his main suppliers, who are currently backlogged with orders on new equipment. They could additionally be interested in joint venture marketing with Canadian companies.

### **X-MARK CORP.**

3176 Pullman Street, Suite 9  
Coasta Mesa, CA 92626 (714) 556-9210

Mr. Tousignant

X-Mark Corporation has sales in excess of \$2 million a year and employs 15 people. The company was established in 1973. X-Mark supplies turnkey systems operators with hardware, operates as a consultant, as a manufacturers' representative, and as a computer retailer. Manufacturers represented currently