

## COMPUTER INPUT CORPORATION

1840 So. Elena  
Redondo Beach, CA 90277 (213) 372-2177

Mr. J.W. Bradley, President

Computer Input Corporation is involved in turnkey systems installations, facilities management consulting and also operates as a computer service bureau. The company's annual turnover is in the vicinity of \$5 million. Mr. Bradley was not prepared to provide us with the average price for a Computer Input Corporation turnkey system. He felt the prices varied considerably. The company uses Northern Telecom, IBM, and General Computer Systems equipment in its installations. All equipment is purchased directly from the manufacturer and no problems are currently being experienced with suppliers. Computer Input Corporation expects no service support from its suppliers and services all the equipment installed itself. About 25 percent of the company's sales are for hardware as opposed to software. The company operates in a national U.S. and Canadian market. Main customer groups are the government, insurance companies and education establishments. Computer Input Corporation employs 14 commission salesmen. Mr. Bradley would be interested in learning more about Canadian 8 and 16 bit microcomputers. Like most of the companies we talked to, he is interested in examining marketing possibilities with Canadian suppliers and could be interested in attending any seminars or educational programs to learn more about Canadian capabilities. Mr. Bradley has had some experience with Canadian supplying companies.

## LODESTAR COMPUTER SERVICES

1830 Vernon Street,  
Roseville, CA 95678 (916) 969-3883

Mr. S. Kalman, V.P. Sales

Lodestar is a relatively small company with 1982 turnover in the vicinity of \$1 million. The company describes itself as being an early-end systems house, being involved in maintenance and equipment leasing. Lodestar uses equipment made by Quazar, Contex, Kierulff, and others. Products are generally purchased from a distributor. Lodestar's main area for sales is on the West Coast and the company concentrates on the real estate and construction industries. Thirty-two salesmen are employed. Lodestar intends to move in the Canadian market within the next few months and will be actively canvassing for a Canadian partner via a national press campaign. Mr. Kalman had recently been discouraged from entering the Canadian market which he felt centered around the minicomputer. However, on reflection he feels this will create less competition for his company and its microcomputer based systems. Mr. Kalman could also be interested in learning more about Canadian 8 and 16 microcomputers. He suggested that Canadian companies who would like to pursue a business opportunity with Lodestar Computer Services contact him.

## TRAIL BLAZER SYSTEMS

2448 Watson Court  
Palo Alto, CA 94303 (415) 858-2800

Mr. Martin de la Fuente, Sales Manager

Trail Blazer's gross annual sales are in the vicinity of \$3 million. The company employs 25 people and it was established in 1971. Main business areas are software packages, turnkey systems, programming, timesharing, facilities management, equipment leasing, education and training. To date, the company has used CPU, Digital, BTI Systems and Ampec equipment in its turnkey systems installations. Trail Blazer expects 24 hour service from its suppliers and in addition services some equipment itself. Mr. de la Fuente would not give any information on the average price of Trail Blazers installations but he did say that the company operated mainly on the West Coast selling systems primarily to the motor freight and transportation industries. The company purchases its equipment both from manufacturers directly and also from distributors. One salesman only is employed. Mr. de la Fuente had recently returned to the U.S. from a Canadian motor freight transportation show. He noted that a number of Canadian companies were looking to America for specialized data processing systems because there appeared to be nothing suitable offered in Canada. For this reason Trail Blazer could be interested in working with a Canadian company on a reciprocal basis although Mr. de la Fuente has no specific knowledge of Canadian suppliers at present. He suggested that interested Canadian suppliers should contact him.

## BINEX AUTOMATED BUSINESS SYSTEMS INC.

1787 Tribute Road  
Suite M  
Sacramento, CA 95815 (916) 920-8805

Mr. Walter Heideg, President

Binex Automated is a service bureau and turnkey systems operator. The company is almost 20 years old and has sales in excess of \$1 million. Four people are employed. Mr. Heideg mentioned Zenith, Data General, and Televideo as being equipment suppliers for the turnkey systems he installs. Generally, the company purchases the products it requires directly from a distributor and services some of the equipment it supplies itself. The cost of the average installation from Binex Automated is between \$15,000 and \$20,000. Sales usually consist 50/50 of hardware and software. The company sells on a national market employing regional representatives. Mr. Heideg expressed an interest in learning more about Canadian 8 and 16 bit microcomputers and suggested Canadian vendors contact him personally. The company sells to a generalized market; the emphasis is on commercial and business installations. Mr. Heideg mentioned that he was generally receptive to the prospects of doing business with Canadian companies but had found that previous approaches by Canadian companies often lacked follow through.