

QUEEN
HF
54.52
.C2
M3
1990
c.2



Industry, Science and
Technology Canada

Industrie, Sciences et
Technologie Canada



6 1991

IC

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

INFORMATION CENTRE

Canada

ACCESS CODE CODE D'ACCÈS	CCWG
COPY / ISSUE EXEMPLAIRE / NUMÉRO	2

Queen
HF
S4.52
C2
M3
1990
c.2

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

INFORMATION CENTRE CENTRE D'INFORMATION
FEB 6 1991
INVESTMENT CANADA INVESTISSEMENT CANADA

PREPARED FOR
SERVICES TO BUSINESS BRANCH
INDUSTRY, SCIENCE AND TECHNOLOGY CANADA

July 1990
Version 3.0

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

TABLE OF CONTENTS

SECTION	PAGE
EXECUTIVE SUMMARY	ii
1.0 INTRODUCTION	1
1.1 Background	1
1.2 Purpose and Scope	2
1.3 Methodology	2
2.0 ASSESSMENT OF BOSS	5
3.0 ANALYSIS OF SOURCES	9
3.1 Identification of Sources - Manufacturing Sector	9
3.2 Application of Major Criteria	12
3.3 Detailed Assessment - Manufacturing Sector	15
3.3.1 Directories	17
3.3.2 On-Line Services	21
3.4 Other Sector Sources	26
4.0 GENERAL ASSESSMENT OF SOURCES	63

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

EXECUTIVE SUMMARY

The Identification of Information Sources Report has been prepared to document the findings of a study established to:

- identify company information sources in both the public and private sectors with the scope, coverage and quality of information consistent with the requirements of a national business development mandate;
- evaluate suitable information sources with respect to data content, access and availability, in light of the Business Opportunities Sourcing System (BOSS) content and functionality; and
- provide a general assessment of available company information sources as potentially meeting the needs of BOSS' private sector clients.

In order to gather, summarize, and present this information, the study team has been mindful of the needs and objectives of BOSS' present client base as well as target clients. These objectives were identified as:

- identification of potential markets for sellers of products/services;
- identification of sources of products/services for buyers of products and services;
- scope and definition of potential markets for both buyers and sellers assisting the formulation of business plan; and
- availability and accessibility of information sources (including cost).

These objectives were used as the basis for development of detailed assessment criteria representing the requirements for information sources.

A comprehensive search was undertaken to identify all possible information sources. Aside from the obvious sources consisting of well-known directory services and association lists, the team also reviewed previous government studies and documentation related to information sources and discussed this matter with departmental line staff. From this investigation a number of potential sources was identified.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

Using the detailed criteria, the sources were assessed for features and characteristics and were compared to BOSS.

The team found that there is no single information source which provides the scope and depth of coverage equivalent to BOSS in meeting the needs of the private sector clients. Generally, the deficiencies occur in the areas of product/service identification, and identification of markets. As well, the team found that the private sector information sources were expensive, particularly with regard to on-line services. This could be a significant factor to smaller and/or new enterprises, restricting business development activities using these sources.

Therefore, the study team has concluded that the needs of BOSS' existing and targeted private sector client base can only be served by the current system.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

1.0 INTRODUCTION

1.1 Background

The Business Opportunities Sourcing System (BOSS) is a service offering both directories and a computerized data bank which provides information about Canadian goods and services in order to facilitate sales at home and abroad. Specific objectives of BOSS are to:

- provide information to Canadian and foreign companies covering product and service sourcing;
- provide information about general company capability; and
- provide information which would assist in the identification of potential new domestic and foreign markets for Canadian suppliers of products and services.

BOSS first became available in 1980 in response to the need for information about Canadian companies for use by the (then) Department of Industry, Trade and Commerce, the private sector, and the Trade Commissioner Service. At present, it is also used by both domestic and international buyers and sellers to acquire market information about Canadian producers of goods and services. The data base comprises private sector registrants covering twelve manufacturing and service sectors. Copies of the directories and access to the on-line system are at no charge to users in both the public and private sectors.

From time to time over the past several years, studies have been undertaken to identify improvements to BOSS, or to evaluate the effectiveness of the system in light of evolving policy objectives and organizational needs. The most recent of these reviews was undertaken during the fourth quarter of 1989. The Policy and Evaluation Branch of ISTC engaged a team of consultants to assess BOSS in terms of program rationale, achievement of objectives, and impacts and effects. As well, the study was to address alternative methods of achieving the objectives and to assess the resourcing levels needed to provide the services. The results of that study served to raise a number of other appropriate questions regarding the broader aspects of the role and management of company information both internally and externally. The current study

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

regarding identification of information sources is part of a wide-ranging review of the role and management of company information.

1.2 Purpose and Scope

The Identification of Information Sources Report is to present the results of a study, the objectives of which are to:

- identify company information sources in both the public and private sectors with scope, coverage and quality of information consistent with the requirements of a national business development mandate;
- evaluate suitable information sources, with respect to data content, access and availability, in light of BOSS content and functionality; and
- provide a general assessment of available company information sources as potentially meeting the needs of BOSS' private sector clients.

The study is to consider both directory and on-line data base services for manufacturing sector company information, but is to also incorporate the findings of parallel investigations of other sector sources.

In total, this phase 1 study will provide the basis for determining the most effective way to acquire, maintain and distribute company information for ISTC's private sector clients.

1.3 Methodology

The approach taken during the study consisted of the following activities:

- identifying potential information sources through reviews of previous studies, ISTC memoranda, letters and documentation, library reference materials, and conversations with departmental line staff;
- application of three major criteria to determine suitability of the source:
 1. National scope
 2. Adequate coverage (not less than 80% of BOSS coverage)
 3. Annual (or more frequent) updates;

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

- assessment of the selected sources according to 17 detailed criteria:

For both directory services and on-line data base services:

1. Company tombstone information
2. Sales information
3. Employment data
4. Products description
5. Product coding
6. Industry sector coding
7. Export market data
8. Bilingual content
9. Update frequency
10. Update mechanism
11. Availability (restriction of use)

For on-line services only:

1. Report selection capability
2. Company profiles
3. Statistical data
4. Label production
5. Bilingual functionality
6. Inquiry service capability

Each of the identified and selected sources was evaluated using these criteria, and was graded as:

- A. Fully satisfying criterion
- B. Partially satisfying criterion
- X. Does not satisfy criterion

- incorporation of the results of these study areas: manufacturing sector sources, other sector sources, and a specific evaluation of the Canadian Trade Index (CTI) directory and on-line service; and
- a general assessment of available company information sources.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

Information regarding each of the sources was gathered by reviewing directory material and contacting the directory/data base service suppliers. For manufacturing sector information sources, survey results are contained in Appendix A, the specific evaluation of the CTI directory/on-line service is contained in Appendix B, and the survey report on other sector sources is contained in Appendix C, which are annexed to this report in a companion volume.

Of particular concern to the study team is the validity of the detailed criteria used in assessing selected information sources. These criteria, while aligned closely with BOSS information content and functionality, are believed to represent the most common needs of private sector clients with respect to company information in light of the ISTC's mandate and objectives. In keeping with the terms of reference for this Phase 1 study which is identification of specific sources, features and capabilities, no attempt has been made to use the detailed criteria to exclude information sources from any future consideration in subsequent phases. Rather, these criteria have been used primarily to organize and present information concerning sources. Therefore, no specific conclusions or recommendations are presented, only a general assessment.

However, as the BOSS experience is relevant to the manner in which information about these sources is gathered and presented, the team believes that a brief assessment of BOSS, and its ability to meet the needs of private sector clients is also in order.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

2.0 ASSESSMENT OF BOSS

The 1989 evaluation of BOSS, referred to above, and other earlier studies have generally concluded that BOSS has a useful and significant role as an information source for its private sector clients. This general conclusion is based upon surveys of BOSS users, and is supported by the recent and continuing growth in directory subscriptions and on-line service usage (Figures 1 and 2 on pages 6 and 7).

Private sector directory suppliers are naturally reluctant to reveal subscriber statistics and other marketing data (as they view BOSS as a competitor), and therefore the BOSS growth trends are significant indicators. It is recognized, however, that the absence of a user charge for BOSS services may be a factor in this growth. However, it is also clear from the surveys that the scope and organization of the directory information and the functionality of the on-line service are very important to BOSS clients. For this reason, the study team has developed detailed evaluation criteria, which reflect BOSS experience, as a means of presenting and assessing the characteristics of alternative information sources (Figure 3 Page 7a).

There are also areas in which BOSS currently is viewed as deficient by its user community. Specifically these deficiencies, which are readily identified by inquiries received, relate to product information available through the on-line service. The first area of concern is the incompleteness of trademark/brand name information, and product market definitions. These concerns have also been considered in the development of criteria for information sources.

The second area of concern identified through inquiries received relates to product availability, location, quality and pricing. As these are considered to be beyond the "normal" scope of directory services, they have not been considered as possible criteria for assessing alternative information sources.

BOSS USAGE SURVEY

DIRECTORY SUBSCRIPTIONS

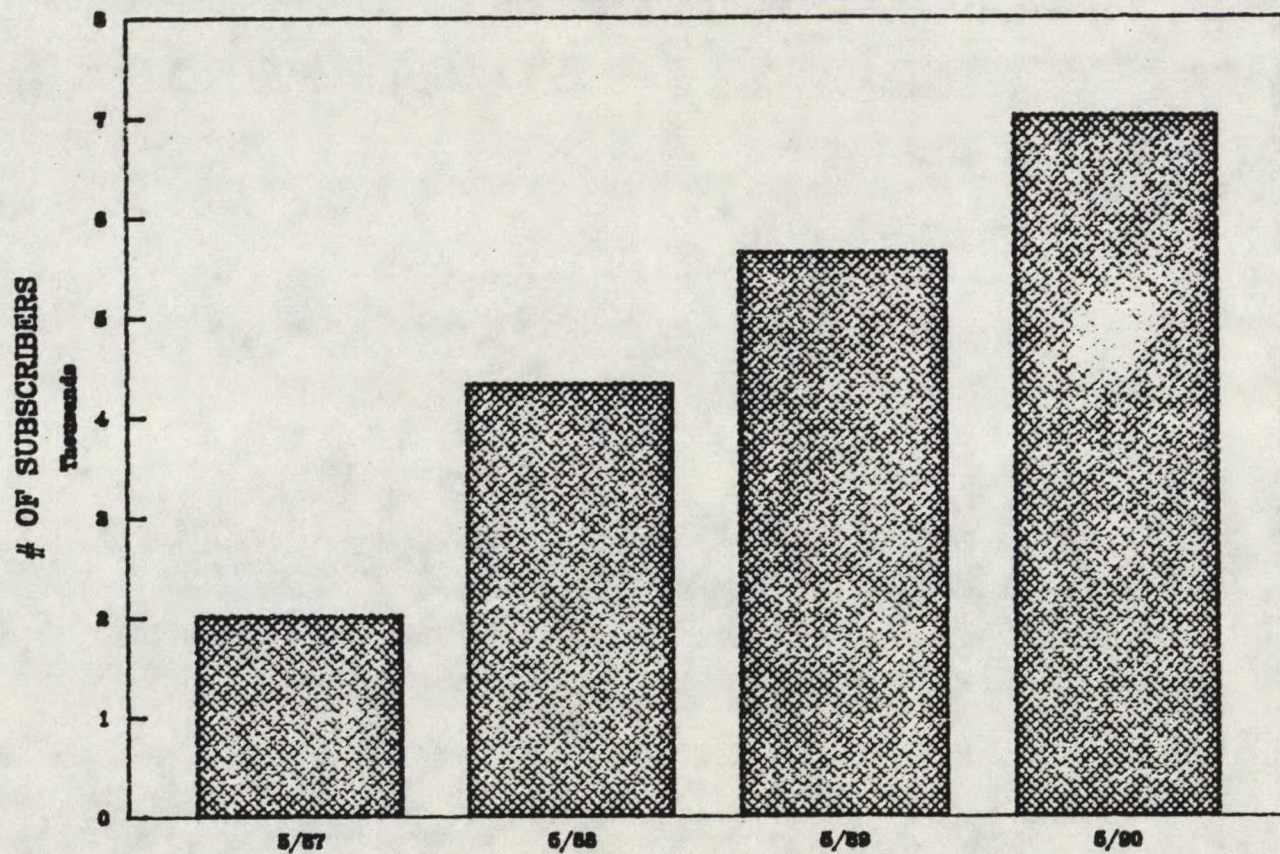


Figure 1

BOSS USAGE SURVEY

ON-LINE TRENDS

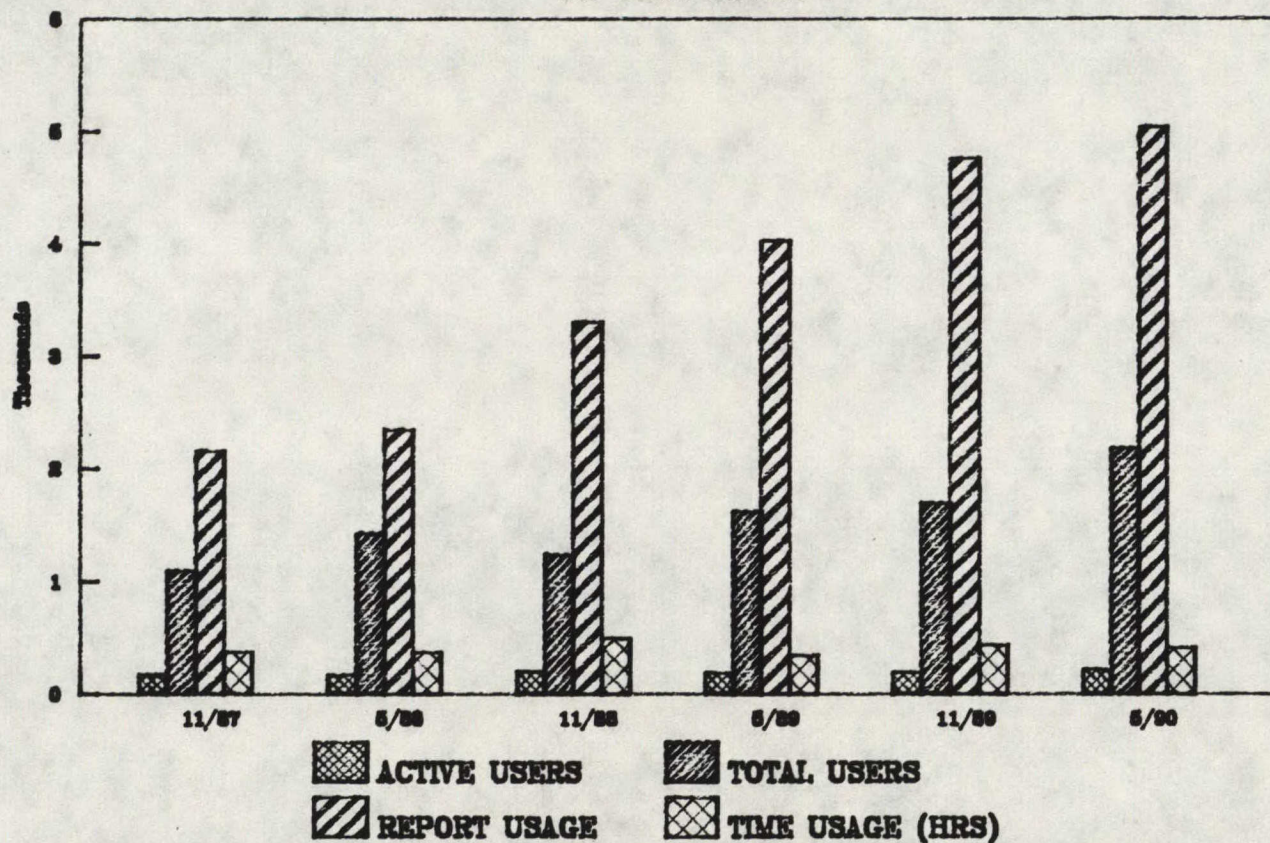
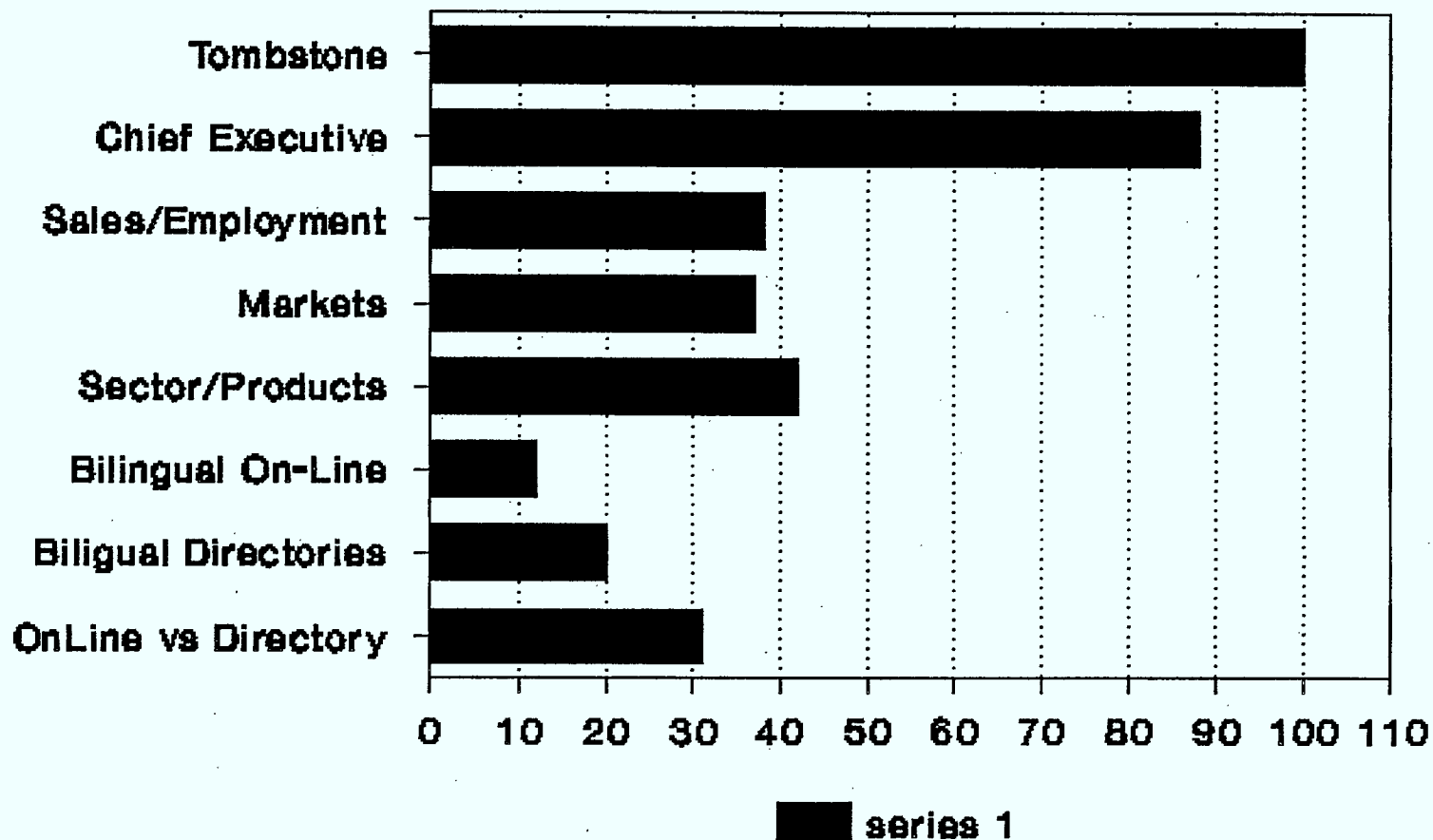


Figure 2

The seventeen criteria has been arranged in the following categories.
The percentages represent what subscribers use from the on-line service.



2400-2800 AD-HOC enquiries are answered each year.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

However, the study team also wanted to assess whether there were other needs not met by BOSS. To do this the team looked at the nature of commercially available directory services. The features and characteristics of these services have evolved over a number of years to meet specific needs in this area, and on a commercially sound basis. The assessment of these characteristics is contained in Section 4.

It is also recognized that BOSS has a special mandate to encourage business development and cooperation within the private sector, and in particular to provide a directory service to smaller or start-up enterprises. The study team therefore paid particular attention to the coverage of small, medium size firms. The detailed criteria have also been organized to reflect this role.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

3.0 ANALYSIS OF SOURCES

3.1 Identification of Sources - Manufacturing Sector

Identification of manufacturing company information sources consisted of a comprehensive survey of the popular directories and data base services, a review of ISTC files for correspondence and documentation concerning company information, and conversations with ISTC line branch representatives concerned with company information. In addition, the sources and use of manufacturing company information by Provincial governments was also investigated, and a review of the Directory of Directories and the ESPIAL Directory (1990) was undertaken. From this survey a list of directories/data base services was developed and each potential information source was subjected to the application of three major criteria to identify sources suitable for detailed assessment.

All identifiable national information sources were considered with the following exceptions:

- On-line services with data bases residing outside Canada:
 - Thomas Register (New York). Canadian manufacturing establishments are included in the American data base. The number of Canadian registrants is marginal (12,500), and the information content is not as complete as other on-line sources (CTIX, Kompas, D&B) available in Canada.
 - Datastar (Pennsylvania) and Dialog (California). These two data base services offer a number of on-line services including those identified individually in this report. They do not offer any additional sources, unique to these services, which are suitable for this study.
- Confidential sources:
 - Statistics Canada (CFDB). This is the central repository for data concerning organizations in Canada. Information is drawn from a number of sources, and is not available for use outside of Statistics Canada.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

- Canadian Federation of Independent Businesses. This association does not make its membership list, and associated data, publicly available.
- Federal government sources which do not suitably identify manufacturers or which are covered by NASIS:
 - Public Works Canada (Accord). This system does not segregate manufacturers from suppliers, and, furthermore, focuses primarily on construction service establishments and related product suppliers.
 - Transport Canada (GFS/MMS). The main vendor files for Transport Canada are concerned primarily with suppliers to the department. They do not include a comprehensive list of manufacturers, and, in addition, the files are more or less a subset of the NASIS data base.
- Other potential sources which do not, in fact, maintain comprehensive information regarding manufacturers:
 - COIN. This organization is a user of directories and on-line services, and does not have a comprehensive list of manufacturers available for use.

Therefore the list of directories/services presented below represents, comprehensively, the identifiable national information sources for manufacturing sector establishments.

It is appropriate when discussing sources of directory information to mention the degree of involvement of two private sector organizations: Micromedia and STM Systems Corporation. These two companies supply directory services from a number of sources, and have made a strategic commitment to business information in the Canadian marketplace.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

Micromedia provides a number of services and publications including: Cancorp Information Service, Ontario Securities Bulletin, Canadian Government Publications on Microfiche, Trademark/Patent Information Centre, Publication Indexes, Directory of Associations in Canada, SVP Canada Inquiry Service, and of particular interest to this study, Kompass Canada.

STM Systems Corp. provides a number of data base services relating to Canadian Establishments, including: CTIX, Dun & Bradstreet (DBII, DBUS, and Guide to Manufacturing), Canadian Federal Corporations and Directors, Trademarks (Canada and U.S.), Canadian Corporate Names, and the Kompass data base. The combination of these services is known as INSIGHT, and utilizes a common report generating package, WISDOM, for selection and retrieval of data.

In addition to the above, it is important to note that the provinces maintain directory information for business development purposes. While the scope of the data is provincial rather than national, and, as such, is not considered part of this particular survey, in combination this could be a valuable information source for company (all sectors) information. The qualifications to this are that the depth of information, particularly regarding product/service identification and description, is uneven across the country (generally related to the size of the province in terms of population), and the arrangements for accessing this data electronically would likely require separate arrangements with each province. Nevertheless, this information should not be ignored during Phase II of the study.

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

3.2 Application of Major Criteria

The table on the next page represents the application of major criteria to identified sources of manufacturing company information. The three criteria applied were:

- National Scope. The data must include identifiable manufacturing entries for all of Canada.
- Adequate Coverage. The number of manufacturing entries in the directory/data base must not be less than 80% of that for BOSS (i.e. 12,500).
- Annual Updates. The frequency of updates must be at least annually.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

Directory/Data Base (Supplier/Publisher)	National Scope	Adequate Coverage	Annual Update
Private Sector			
Cancorp Directory /STM Systems Corp.	N	N	Y
Canadian Trade Index /CMA/STM Systems Corp.	Y	Y	Y
Dun & Bradstreet Guide to Manufacturing /D & B/STM Systems Corp.	Y	N	Y
Fraser's Directory /Maclean Hunter	Y	Y	Y
InfoGlobe /Globe & Mail	N	N	Y
Infomart /STM Systems Corp.	N	N	Y
Kompas Directory /Micromedia/STM Systems Corp.	Y	Y	Y
Scott's Directory /Southam Business Group	Y	Y	Y
Thomas Directory /Thomas Register Inc.	Y	Y	Y
Trademaker Exchange /Trademaker Exchange Inc.	Y	N	Y

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

Directory/Data Base (Supplier/Publisher)	National Scope	Adequate Coverage	Annual Update
Public Sector			
Canadian Government Cataloguing System (CGCS) /DND/SSC	Y	N	Y
Corporate Client System (CCS) /ISTC	Y	Y	Y
National Supplier Information System (NASIS) /SSC	Y	Y	N
World Information Network (WIN) Export System /External Affairs Canada	Y	Y	Y

Each of the above directories/data base services which met all major criteria were then subjected to a detailed assessment. In addition, the Trademaker Exchange was also included as this is a new service which has not yet had an opportunity to build a data base ^{to} an acceptable level of manufacturing entries.

NASIS is also included in the detailed assessment even though the files are purged on a three year basis. The result is that some inactive suppliers could remain in the data base for more than one year, however the study team decided this should not preclude a more detailed assessment of the federal government's main vendor file.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

Therefore, the following information sources have been excluded from further assessment with regard to manufacturing sector information:

- **Cancorp Directory.** This directory/data base service does not provide sufficient manufacturing definition, nor any indication of products, to be considered as having adequate scope or coverage. The data included is primarily financial in nature.
- **Dun & Bradstreet Guide to Manufacturing.** This directory/data base service provides coverage for only 10,000 manufacturing establishments nationally. This is a subset of the full D & B data base of 660,000 businesses, of which 68,000 are identified as manufacturing entities. Unfortunately, the full D & B data base, because of its size, is not fully updated on an annual basis (partial updates are undertaken bi-monthly). However, because of the scope of the data base, a detailed survey was performed on this source and is included in appendix A annexed to this report. Further comments may also be found in section 4.
- **InfoGlobe and Infomart.** Both of these on-line services are primarily text retrieval systems and therefore do not readily identify manufacturing entities nor their characteristics. Furthermore, only those companies which are mentioned in the daily financial news are covered.
- **Canadian Government Cataloguing System (CGCS).** This system contains the data base of suppliers to DND, and while comprehensive, is severely restricted in the availability of data. DND will only release basic name and address information from these files, and therefore as a potential source of information, it is not considered any further in this study.

3.3 Detailed Assessment - Manufacturing Sector

The information sources which met the major criteria were then subjected to a detailed assessment involving additional criteria. These were:

For both directories and on-line services:

- **Company Tombstone Information.** This includes name (legal and operating), address (mailing and operating), telephone number and FAX number.

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

- Sales Data. This includes annual domestic and international data.
- Employment Data. This includes domestic employment data.
- Product Descriptions. This includes short and long descriptions, and brand names/trademarks.
- Product Coding. This includes product categorization, and specific product coding (e.g. GSIN, ISO, CITC, NATO Stock Number, Harmonized, etc.).
- Industry Sector Coding. Standard Industrial Classification (SIC).
- Export Market Data. This refers to the availability of geographical market information (country, international region, US region, Canadian province).
- Bilingual Information Content. This includes either inherent or derived French and English data.
- Update Frequency.
- Update Mechanism. This can range from a reactive approach involving updates by registrants to a proactive approach by the list manager.
- Availability. This involves any restrictions concerning the use of data over and above the normal prohibition against non-commercial use.

In addition to the above, the on-line services were subjected to the following criteria:

- Report Selection Capability. This refers to the flexibility of the system in selecting data for generation of reports.
- Statistics. Does the system allow for the calculation of statistics based upon selection.
- Company Profiles. Does the data base contain text-form company descriptions.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

- **Label Production.** Can the service produce label format reports for download or screen print.
- **Bilingual Functionality.** This refers to French and English access to, and use of, the system.
- **Inquiry Service.** Is an inquiry service offered and, if so, how comprehensive is the service.

For purposes of this comparative detailed assessment, information sources were categorized as directories or on-line services. Some sources provide both.

Directories are defined as sources of information (either print or electronic) which are updated and re-published on a periodic basis, and which do not contain any inherent processing capabilities. On-line services are defined as including not only data base services accessible by networks, but also directories in electronic form which include processing functionality as well as data (e.g. WIN - Export, Trademaker).

3.3.1 Directories

The assessment of directories covering manufacturing sector companies is summarized in Table 1 on page 19. Briefly, the comments regarding each of the directories are as follows:

Canadian Trade Index -

- focuses on larger establishments, particularly members of the CMA
- does not maintain market information
- does not use industry sector coding
- provides alphabetical listing of establishments
- provincial distribution of firms is poor
- uses keyword approach to describing products in place of descriptions and codes
- bilingual content only as supplied by registrants

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

Fraser's Directory -

- legal name and associated companies not provided
- does not provide sales data
- does categorize employment data
- does not use industry sector coding
- provides trademark/brand name information but not product descriptions nor coding
- does not maintain market information
- is not bilingual

Kompass Directory -

- legal name and operating addresses not provided
- does not include export market data
- does provide sales and employment data
- product description by category only
- product coding uses proprietary structure
- includes affiliate cross referencing
- bilingual terminology employed

NASIS -

- does not provide product descriptions
- uses GSIN for product coding
- uses SIC for sector coding
- fully bilingual content
- provides both employment and sales data
- currently restricted to federal government use
- update frequency is three years

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

Scott's Directory -

- does not include sales data
- does use product codes and descriptions which are limited in detail
- cross references to SIC for sector coding
- does not include export market data but does indicate if company is interested in exporting
- categorizes employment data
- provides French language edition for Quebec
- updates provided by registrants

Thomas Directory -

- does not include sales or employment data
- there is no product or sector coding used
- product descriptions are provided
- product names, brand names/trademarks are included
- no bilingual content
- export market information is not provided
- updates provided by registrants

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

INFORMATION SOURCE SUMMARY
DETAILED ASSESSMENT
TABLE 1

DIRECTORIES - MANUFACTURING SECTOR

CRITERION	RATING BY DIRECTORY						
	BOSS	CTI	FRASER'S	KOMPAS	NASIS	SCOTT'S	THOMAS
COMPANY TOMBSTONE INFORMATION	A	A	B	B	A	A	A
SALES DATA	A	A	X	A	A	X	X
EMPLOYMENT DATA	A	A	B	A	A	B	X
PRODUCT DESCRIPTIONS	B	B	B	B	X	B	A
PRODUCT CODING	A	B	X	B	A	A	X
INDUSTRY SECTOR CODING	A	X	X	A	A	A	X
EXPORT MARKET DATA	B	X	X	X	B	X	X
BILINGUAL INFORMATION CONTENT	A	B	X	B	A	B	X
UPDATE FREQUENCY	A	A	A	A	X	A	B
UPDATE MECHANISM	A	A	B	A	A	B	B
AVAILABILITY	A	A	A	A	X	A	A

LEGEND: A = SATISFIES REQUIREMENTS
B = PARTIALLY SATISFIES REQUIREMENTS
X = DOES NOT SATISFY REQUIREMENTS
N/A = NOT APPLICABLE

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

3.3.2 On-Line Services

The detailed assessment of the on-line services providing manufacturing sector company information is summarized in Table 2 on page 22. Briefly, the comments regarding each of the on-line services is as follows:

CCS -

- is not bilingual
- utilizes BOSS data
- limited export market information
- does not offer an inquiry service other than for technical advice
- both system releases and data updates are periodically re-issued
- provides considerable selection and reporting capabilities
- makes full use of microprocessing user interface features
- allows for label/word processing interfaces
- availability restricted (see note below)

CTI(X) -

- uses proprietary commodity/product definitions
- does not include industry sector or export market data
- system operation is not bilingual
- has minimal inquiry capability
- not menu driven
- flexible search and selection capability using STM/WISDOM
- label production only on-site at STM
- accessible through DATAPAC
- is not bilingual

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

Kompass -

- does not include legal name or operating addresses
- utilizes STM/WISDOM software with similar functional capabilities as CTIX
- does not include export market data
- does not offer inquiry service at this time
- uses proprietary product codes and definitions
- label production only on-site at STM

Trademaker Exchange -

- software and data base updates issued by subscription
- no product and sector coding structures used, only keywords and tables
- focus on specific opportunities, not product sourcing
- is not bilingual
- does not include employment or sales data
- no inquiry service
- limited export market information

WIN Export -

- software and data base updates issued by subscription
- utilizes BOSS data
- does not use industry sector coding
- includes data on overseas as well as Canadian establishments
- flexible report search and selection
- word processing merge and label production capability
- does not provide inquiry service other than for statistical reporting
- availability restricted (see note below)

Note: The availability of CCS and WIN-Export data is questionable. CCS data structures would be difficult to adapt to a BOSS-type service environment as there is no comprehensive repository for the data - separate data bases exist for each ISTC region, and subjective comments by ISTC officer are included. Furthermore, the system is undergoing a major internal review.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

DEA is unlikely to release WIN-Export data for public use as the information may be considered sensitive. As well, much of the data is in the form of notes provided by DEA staff, for use by posts abroad.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

INFORMATION SOURCE SUMMARY
DETAILED ASSESSMENT
TABLE 2

ON-LINE SYSTEM - MANUFACTURING SECTOR

CRITERION	RATING BY ON-LINE SYSTEM					
	BOSS	CCS	CTI	KOMPAS	TRADE- -MAKER	WIN
COMPANY TOMBSTONE INFORMATION	A	A	A	B	A	A
SALES DATA	A	A	A	A	X	A
EMPLOYMENT DATA	A	A	A	A	X	A
PRODUCT DESCRIPTIONS	B	B	B	B	X	B
PRODUCT CODING	A	A	B	B	X	B
INDUSTRY SECTOR CODING	A	A	X	A	X	X
EXPORT MARKET DATA	A	B	X	X	B	A
BILINGUAL INFORMATION CONTENT	A	X	B	B	X	A
BILINGUAL FUNCTIONALITY	A	X	X	B	X	A
UPDATE FREQUENCY	A	A	A	A	A	A
UPDATE MECHANISM	A	A	A	A	A	A
AVAILABILITY	A	X	A	A	A	X
REPORT SELECTION CAPABILITY	A	A	A	A	A	A
STATISTICS	A	B	B	A	B	B
COMPANY PROFILES	A	A	A	A	A	A
LABEL PRODUCTION	A	A	X	X	A	A
INQUIRY SERVICE	A	X	B	X	X	X

LEGEND: A = SATISFIES REQUIREMENTS
B = PARTIALLY SATISFIES REQUIREMENTS
X = DOES NOT SATISFY REQUIREMENTS
N/A = NOT APPLICABLE

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

INFORMATION SOURCE SUMMARY
TABLE 3

DIRECTORY/ SERVICE	NUMBER OF MANUFACTURING ESTABLISHMENTS BY PROVINCE											TOTAL
	B.C.	ALTA.	SASK.	MAN.	ONT.	QUE.	N.B.	PEI	N.S.	Nfld.	YUK/NWT	
BOSS	1860	2030	450	1670	5590	4320	480	150	440	130	20	17140
CCS	1330	2030	450	1660	13950	4270	430	160	440	140	20	24880
CTI	1280	860	310	600	9020	2950	300	70	300	80	10	15780
FRASER'S	-	-	-	-	-	-	-	-	-	-	-	40000
KOMPAS	360	340	220	270	11900	1390	250	-	90	-	-	14900
NASIS	3233	2276	812	1302	10889	6925	714	105	1084	408	72	27820
TRADEMAKER	-	-	-	-	-	-	-	-	-	-	-	0
SCOTT'S	4350	3260	1200	1360	21900	15400	1420	260	1510	520	0	51180
THOMAS	-	-	-	-	-	-	-	-	-	-	-	12500
WIN	-	-	-	-	-	-	-	-	-	-	-	0

LEGEND: "-" = NOT AVAILABLE

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

3.4 Other Sector Sources

Identification of service sector company information sources, consisted of a comprehensive review of the Directory of Associations in Canada, data base directories, and ISTC files for correspondence and documentation concerning company information. In addition, conversations with ISTC line branch representatives and other government departments concerned with company information were held.

From this review a list of directories/data base services was developed and each potential information source was subjected to the application of three major criteria, to identify sources suitable for detailed assessment. Virtually all national information sources were considered.

The following is a detailed assessment of the information sources, which passed the major criteria or an explanation as to why certain sources of information were not evaluated further.

The information sources were compared to three major criteria.

1. The information must be national in scope.
2. The coverage must be adequate, i.e. the number of companies for any company type must be within the 20% of the existing companies in BOSS.
3. The data must be updated at least annually.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

Suitable sources were then subjected to further, more detailed, criteria.

Each of the publication media, directory and on-line computer access is assessed; a rating for BOSS is also included.

The rating definitions are as follows:

- A - Satisfies criterion
- B - Partially satisfies criterion
- X - Does not satisfy criterion
- N/A - Does not apply

In identifying possible sources of information, the Dun & Bradstreet directory/data base services have been considered and rejected. While D&B represents the single most comprehensive source of Canadian establishments, the information available is not sufficiently precise in terms of scope, nor detailed in depth of coverage to be considered as a suitable information source.

Specifically, definition of establishments is by SIC code with no additional description of the nature of the services/commodities offered. As well, no information is included concerning intended markets. Finally, the D&B data is severely restricted in that it is not available for re-use by anyone other than the client organization. This precludes its use as a supplement/replacement for BOSS.

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

AGROLOGISTS

CANADIAN CONSULTING AGROLOGIST DIRECTORY

There is no active updating of the directory. The directory is published every two years and it is up to the members to notify the association of changes. The directory lists only association members, it is not bilingual and provides C.V.'s on individual members. The directory also lacks other information contained in BOSS such as number of employees, export information, reported dates. This directory does not satisfy the major criteria of being updated.

There is no on-line data base.

The inquiry service is limited to providing a name and address list of members, based on a particular service.

AGRICULTURE INSTITUTE OF CANADA

Although the institute has a listing of some 5,000 members worldwide it is not available to the public.

There is no on-line or inquiry service.

This listing was not evaluated further because it is restricted from public access.

AGRICULTURE CANADA

Do not produce an Agrologist directory and referred me to the Agriculture Institute of Canada

ISTC, SERVICE INDUSTRIES AND CONSUMER GOODS

Identified BOSS and the Canadian Consulting Agrologist Directory.

MANAGEMENT OF COMPANY INFORMATION
 PHASE 1 REPORT
 IDENTIFICATION OF INFORMATION SOURCES

AGROLOGISTS

CANADIAN CONSULTING AGROLOGISTS DIRECTORY

	AGROLOGIST DIRECTORY		BOSS	
	Directory	On-Line (N/A)	Directory	On-Line
Accuracy of Data	A		A	A
Availability	A		A	A
Bilingual	X		A	A
Company Profile	A		A	A
Company Sourcing	N/A		N/A	A
Content of Data Base	B		A	A
Cost	A		A	A
Currency of Data	B		A	A
Download of Files	N/A		N/A	A
Download of Reports	N/A		N/A	A
Industry Sectors	N/A		N/A	N/A
Labels	N/A		N/A	A
Markets	X		A	A
Number of Companies	A		A	A
Services Detail	B		A	A
Service Sourcing	B		A	A
Reports	N/A		A	A
Employee Figures	X		A	A
Selection Capability	N/A		N/A	A
Statistics	N/A		N/A	A
Tombstone Information	A		A	A
Update Frequency	B		A	A
Usage Restrictions	A		A	A

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

The Canadian Consulting Agrologist Directory:

- is not bilingual
- does not contain markets
- does not contain projects completed in each particular market
- does not record year established
- does not have employee figures
- does not show language capabilities
- does not contain domestic markets
- is not updated actively and is published every two years. It is up to the members to update their listing.
- is limited to association members
- is limited to 20 services as compared to over 30 in BOSS
- most listings do not contain fax or telex numbers

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

ARCHITECTS

There is no national directory of ARCHITECTS other than BOSS and a Public Works data base called "SPEC". (See pages 55, 57 and 58 for an assessment of "SPEC"). The provincial directories available are basically name and address listings of members.

The Royal Architectural Institute of Canada combines the provincial directories into a national name and address listing.

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

COMPUTER SERVICES

Neither the Canadian Independent Computer Services Association nor the Canadian Association of Data and Professional Service Organization (CADAPSO) could identify any national computer services directory.

HUTCHINSON RESEARCH

Hutchinson Research publishes a data base and directory of the Hi Tech industry called "CANTECH" which includes computer software firms, professional processing companies related to the computer service industry. Although this data base is not bilingual and does not contain firms that do Third Party Maintenance or Turnkey Systems, it is a comprehensive source for computer software especially and some services like professional and processing services. There is an on-line and an inquiry service, both of which are fairly expensive. Approximately 15 clients currently subscribe to On-line CANTECH because it costs \$6,000. per year. The inquiry service is also costly with a flat fee of \$50. plus a minimum of .50 a company up to a maximum of \$12.50 per company. Therefore, a request covering 1,000 firms would range from a low of \$150. to a high of \$12,550.

SDM SERVICE DOCUMENTAIRE MULTIMEDIA INC.

Another data base called "LOGIBEQ" promoted by SDM Service Documentaire Multimedia Inc. is primarily Quebec based firms. This data bas was not looked at in detail because of the lack of coverage and the fact it is not national in scope.

STATISTICS CANADA AND BUREAU OF MANAGEMENT CONSULTING

The Bureau of Management Consulting maintain a list of computer software companies containing name of company and city. This list does not have sufficient coverage to be analyzed further.

MANAGEMENT OF COMPANY INFORMATION
 PHASE 1 REPORT
 IDENTIFICATION OF INFORMATION SOURCES

COMPUTER SERVICES

HUTCHISON RESEARCH

	CANTECH		BOSS	
	Directory	On-Line	Directory	On-Line
Accuracy of Data	A	A	A	A
Availability	A	A	A	A
Bilingual	X	X	A	A
Company Profile	A	A	A	A
Company Sourcing	N/A	A	N/A	A
Content of Data Base	B	B	A	A
Cost	\$195	\$6000	A	A
Currency of Data	A	A	A	A
Download of Files	N/A	A	N/A	A
Download of Reports	N/A	A	N/A	A
Labels	N/A	A	N/A	A
Markets	X	X	A	A
Number of Companies	A	A	B	B
Services Detail	B	B	B	B
Service Sourcing	B	B	B	B
Reports	N/A	A	N/A	A
Employee Figures	B	B	A	A
Selection Capability	N/A	A	N/A	A
Statistics	N/A	A	N/A	A
Tombstone Information	A	A	A	A
Update Frequency	A	A	A	A
Usage Restrictions	A	A	A	A

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

The CANTECH Data Base:

- is not bilingual.
- does not contain Third Party Maintenance companies.
- does not contain Turnkey Systems firms.
- does not contain markets.
- contains 2500 computer software and service companies compared to the 900 in BOSS.
- does not contain employee figures by i.e. managers, sales, technical etc.
- does not contain all processing services i.e. data entry.
- does not contain export sales.
- lacks coverage in Quebec and Maritime provinces.

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

CONSTRUCTION

CANADIAN CONSTRUCTION ASSOCIATION

The Canadian Construction Association publishes a "Construction Export Directory" containing 72 firms. This directory lacks coverage because it is not within the 20% of the number of construction companies in BOSS. The directory is not bilingual. The directory does not satisfy the major criteria based on coverage.

The association also publishes a "Directory of Corporate Members and Members Associations" which also lacks coverage because it is not within the 20% of the number construction companies in BOSS. The companies listed in the "Construction Export Directory" are duplicated in this directory. Although this directory has 182 firms, 60 of them are manufacturers or insurance bonding type companies. The directory is not bilingual. There is also no service section to the directory. This directory does not satisfy the coverage required.

There is no on-line service.

There is no inquiry service.

ISTC, SURFACE TRANSPORTATION AND MACHINERY

This branch confirmed that although there are city and provincial directories, BOSS and the Canadian Construction Association were the only national sources.

DEFENCE CONSTRUCTION CANADA

They were unable to identify any national construction directory or on-line service.

CANADIAN INTERNATIONAL DEVELOPMENT AGENCY (CIDA)

This agency has a data bank of construction companies, however it is not available to the public. Because of the departmental restriction this data base was not analyzed further.

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

PUBLIC WORKS

Public Works maintains a data base of construction and maintenance service firms, which is assessed on pages 55, 59 and 60 of this report, called "ACCORD".

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

CONSTRUCTION

CANADIAN CONSTRUCTION ASSOCIATION

	CONSTRUCTION EXPORT		BOSS	
	Directory	On-Line (N/A)	Directory	On-Line
Accuracy of Data	A		A	A
Availability	X		A	A
Bilingual	X		A	A
Company Profile	A		A	A
Company Sourcing	N/A		N/A	A
Content of Data Base	A		A	A
Cost	A		A	A
Currency of Data	B		A	A
Download of Files	N/A		N/A	A
Download of Reports	N/A		N/A	A
Labels	N/A		N/A	A
Markets	B		A	A
Number of Companies	X		A	A
Services Detail	B		B	B
Service Sourcing	B		A	A
Reports	N/A		N/A	A
Sales/Employee Figures	A		X	B
Selection Capability	N/A		N/A	A
Statistics	N/A		N/A	A
Tombstone Information	A		A	A
Update Frequency	B		A	A
Usage Restrictions	B		A	A

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

The Canadian Construction Export Directory:

- is currently distributed to members and is not available to the public. This however is a policy that could change.
- is not bilingual
- is not updated actively. It is up to the members to contact the association to update their listing.
- is lacking in number of companies with 72. BOSS contains 239 firms however BOSS includes domestic as well as exporting companies.
- is limited in service sourcing compared to BOSS. Only 13 service categories in the export directory as compared to over 50 in BOSS. BOSS for example breaks down "Oil & Gas" in 5 specialities: pumping stations, pipelines, well construction, gas mains and services, oil refineries/gas processing plants. The export directory simply has "Oil & Gas". BOSS contains three main service breakdowns (i.e. General Construction, Heavy Civil Construction and Trade Contractors). The export directory has two main services (i.e. General and Specialty Contractors).
- is somewhat limited in market information. The export directory groups Europe and Oceania and the U.S.A. under a category called "Other". BOSS collects market information for U.S.A., Europe and Oceania.
- lists both sales and employee figures whereas BOSS collects the data but does not publish it. This data is on the BOSS microfiche files only.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

CONSTRUCTION

**THE CANADIAN CONSTRUCTION ASSOCIATION DIRECTORY OF CORPORATE
MEMBER FIRMS AND MEMBER ASSOCIATIONS**

	DIRECTORY OF CORPORATE MEMBERS		BOSS	
	Directory	On-Line (N/A)	Directory	On-Line
Accuracy of Data	A		A	A
Availability	X		A	A
Bilingual	X		A	A
Company Profile	A		A	A
Company Sourcing	N/A		N/A	A
Content of Data Base	B		A	A
Cost	A		A	A
Currency of Data	B		A	A
Download of Files	N/A		N/A	A
Download of Reports	N/A		N/A	A
Labels	N/A		N/A	A
Markets	X		A	A
Number of Companies	X		A	A
Services Detail	B		B	B
Service Sourcing	B		A	A
Reports	N/A		N/A	A
Sales/Employee Figures	X		X	B
Selection Capability	N/A		N/A	A
Statistics	N/A		N/A	A
Tombstone Information	B		A	A
Update Frequency	B		A	A
Usage Restrictions	B		A	A

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

The Canadian Construction Association Directory of Corporate Member Firms and Member Association:

- services are not listed for all companies
- does not contain year established
- does not contain main contact
- is not updated actively. It is up to the members to contact the association to update their listing.
- is currently distributed to members and is not available to the public. This is a policy that could change.
- is not bilingual.
- does not contain any market information
- has 122 firms with services as compared to over 200 in BOSS.
- does not provide a listing by services. Therefore it is next to impossible to obtain information on who provides service in "Oil and Gas" for example.

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

CONSULTING ENGINEERS

ASSOCIATION OF CONSULTING ENGINEERS OF CANADA

The association of Consulting Engineers of Canada publishes a directory containing 900 firms. This directory meets all major criteria however, many companies which BOSS has identified as Surveying and Mapping firms are included in the associations "Consulting Engineers Directory".

CANADIAN COUNCIL OF PROFESSIONAL ENGINEERS

The council could not identify any national sources.

ISTC, SURFACE TRANSPORTATION AND MACHINERY

The branch identified the association of consulting engineers directory and BOSS as the only two national sources of information available.

PUBLIC WORKS

A data base called "SPEC", consisting of architects and engineers, is covered on pages 55, 57 and 58 of this report.

MANAGEMENT OF COMPANY INFORMATION
 PHASE 1 REPORT
 IDENTIFICATION OF INFORMATION SOURCES

CONSULTING ENGINEERS

THE ASSOCIATION OF CONSULTING ENGINEERS OF CANADA PUBLISHES
A DIRECTORY

	ASSOCIATION OF CONSULTING ENGINEERS		BOSS	
	Directory	On-Line (N/A)	Directory	On-Line
Accuracy of Data	A		A	A
Availability	A		A	A
Bilingual	B		A	A
Company Profile	A		A	A
Company Sourcing	N/A		N/A	A
Content of Data Base	B		A	A
Cost	\$75.		N/A	A
Currency of Data	A		A	A
Download of Files	N/A		N/A	A
Download of Reports	N/A		N/A	A
Labels	N/A		N/A	A
Markets	A		A	A
Number of Companies	B		A	A
Services Detail	B		B	B
Service Sourcing	B		A	A
Reports	N/A		N/A	A
Sales/Employee Figures	B		B	B
Selection Capability	N/A		N/A	A
Statistics	N/A		N/A	A
Tombstone Information	A		A	A
Update Frequency	A		A	A
Usage Restrictions	A		A	A

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

The association of Consulting Engineers of Canada has an on-line data base of consulting Engineer which is for internal use only.

The association consulting directory:

- is, for a large part, textual and this textual information is provided depending on the preference of the company. Because of this the directory is not functionally bilingual.
- service sourcing is cumbersome because it is necessary to search three areas to find companies for a particular service (i.e. field of specialization, type of service and list of members.)
- does not indicate when projects were completed whereas BOSS lists only projects completed in the last three years. There is also no date reported.
- does not list language capabilities of a firm.
- provides a brief listing of the firm.
- provides textual information about typical projects that the company is capable of performing.
- contains 832 firms which includes Surveying and Mapping firms. BOSS contains 1343 companies.
- services are not cross indexed to the field of specialization nor to the geographical region. For example, companies specializing in "On site construction management" for Hotels and Nuclear Electric Power Generation are listed together. Similarly the "On site construction management" may have been in Africa in one case and in the U.S.A. in the other.
- does not record sales figures. BOSS does not collect sales figures for Consulting Engineers.

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

FREIGHT FORWARDERS

CANADIAN INTERNATIONAL FREIGHT FORWARDERS MEMBERSHIP
DIRECTORY

This directory is simply a list of CIFFA members and associate members containing tombstone contact information. It does not contain most of the information in BOSS such as services provided, mode of transportation, number of employees and many other needed data fields. However, it does satisfy the major criteria.

There is no on-line service.

There is no inquiry service.

ASSOCIATION OF CUSTOMS BROKERS MEMBERSHIP DIRECTORY

This directory similar to CIFFA is a name and address list of members. It contains only basic tombstone information. There is no active updating, members are expected to notify the association of changes. This directory does not list services, mode of transport, how long the company has been established, employee figures and other important data fields. However, it does satisfy the major criteria.

There is no on-line service.

Their inquiry service is limited to photocopying a section of the directory and producing name and address labels.

TRANSPORT CANADA

This department identified a source called: "Canadian Transportation and Distribution Management". This is a monthly magazine for traffic and distribution management in industry and commerce. It lists name, address, contacts, telephone, fax and branch offices. It is primarily a name and address listing.

There is no on-line or inquiry service.

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

NATIONAL TRANSPORTATION AGENCY OF CANADA

This agency could not identify any sources.

ISTC, SERVICE INDUSTRIES AND CONSUMER GOODS

The branch confirmed that there is not a national source of information satisfying the branch needs other than BOSS.

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

FREIGHT FORWARDERS AND CUSTOMS BROKERS

CANADIAN INTERNATIONAL FREIGHT FORWARDERS ASSOCIATION DIRECTORY

	ASSOCIATION		BOSS	
	Directory	On-Line (N/A)	Directory	On-Line
Accuracy of Data	A		A	A
Availability	A		A	A
Bilingual	A		A	A
Company Profile	B		A	A
Company Sourcing	N/A		N/A	A
Content of Data Base	B		A	A
Cost	A		A	A
Currency of Data	A		A	A
Download of Files	N/A		N/A	A
Download of Reports	N/A		N/A	A
Labels	N/A		N/A	A
Markets	X		A	A
Number of Companies	X		A	A
Services Detail	X		A	A
Service Sourcing	X		A	A
Reports	N/A		N/A	A
Sales/Employee Figures	X		A	A
Selection Capability	N/A		N/A	A
Statistics	N/A		N/A	A
Tombstone Information	A		A	A
Update Frequency	A		A	A
Usage Restrictions	A		A	A

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

The Canadian International Freight Forwarders Association Directory:

- is restricted to members or associate members.
- is basically a mailing list containing address and contact information.
- does not contain number of employees.
- does not contain mode of transportation.
- does not contain year or time the company has been established.
- does not include contract sums, insurance coverage, bonding coverage.
- does not include specializations.
- does not include foreign offices/agents.
- has approximately 160 companies as compared to over 200 Freight Forwarders in BOSS.
- does not include Canadian offices.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

FREIGHT FORWARDERS AND CUSTOMS BROKERS (CONT'D)

ASSOCIATION OF CUSTOMS BROKERS DIRECTORY

	ASSOCIATION OF CUSTOMS BROKERS		BOSS	
	Directory	On-Line (N/A)	Directory	On-Line
Accuracy of Data	A		A	A
Availability	A		A	A
Bilingual	A		A	A
Company Profile	B		A	A
Company Sourcing	N/A		N/A	A
Content of Data Base	B		A	A
Cost	A		A	A
Currency of Data	A		A	A
Download of Files	N/A		N/A	A
Download of Reports	N/A		N/A	A
Labels	N/A		N/A	A
Markets	X		A	A
Number of Companies	A		B	A
Services Detail	X		A	A
Service Sourcing	X		A	A
Reports	N/A		A	A
Sales/Employee Figures	X		A	A
Selection Capability	N/A		N/A	A
Statistics	N/A		N/A	A
Tombstone Information	A		A	A
Update Frequency	A		A	A
Usage Restrictions	A		A	A

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

The Association of Customs Brokers:

- is restricted to members or associate members.
- does not contain markets served.
- is unable to provide Service sourcing. There is no listing of serviced.
- is basically a mailing list containing address and contact information.
- does not contain number of employees.
- does not contain mode of transportation.
- does not contain year established.
- has approximately 300 firms as compared to 133 customs brokers in BOSS.
- does not include Canadian Offices.

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

MANAGEMENT CONSULTANTS

CANADIAN ASSOCIATION OF MANAGEMENT CONSULTANTS MEMBERSHIP
DIRECTORY

This directory does not meet the major criteria based on coverage because it lists only 16 companies.

There is no on-line or inquiry service.

STATISTICS CANADA AND BUREAU OF MANAGEMENT CONSULTING

The Bureau of Management Consulting maintain a list of management consultants containing name of company and city. This list does not have sufficient coverage to be analyzed further.

ISTC, SERVICES INDUSTRIES AND CONSUMER GOODS

The branch confirmed that there is no source of information other than BOSS.

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

MARINE SHIPPING

CANADIAN TRANSPORTATION AND DISTRIBUTION MANAGEMENT

This is the same monthly magazine as mentioned for Freight Forwarders. It does not satisfy the major criteria based on content because it lists primarily tombstone information.

STATISTICS CANADA

This department has a data base of marine carriers and a publication called "Shipping in Canada # 54205". Both the data base and directory do not satisfy the major criteria based on coverage.

ISTC, SERVICE INDUSTRIES AND CONSUMER GOODS

The branch confirmed that BOSS was the only national source of marine shipping information, however, the Canadian Transportation and Distribution Management Magazine is a publication they often reference.

CANADA PORTS CORPORATION

The corporation could not identify any national sources of marine shipping information.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

RESEARCH AND DEVELOPMENT

Of the sources contacted no directory, on-line or inquiry service was identified.

Statistics Canada previously produced a Research and Development directory. This directory was deleted as part of Statistics Canada cut backs. The Policy Sector of the Industrial Competitiveness Branch of ISTC took on this responsibility utilizing BOSS in 1989 and currently want to make this directory totally BOSS' responsibility.

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

SURVEYING AND MAPPING

GEOMATICS INDUSTRY ASSOCIATION OF CANADA

This association publishes a "Directory of Member Firms". The directory does not satisfy the major criteria based on coverage. It lists 48 firms where BOSS lists over 230 companies.

There is no on-line or inquiry service.

CANADIAN INSTITUTE OF SURVEYING AND MAPPING

This institute does not publish a directory. They produce quarterly journals only, which do not compare to the BOSS directory.

There is no on-line or inquiry service.

PROVINCIAL LAND SURVEYORS ASSOCIATIONS

Although many provincial associations publish a membership listing they do not satisfy the major criteria because they are not national in scope. Furthermore they lack content as they are primarily mailing lists.

ISTC, SURFACE TRANSPORTATION AND MACHINERY

The Branch confirmed that BOSS was the only national source of surveying and mapping companies.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

TRADING HOUSES

COUNCIL OF CANADIAN TRADING HOUSES

The council publishes a list of members which does not satisfy the major criteria based on its coverage of some 49 companies as compared to the 787 listed in BOSS.

There is no on-line or inquiry service.

CANADIAN INTERNATIONAL DEVELOPMENT AGENCY (CIDA)

This agency has a data bank of Trading Houses, however, it is restricted to Departmental use. It is not available to the public. This data bank was not further analyzed.

ISTC, SERVICE INDUSTRIES AND CONSUMER GOODS

The branch stated that BOSS was the only national source for trading houses.

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

OTHER CONTACTS FOR ALL SERVICES

CANADA PATENTS AND DEVELOPMENT LIMITED

Could not provide information on any national information sources similar to BOSS.

FEDERAL BUSINESS DEVELOPMENT BANK

Could not provide information on any national sources similar to BOSS.

FISHERIES AND OCEANS

Identified "The Canadian Fisheries and Oceans Industries Directory" published by: Canadian Marine Publications out of Halifax (902) 425-1320. This directory does not qualify to be evaluated further because it is a mix of: fish processors, marine suppliers, marine consultants, fishing vessel owners, marine associations, marine research institutes, marine libraries and marine training institutes.

PUBLIC WORKS

Identified two systems:

- "SPEC" - This is a data base which consists of 2,500 architects and engineers. It is national in scope and because it is only one year old no updating frequency has been established as yet. The system was further assessed in detail.
- "ACCORD" - This is a data base of 25,000 construction and maintenance service firms. It is national in scope and has been in production for two years. The update process has begun on this data base however no structured update frequency has been implemented. This system was further assessed in detail.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

REVENUE CANADA

Identified a "List of Licenses under the Excise Tax Act" directory which all company types including manufacturers, wholesalers, air carriers etc. The directory contains company name, province/city, district code, company type (ie. wholesaler), date licence issued and the principal commodity of the company (ie. logging industry). Since this is all the directory contains, it was not further evaluated.

CANADIAN EXPORTERS ASSOCIATION

Could not provide information on any national sources similar to BOSS.

DIRECTORIES IN PRINT (FORMERLY THE DIRECTORY OF DIRECTORIES)

Could not identify any national sources similar to BOSS that were not already known and covered in this report.

DEPARTMENT OF SUPPLY AND SERVICES (DSS)

The National Supplier Information System (NASIS) with its 22 satellite systems, contains information on: Agrologists, Architects, Computer Services, Construction, Consulting Engineers, Management Consultants, and Surveying and Mapping firms.

NASIS is included in the detail assessment even though the files are purged on a three year basis. It should also be noted that parts of NASIS are now "BULLETIN BOARD" where an opportunity to sell goods or services to the Federal Government is published in the bulletin board and interested parties bid on that opportunity even though they may not be listed on the NASIS System.

MANAGEMENT OF COMPANY INFORMATION
 PHASE 1 REPORT
 IDENTIFICATION OF INFORMATION SOURCES

PUBLIC WORKS

DATA BASE OF ARCHITECTS AND ENGINEERS

	SPEC		BOSS	
	Directory	On-Line	Directory	On-Line
Accuracy of Data	X	A	A	A
Availability	X	B	A	A
Bilingual	X	A	A	A
Company Profile	X	A	A	A
Company Sourcing	N/A	A	N/A	A
Content of Data Base	X	B	A	A
Cost	N/A	N/A	A	A
Currency of Data	X	A	A	A
Download of Files	N/A	A	N/A	A
Download of Reports	N/A	A	N/A	A
Labels	N/A	A	N/A	A
Markets	X	X	A	A
Number of Companies	X	A	B	B
Services Detail	X	B	B	B
Service Sourcing	N/A	A	N/A	A
Reports	N/A	A	N/A	A
Sales/Employee Figures	X	B	A	A
Selection Capability	N/A	A	N/A	A
Statistics	N/A	B	N/A	A
Tombstone Information	X	A	A	A
Update Frequency	X	B	A	A
Usage Restrictions	X	B	A	A

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

The SPEC Data Base:

- Currently does not produce a hard copy directory.
- Is currently used by Public Works only and its future for any other purpose would have to be evaluated.
- Although this data base has 2,500 companies far exceeding the 1,000 firms in BOSS (architects and consulting engineers) it varies from BOSS in specialties. It collects information on firms wishing to do business with Public Works and only for those specialties that Public Works uses, (ie. it would not include Hospitals, Universities, Hotels, etc.).
- Does not contain market information.
- Reports from this system are still being developed, the system is only one year old.
- Does not contain sales and employee figures, however, there is an indication of the number of employees base on history from awarded contracts.
- Statistics, similar to reports, are still being developed for this young system.
- Updating frequency or method has not been determined at this time.

MANAGEMENT OF COMPANY INFORMATION
 PHASE 1 REPORT
 IDENTIFICATION OF INFORMATION SOURCES

PUBLIC WORKS

DATA BASE OF CONSTRUCTION AND INSTALLATION FIRMS; SERVICE AND
 CLEANING COMPANIES AND MAINTENANCE COMPANIES

	ACCORD		BOSS	
	Directory	On-Line	Directory	On-Line
Accuracy of Data	X	A	A	A
Availability	X	B	A	A
Bilingual	X	A	A	A
Company Profile	X	A	A	A
Company Sourcing	N/A	A	N/A	A
Content of Data Base	X	B	A	A
Cost	N/A	N/A	A	A
Currency of Data	X	A	A	A
Download of Files	N/A	A	N/A	A
Download of Reports	N/A	A	N/A	A
Labels	N/A	A	N/A	A
Markets	X	X	A	A
Number of Companies	X	A	B	B
Services Detail	X	B	B	B
Service Sourcing	N/A	A	N/A	A
Reports	N/A	A	N/A	A
Sales/Employee Figures	X	B	A	A
Selection Capability	N/A	A	N/A	A
Statistics	N/A	B	N/A	A
Tombstone Information	X	A	A	A
Update Frequency	X	B	A	A
Usage Restrictions	X	B	A	A

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

The ACCORD Data Base:

- Currently does not produce a hard copy directory.
- This data base has 25,000 firms far exceeding the 250 construction companies in BOSS. It is difficult to identify the actual construction companies in the BOSS context because ACCORD characterizes firms differently (ie. construction and installation). The specialities also vary from those in BOSS. For example, ACCORD would not list companies in heavy civil construction such as roadways and runways, gas and oil facilities, water and sewage, railway etc. It is also important to note that Public Works ACCORD would only list firms wishing to do business with Public Works.
- Does not contain market information.
- Output from the system regarding reports and statistics are yet to be developed.
- Does not contain sales and employee data.
- Updating is just commencing on this two year old system.
- This data base is currently for Public Works only.

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

DEPARTMENT OF SUPPLY AND SERVICES (DSS)

The DSS System "NASIS" is the Federal Government's main vendor file and contains information on a wide spectrum of goods and services, including most of the company types in BOSS. NASIS includes Agrolologists, Architects, Computer Services, Construction, Consulting Engineers, Management Consultants, Surveying and Mapping companies.

	NASIS		BOSS	
	Directory	On-Line	Directory	On-Line
Accuracy of Data	X	A	A	A
Availability	X	X	A	A
Bilingual	X	A	A	A
Company Profile	X	A	A	A
Company Sourcing	N/A	A	N/A	A
Content of Data Base	X	A	A	A
Cost	N/A	N/A	A	A
Currency of Data	X	B	A	A
Download of Files	N/A	A	N/A	A
Download of Reports	N/A	A	N/A	A
Labels	N/A	A	N/A	A
Markets	X	X	A	A
Number of Companies	X	B	B	B
Services Detail	X	B	B	B
Service Sourcing	N/A	A	N/A	A
Reports	N/A	B	N/A	A
Sales/Employee Figures	X	A	A	A
Selection Capability	N/A	A	N/A	A
Statistics	N/A	B	N/A	A
Tombstone Information	X	A	A	A
Update Frequency	X	B	A	A
Usage Restrictions	X	X	A	A

**MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES**

The NASIS Data Base:

- Is updated every three years.
- Is not available to the public (restricted to Government and Crown Corporations).
- Does not contain market information.
- Is restricted to companies wishing to do business with the Federal Government. It also lists only companies containing services that the government uses.
- Is limited in service sourcing because of the bulletin board where opportunities are listed and firms, Canadian, American on NASIS or NOT can respond.
- Although it contains a wealth of statistical information, it does not have the software in place to retrieve statistics. The same thing applies to reports.

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

4.0 GENERAL ASSESSMENT OF SOURCES

The results of the various surveys of company information sources generally indicate that none of the individual directory services provide the scope and depth of information that characterize BOSS. Further, none of the on-line services has the functionality and flexibility of BOSS in this regard.

While no single information source or service could supplant BOSS, it is fair to say that, for the manufacturing sector, a combination of services could be developed to achieve BOSS capabilities. With regard to other sectors, it does not appear that a similar approach would be possible. These issues will be dealt with during phase 2 of the study.

It should also be noted that, in total, the other sources of information do not offer information content, nor service features, greater than BOSS which indicates that BOSS, as currently configured, provides what the market requires. This, of course, does not necessarily recognize the special role and mandate for BOSS resulting from internal requirements or business development policy. The effectiveness of BOSS in addressing this is beyond the information gathering nature of the current study, and will, presumably, be dealt with as a part of the larger review. When the questions of internal needs and possible changes to the BOSS mandate have been addressed, the criteria used in this study may be revised. Therefore, a review of the comparative results of this study may also be in order.

As indicated in Section 3.2, the most comprehensive data base of establishments in all sectors is the Dun & Bradstreet service. Unfortunately, this information source does not provide the depth of product and service coverage necessary to provide adequate opportunities sourcing. Furthermore, the use of the data is restricted to the use for which it is provided, and cannot be used in any form externally to the client organization. This would effectively prevent the D&B data as an information source for a BOSS-type service.

Finally, it should be noted that access to the private sector information sources is not inexpensive. Typically, directory services range from \$120 - \$600 per year for hard copy directories (with the majority ranging from \$250 to \$450). With regard to on-line information sources, typical costs involve connect charges of \$150 - \$180 per hour (includes network

MANAGEMENT OF COMPANY INFORMATION
PHASE 1 REPORT
IDENTIFICATION OF INFORMATION SOURCES

charges) plus additional charges. These include selection and print charges, which effectively increases the total cost to \$.75 to \$2.00 for each company selected and displayed/printed (depending upon the volume of the request). Therefore, a request to select and display the 312 manufacturing establishments from Quebec and Ontario with 1,000 or more employees would be \$225 while a requests to display the 12 companies that supply faucets would be \$20. These are not inconsiderable charges.

QUEEN HF 54.52 .C2 M3 1990 c
Canada. Services to Business
Management of company inform

INDUSTRY CANADA/INDUSTRIE CANADA



106893

