

[www.mbfoster.com](http://www.mbfoster.com)

Forging the Future



**MB Foster**

**Economic Impact on Rural  
Eastern Ontario**

**Presented by**

**Shawn Scott VP, Operations**



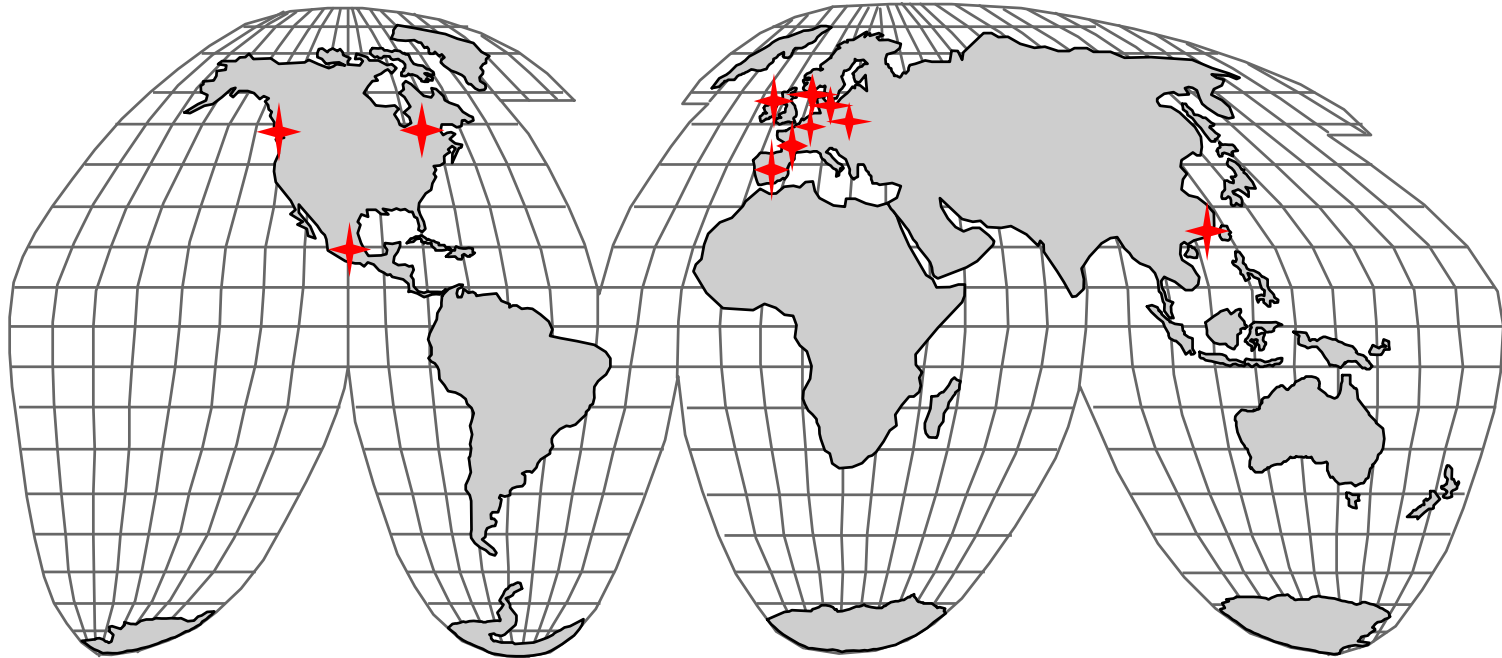
- Every Minute
- Every Day
- Every Where
- Someone is using an MB Foster Solution



# Agenda

- About MBFoster
- About MBFoster Export business
- About MBFoster Impact on Eastern ON
  - Economic Impact
  - Technology Impact
- Our Vision

# M.B. Foster Offices & Distributors



✦ **Canada**

✦ **United States**

✦ **Mexico**

✦ **France**

✦ **Spain**

✦ **United Kingdom**

✦ **The Netherlands**

✦ **Germany**

✦ **Taiwan**



# About MBFoster

- Founded 1977 - Consulting Company
- 1982 - Starting Selling Products
- 1986 - Started International
- 1989 - Purchased supplier
  - Established Mexican Distributor
- 1994 - Took over International from supplier
- 1995 - Major Product Line extension
- 1999 - Established Spanish Distributor

# Data Access

Data Marts

MBF-UDALink

Cross-Platform  
Integration

Client-Server &  
Web Access

Report  
Warehousing

Support  
Services &  
Education

# Delivery Solutions

B2B  
E-Commerce

EDI  
Translation/Map

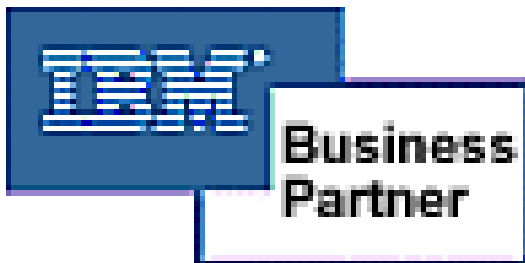
XML  
Messaging

**FORGING THE FUTURE**





# Strategic Partners





# About MBFoster

- Data Access and Delivery
  - ▶ Products
  - ▶ Services
  - ▶ Support
- 80% Export sales
  - ▶ Mostly US [Direct]
  - ▶ Some Europe & Mexico [Distributors]
  - ▶ Rest direct



# Success Stories

- Warner Brothers
- Logis
- Flow Products
- Rochester Instruments



# MBFoster – Export Business

- Our product is data access solutions
  - Product
  - Value-add through services & support
  - R&D allows technology leadership
- It is all about relationships
  - Market influence
  - Good communication of value
  - “Community” Leadership



# Local Economic Impact

- Growth from 4 to 60+
- Reduction in fall 2001 to 30
- Adding back slowly
- Jobs have a multiplier effect
  - We buy lunch, groceries, gas etc.
  - Some have moved into community
  - Kept others in community



# Economic Impact

- Net import business
  - New money from outside community
- Help provide community leadership
  - Broadband project
  - Training for high school interns
  - Co-op with university & colleges
  - Sponsor science awards at local schools

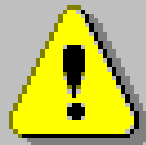


# Technology Impact

- Broadband project



RealPlayer



You cannot receive this content. You do not have enough network bandwidth.

More information is available at the RealNetworks Technical Support Website.

[More Info](#)

OK



# Technology Impact

- Broadband project
  - Meetings
    - CEONet, Upper Canada Networks
    - Experts OCRI, CANARIE
    - Persona & Storm
    - Local gov, EC Dev & Ont. Info Highway
  - Result HighSpeed networks for N. Dundas



# Internet Evolution at MBFoster

- Email
- FTP
- Webpages
  - Brochureware
  - collect info (conference registration)
  - Download demos
  - White Papers
  - FAQs
  - Premiere services -



# How the Web Changed Business

- Email
- Download demo software
- Communication with customers
  - Still Fax
  - Still Phone
  - Still Ship CDs/Tapes & Manuals
- Services over internet



# MBFoster – Local Impact

- Founded 1977 in Ottawa
- Move to Chesterville in 1986 (lifestyle)
- Worked from basement
- 4 employees
- Filled basement - looked for space



# MBFoster Local Impact

- Rented house next door
- Networked 2 buildings for phone & IT
- Filled house - looked for office space
- Bought and renovated 82 Main Street S
- Renovated twice as expanded









# MBFoster

- What we did before highspeed
  - Fought to upgrade step-by-step phone switch
  - Employed 40 people
  - Full time 56K internet connection
- What think we might do with bandwidth
  - Smart Building
  - Call Centre
  - Application Service Provider (ASP)



# MBFoster

- What we have done so far
  - Kept R&D in Chesterville
  - Run community Internet nights
  - Started doing Webinars
    - Training for remote employees
    - Education and training for customers
    - Marketing to customers
  - Helped us with 2001 fall in economy



# What broadband means

- Employment
- Better Jobs
  - Required for Knowledge Based Economy
- New opportunities
- Competitive infrastructure
  - Less costly than urban
  - Quality of life



# Conclusion

- Many governments have recognized the importance of access to low cost dark fiber and broadband access as fundamental economic enabler
- It will be the 21<sup>st</sup> century equivalent to the roads and railways that were built in the 20<sup>th</sup> century
- You also must understand how to run your business



# Our Vision

- Grow our Software business
  - Continued innovation
- Investigating an eLearning Centre
  - Local training over the internet for:
    - Healthcare
    - Agriculture
    - All occupations
  - Recruiting & Retention tool
- Make a difference with impact on region



# Thank You

- Questions



# Contact Us

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# WebSites to Check out

- Federal [exportsource.gc.ca](http://exportsource.gc.ca)
- [WWW.exportcanada.com](http://WWW.exportcanada.com) (top 100)
- Provincial  
[www.ontario-canada.com/export](http://www.ontario-canada.com/export)
- [www.MBFoster.com](http://www.MBFoster.com)
- [www.CEONET.ON.CA](http://www.CEONET.ON.CA) [www.bev.net](http://www.bev.net)