

METHODOLOGY

In defining the research project, we assumed that the main objective was to portray and analyse a number of relevant software publishers and, more specifically, to report on initiatives taken towards export within the EEC.

Before going into the detailed description of the project, we must define the main entity. The software publisher is a company that derives some portion of its total revenue from offering openly a software product that wholly or principally has been developed by the company itself. This does not include free-ware or proprietary offerings.

The methodology is based upon three different viewpoints, all of which are interdependent. First, the primary research collects the information available directly at the source — in this case, the managing director of the software publisher. The survey was conducted in two phases:

- An initial telephone interview of 50 software publishers. We estimate that there are about 210 relevant candidates plus about 320 one-person “boiler-room” operations. The purpose was to identify 12 interesting cases and obtain basic profile information.
- A follow-up in-depth face-to-face interview with the relevant individuals of the 12 qualified software publishers. The main objective of the interview was to obtain detailed insight into the experience in exporting software to the EEC. An attempt was also made to reveal future product and distribution plans.

Next, secondary source research validated and supplemented the primary research. A Scandinavian research programme called User Demand Research (UDR) provided insight into the level and type of investment made by the 1,000 largest software companies in Denmark. The main secondary sources include:

- EEC department for IT,
- Software Publishers Association Europe,
- EDB systemleverandørernes Forening,
- Gartner Group’s continuous research conducted in the US and in 12 subsidiaries throughout Europe, and
- a continuous survey (UDR) of the demand for software among the Top 1,000 Danish companies.

The third angle to the research formed the technical framework for defining the relevant market and system attributes for rating the investigated software publishers in terms of their product marketing, distribution strategy and technical mission. The exact set of attributes will be defined in conjunction with the Department of External Affairs and International Trade Canada when more information is available. The main attribute categories include:

- application type,
- hardware platform,
- operating system,
- network protocol, and
- user interface.