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**A Prospectus on Success:**  
**THE COMPUTER SOFTWARE, SYSTEMS  
AND SERVICES INDUSTRY IN CANADA**



Industry, Science and  
Technology Canada

Industrie, Sciences et  
Technologie Canada



## AN INTRODUCTION ....

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#### **.... TO A DYNAMIC INDUSTRY**

- **Playing a vital role in the Canadian economy**
- **Diversified and aggressive**
- **Recognized as being internationally competitive**
- **Demonstrating strong growth with significant prospects for the future**
- **Forming a community of dynamic and innovative firms**
- **Developing and delivering products and services for world markets**
- **Located in Canada for solid business reasons**
- **Growing rapidly on a tradition of strong international alliances**

#### **.... TO CANADA, A PROSPEROUS NATION**

- Providing the computer software, systems and services industry with leading advantages**
- Committed to a hospitable business climate**
- Aiming at enhancement of its unique relationship with the United States**
- Welcoming business from around the globe**

**.... TO A GOVERNMENT TEAM OF  
ACTION-ORIENTED PEOPLE**

- **Aspiring towards the continued growth of the computer software, systems and services industry in Canada**
- **Dedicated to working closely with corporate decision-makers**
- **Offering a wide range of information and support**

**A DYNAMIC INDUSTRY ....**

## **.... PLAYING A VITAL ROLE IN THE CANADIAN ECONOMY**

- **With annual revenues of over \$2.8 billion**
  - one of the fastest growing sectors
  - located next to the world's largest market
  - significant international trade component
- **Employing over 34 000 people**
  - including many computer scientists, engineers, entrepreneurs and business management professionals
  - with strong ties to Canada's vast network of universities and government laboratories
  - encompassing alumni from world-class software R&D labs
  - a highly educated and dedicated workforce
- **As a leading exporter with a new global market orientation**
  - over 80 percent of software products produced in Canada are exported
  - to markets in the U.S., Japan, Europe and the Pacific Rim
- **By enhancing the competitiveness of other industry sectors**
  - originating numerous advanced manufacturing and resource processing techniques
  - improving the productivity of its customers
  - contributing to the diffusion of technology
  - providing major business opportunities to manufacturing and service-related industries
  - creating solutions to complex business systems problems

#### **.... DIVERSIFIED AND AGGRESSIVE**

- **With over 3 400 entrepreneurial based firms**
- **Experienced in providing software and complex systems for all major industry sectors**
- **Offering many unique leading-edge products and capabilities**
- **Committed to integrated business solutions**
- **With flexible approaches to meet special requirements**
- **Reaching out for international partners to form strategic alliances in Canada**
- **Ready to strike international marketing alliances**



## **.... RECOGNIZED AS BEING INTERNATIONALLY COMPETITIVE**

- **Experiencing a high level of exports**
  - over 80 percent of software products are exported primarily to the U.S., Japan, Europe and the Pacific Rim
- **Presence of the world's top software R&D facilities**
  - all major computer hardware companies have software R&D capabilities
  - with software development missions for world markets
- **Leading products with international recognition**
  - a worldwide reputation for product speed, reliability and functionality
  - offering innovative business solutions to complex problems
  - characteristically user-friendly interfaces
- **A developed infrastructure**
  - a strong network of industry trade associations
  - acknowledged superior R&D facilities
  - the foremost scientific and academic institutional environment

**... DEMONSTRATING STRONG GROWTH WITH  
SIGNIFICANT PROSPECTS FOR THE FUTURE**

- **High business formation rate**
- **Technically sound and innovative products**
- **Phenominal growth in software products**
- **Average annual growth rate exceeding 15 percent over the past five years**
- **Projected annual growth rate well above 18 percent to 1991**
- **Strongest growth from technology diffusion in manufacturing, resource-based industries, and financial, governmental and educational institutions**
- **One of the fastest growing sectors of the Canadian economy**

**.... FORMING A COMMUNITY OF DYNAMIC AND INNOVATIVE FIRMS**

- **Canada Systems Group • Alias Research Inc.**
- **IST Société de Services Informatiques**
- **Cognos Inc.**
- **LGS Data Processing Consultants Inc.**
- **SHL Systemhouse Inc.**
- **Jonas & Erickson Software Technology Inc.**
- **DMR Group Inc.**
- **Synerlogic Inc.**
- **NCR Canada Ltd.**
- **IP Sharp Associates Ltd.**
- **Honeywell Bull Ltd.**
- **IBM Canada Limited**
- **Xios Systems Corp.**
- **Apple Canada Inc.**
- **Unisys Inc.**
- **Hewlett-Packard (Canada) Ltd.**
- **Zanthe Information Inc.**
- **Digital Equipment of Canada Ltd.**

## **.... DEVELOPING AND DELIVERING PRODUCTS AND SERVICES FOR WORLD MARKETS**

- **Cognos Inc.**
  - advanced business systems development language
  - distributed data base and cross platform distributed solutions
  - applications products for financial managers
- **Zanthe Information Inc.**
  - fully integrated application development environment based on Entity Relationship (E-R data model)
- **Q.W. Page Associates Inc.**
  - real time flexible windowing accounting package for PC systems
- **Bedford Software Ltd.**
  - integrated small business accounting package
  - multilingual versions for PC based systems
- **SHL Systemhouse Inc.**
  - powerful system integration process
  - complex manufacturing and governmental systems
- **Jonas & Erickson Software Technology Inc.**
  - management and accounting systems for the retail, wholesale, hospitality, mining, and construction industries
- **DMR Group Inc.**
  - consulting services for effective technology and business solutions
  - information management and technology field
- **and many others**

## **.... LOCATED IN CANADA FOR SOLID BUSINESS REASONS**

- **Greater market access**

- Canada is one of the growth leaders in the industrialized world
- Canada has unparalleled market opportunities for software and integrated systems
- new initiatives are under way to enhance Canadian exports to world markets

- **Proximity to technological know-how**

- the world leader in telecommunications technologies
- a pool of highly skilled engineers, scientists and software designers
- internationally renowned research and education institutions
- outstanding support for integrated applications

- **Significant cost advantages**

- prime locations are plentiful
- land and building costs are substantially below those in the United States
- transportation and communication facilities are among the world's finest
- labour rates are 10 to 15 percent below those in the United States



**.... GROWING RAPIDLY ON A TRADITION OF  
STRONG INTERNATIONAL ALLIANCES**

- **Bedford Software Ltd. and Apple Canada Inc.**
  - Apple development and promotion arrangement
- **Cognos Inc. and Hewlett-Packard**
  - co-operative marketing agreement and corporate licence
- **Jonas and Erickson Software Technologies Inc. and Hewlett-Packard**
  - joint marketing agreement
- **Precarn Associates Inc.**
  - consortium in AI and robotics R&D
- **SHL Systemhouse Inc. and Tandem Computers Ltd.**
  - development and marketing agreement
- **Simware Inc. and Apple Canada Inc.**
  - certified Apple third-party developer
- **Waterloo Microsystems Inc. and IBM Canada**
  - joint product development
- **Zanthe Information Inc. and Hewlett-Packard**
  - joint marketing agreement worldwide

**CANADA, A PROSPEROUS NATION....**

## **.... PROVIDING THE COMPUTER SOFTWARE, SYSTEMS AND SERVICES INDUSTRY WITH LEADING ADVANTAGES**

- **An exceptional quality of life for its people**
  - unbeatable medical, educational and recreational facilities
  - clean, safe and exciting cities
  - completely modern infrastructure and outstanding residential choices
- **A stable economy**
  - one of the world's fastest growing
  - sustaining strong trading relationships
  - supported through competitive interest rates and the value of the Canadian dollar
  - served by a well-established financial community with global capabilities
  - with a substantial pool of venture capital
- **Vital resource, manufacturing and service sectors**
  - representing expanding markets for the computer software, systems and services industry
  - supplying the important support services, hardware and software essential for successful, technologically advanced manufacturing activities

## **.... COMMITTED TO A HOSPITABLE BUSINESS CLIMATE**

- **Investment is welcomed and profitable**
  - investors from the U.S., Japan, Hong Kong, Britain, and Korea are investing significantly in Canada each year
  - Canada has the highest level of foreign participation of any developed economy
  - corporate profits have risen over the past four years and are at record levels
  
- **The Government of Canada is committed to the long-term growth and prosperity of the Information Technologies Industry**
  - including computer software, systems and services, computers and office equipment, telecommunications, microelectronics, instrumentation, components and consumer electronics
  
- **Software, systems and services companies with an established presence in Canada have access to**
  - tax incentives (covering investments in R&D and manufacturing)
  - industry-targeted government programs
  - specific procurement policies

**.... AIMING AT ENHANCEMENT OF ITS UNIQUE  
RELATIONSHIP WITH THE UNITED STATES**

- **Contributing to the strong partnership between Canada and the United States are**
  - common time zones, language and cultural similarities
  - communications and transportation linkages
  - a common commitment to the tradition of free enterprise
  - a history of successful co-operative ventures
- **The largest two-way trade flow between any nations**
  - Canada is the U.S.'s largest market for software products
  - 80 percent of Canada's exports in software products are to the United States
- **Canadian and U.S. tariffs on the import of software are non-existent**
- **Aiming at freer trade in North America and with other trading blocks**



## **.... WELCOMING BUSINESSES FROM AROUND THE GLOBE**

- **From Japan**
  - in automobiles, resources, financing, electronics
- **From Europe**
  - in electronics, telecommunications, real estate and resources
- **And the Pacific Rim**
  - in resources, oil and gas, automobiles and finance

**A GOVERNMENT TEAM OF**

**ACTION-ORIENTED PEOPLE ....**

**.... ASPIRING TOWARDS THE CONTINUED  
GROWTH OF THE COMPUTER SOFTWARE,  
SYSTEMS AND SERVICES INDUSTRY IN  
CANADA**

- **Through investments in**
  - world-scale product missions
  - R&D and software development activities
  - acquiring, developing and transferring technologies
- **By computer software, systems and services companies**
  - Canadian-owned firms
  - as well as multinational enterprises with headquarters outside of Canada
- **Resulting in substantial increases in**
  - revenues
  - profits
- **Contributing to the Canadian economy in terms of**
  - employment
  - exports
  - technology diffusion
  - improved productivity in all sectors

**.... DEDICATED TO WORKING CLOSELY WITH  
CORPORATE DECISION-MAKERS**

- **In Canada, the United States and around the world**
- **Involved in the expansion of the computer software, systems and services companies in Canada**
- **Examining investment prospects**
- **Seeking information and intelligence**
- **Wanting to increase their export sales abroad**
- **Advocating changes to improve business**
- **Addressing sector-wide issues and concerns through their industry associations**

**.... OFFERING A WIDE RANGE OF INFORMATION AND SUPPORT**

- **General data on land and building prices, labour rates, and other production input costs**
- **Statistics covering the software, systems and services industry in Canada and other information technologies industry sectors**
- **Information regarding government taxation matters, policies and incentive programs**
- **Introductions to key government and industry advisors and decision-makers**
- **Assistance in identifying suppliers, markets, and joint-venture opportunities**
- **Advocacy support with Government of Canada organizations**



**WHAT CAN WE DO FOR YOU?**

**..... JUST ASK**

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