

Apart from these general trends Canada has a excellent reputation for "niche" products. Significant among these are:

- Education: - Courseware, Computer Based Training (CBT), Remedial Aids, English/French as a second language etc.,
- Health care:- Hospital Administration, Diagnostic Analysis, Doctors Administration, Patient Records, Prescription Drugs and others,
- Business: - Forms Design, Project/Time Management etc.,
- Retail: - Point of Sale (POS) Applications. ,

Canada's long and successful association with the Resource Industries has led to a significant depth and success in associated software products such as: Pipeline design and maintenance and diverse Geographic Information Systems (GIS). Canada's GIS sector has grown over 30% in less than two years.

The software sector is complicated. Unlike the telecommunications sector, which everybody understands, the software sector is an enabling technology that infiltrates almost all parts of the industrial, manufacturing, business, and social communities, including telecommunications. A product may be a Computer Aided Design (CAD) or a Graphic product etc., but be directed towards a specific industry sector. This requires not only an understanding of the software capabilities but also of the specific industry it is directed towards. A structured marketing plan requires good market intelligence that penetrates the use of software in all aspects of business and life.