

Cambridge in

BUSINESS



Nothing to fear

Ross MacKillop, president of Domtrak Systems Ltd. in Cambridge, and Carol Homer says some business owners still fear computers. See story, additional photos on Page 8, 9.

Reporter photo by Rainer Lepacher

Supplement to the

Cambridge Reporter

Tuesday, May 30, 1989

Taking the plunge

Some city businesses still leery about computers

Businesses in the city have been a little reluctant to catch the computer wave, the owner of a local computer store says.

"Cambridge, I feel, has not quite caught up with the computer generation," said Wilf Niklaus, owner of Cambridge Computer and Business Systems on Queen Street West.

"Cambridge is a little behind. There are a lot of businesses out there that haven't made the transition. There are a lot of small businesses that haven't realized the potential of the computer industry."

"That's true," said Scott Kinsinger, a consulting representative with the computer firm Laverty Longworth and Associates Inc. on Water Street North. "They just don't realize what a good system will do for them."

Business owners who are in their 40s or older probably never saw a computer while they were in school. They are, therefore, a little leery about using them, Mr. Kinsinger said.

Horror stories of things that can go wrong strike fear in people considering computers for the first time

Some figure there's no reason to buy a computer because their business has succeeded without them in the past.

Others have heard horror stories about businesses that tried computers but found they were useless.

The businesses that had problems probably bought a cheap system or got poor support and training, Mr. Kinsinger said.

Ross MacKillop, president of Domtrak Systems Ltd. on Dundas Street, agrees "there is a still a fear" of computers among some business owners.

"Computers frighten people," he said.

Business is going well at Domtrak, but Mr. MacKillop complains that Cambridge residents do a lot of their shopping in Kitchener-Waterloo and Toronto.

"This town notoriously deals out of town," he said. "I think that's true for everything from refrigerators to cars."

Mr. MacKillop wishes Cambridge residents would support the-

CONTINUED ON PAGE 9

Local boom expected

Fancy fax machines may stir interest in computers

CONTINUED FROM PAGE 8
city by shopping locally.

Domtrak sells hardware and software. Software designed and built at Domtrak for dentist's and optometrist's offices is especially popular, said Mr. MacKillop, a dentist himself.

"That's our mainstay," he said.

Mr. MacKillop believes businesses need computers to remain competitive.

Mr. Niklaus expects that as time passes, more computer stores will open in Cambridge and more businesses will buy computers.

"Cambridge is going to explode soon in the computer industry," he said.

"I agree we're going to see more companies getting into it," said Mr. Kinsinger. "The market is definitely not saturated."

As more peripherals come onto the market, interest in computers will grow, Mr. Niklaus said.

Already there are fax machines that can be linked to computers. Messages can be prepared on the computer and then sent by fax through the computer.

"It saves time, it saves money and it increases efficiency," Mr. Niklaus said.