

MUNICIPAL DATA SYSTEMS

2140 West 190 Street
PO Box 3697
Torrance, CA 90504

Mr. K. Bodger, V.P. Marketing

Municipal Data Systems' turnover is around \$1 million a year. The company employs 25 people and specializes in software packages and turnkey systems installations. At the same time the company also operates as a service bureau. Municipal Data Systems utilizes IBM, Honeywell, Eagle, Intel, Cypher, and Control Data equipment in its installations which invoice on the average at around \$10,000 each. The company buys the equipment it requires directly from the manufacturer and services the equipment it installs itself but relies on close consulting with original equipment manufacturers during installation. Approximately 30 percent of Municipal Data Systems sales are hardware the balance being in software. The company concentrates its sales activity on the West Coast employing one salesman and as its name implies Municipal Data Systems is primarily involved in turnkey systems for local government. Mr. Bodger expressed an interest in 8 and 16 bit Canadian microcomputers and business software. He would like more information from Canadian suppliers. He had dealt with one Canadian company which he found to be competitively priced and relatively easy to work with. Mr. Bodger pointed to an apparent lack of manufactured microcomputers compared with the United States. In his opinion, there is an excessive number of companies who are serious suppliers of microtechnology in the United States compared with only two in Canada and that in order to gain a substantial market share, Canadian companies would need to become more visible in the market and have more market presence and possibly focus on a particular area. Mr. Bodger mentioned that the software market which had purposefully been ignored by the Japanese was wide open for further development.

PROMEDICS DATA CORPORATION

1032 Elwell Court
Suite #240
Palo Alto, CA 94303 (415) 961-2401

Mr. Ralph N. Sardell, Marketing Manager

Promedics Data Corporation produces software packages and turnkey systems aimed specifically at professional, physicians and medical practices. The company's turnover is in the vicinity of \$2 million and 22 employees are apparently employed. The average price of the company's installations is between \$18,000 and \$50,000 and the company installs approximately 40 systems a year. All systems consist of both hardware and software on a true turnkey basis and the company operates solely in California employing approximately ten salesmen, all of whom are on commission. To date the company has used equipment from Digital Corporation, IBM,

and Scientific Micro Systems. In most cases purchases are made direct from the manufacturer and the equipment is serviced by Promedics Data Corporation after it has been installed. Mr. Sardell expressed an interest in looking at Canadian 8 and 16 bit microcomputers and also said that he would be interested in purchasing Canadian products and collaborating with a hardware manufacturer providing it was possible in return to run and distribute Promedic Data Corporation software in Canada. Mr. Sardell would welcome any information on Canadian products which have a bearing on Promedics branch of the industry.

QUEST INC.

30 Professional Center Parkway, #B
San Rafael, CA 94930 (415) 479-0600

Mr. Darell J. Tycehurst, President

Quest Inc. supplies turnkey systems, software packages and consulting aimed at general accounting users. The company uses IBM PCs and IBM PC compatible equipment in its installations. The equipment is bought both directly from a manufacturer and also through distributors. The company installs 20 complete systems a year and supplies approximately 15,000 software packages. Hardware sales are far less important to Quest than software. Quest operates on a national basis employing seven commission salesmen. Mr. Tycehurst is interested in the possibility of meeting potential Canadian manufacturers but so far has not seen anyone with enough market presence. Mr. Tycehurst added that he had dealt with one Canadian company but the project had been abandoned because of the absence of structure within that company. He expressed an interest in 16 bit Canadian microcomputers.

CALIFORNIA SYSTEMS ASSOCIATES

2845 Mesa Verde Drive East, #4
Coasta Mesa, CA 92626 (714) 546-9716

Mr. Jeff Welles, V.P. Sales Administration

California Systems Assoc. employs 12 people. The company is a turnkey systems supplier and systems house and also supplies turnkey packages and programming. Mr. Welles mentioned Digital Equipment, CDC, Kennedy, Emulex, Disc, and Saturn Systems were the main suppliers used for hardware in the company's turnkey systems. California Systems completes about 20 installations a year which range in price from \$50,000 to \$200,000. The company's turnover is around \$1 million. Mr. Wells has been experiencing delivery problems with Digital recently. California Systems restricts its sales operations to Southern California and concentrates on supplying manufacturers and distributors with usual turnkey systems. The company employs two salesmen, 30 percent of the company sales are software as opposed to hardware. Mr. Welles was completely unfamiliar with Canadian computer products and was unable to name one company. Mr. Welles expressed