

# Milton will remain BMB Compuscience's home despite growth and limited market here

The president of BMB Compuscience Canada Ltd. never thought his young company would get an award despite the fact it was rated as the top publicly-owned Canadian company last year.

The *Globe and Mail* published a report last June which ranked the Milton-based company ahead of companies like Bell Canada and The Ford Motor Company for having the highest return on equity and capital investment. Bill MacLean ranks his research and development team among the top five in North America.

BMB has reached these dizzying heights after only five years in business. From the depths of the president's basement to offices in Ottawa, London and Edmonton, Alta., the company is slated to expand into the United States this spring.

The sign on Bill's office door reads *Milton Computer King* and he promises his kingdom's headquarters will remain in Milton.

"I have no intention of moving the head office downtown," he said.

A sales office was recently opened on Yonge St., an area Bill would not like to contend with after becoming accustomed to the decidedly slower pace of Milton. The company employs 55 people in Milton and more than 100 in total.

He admits, "Most people in Milton don't know we're here."

Some local businesses utilize BMB products but according to the president there is not a big market here. There are those who have taken advantage of BMB staff's expertise however. The sharing of knowledge is something this town has not been open to despite offers of no-charge consulting and lectures at high schools.

"We are experts in the microcomputer field and that's the thing we can bring to the town," Bill said.

He and Marcel Brunschwiler, BMB vice president, finance secretary, had their first success in the education field with the MUPET. This innovation allowed access to printers and data banks from numerous microcomputers and resulted in great cost savings to educational institutions.

The latest BMB innovation was the Manager system introduced last fall. The Treasury Board, Westons and London Life are among those utilizing the system to manage information in a way which suits the individual company. It is a system small and medium size business can utilize as well.

The development of hardware and software has been the focus of BMB. The company's efforts in this area were given public support when in 1983 more than \$12 million of public shares were sold.

Marketing and sales will get more attention now as BMB vies for a piece of the American market. Bill said a "tightly focused approach" will be taken south of the boarder in a small geographical area.

Of BMB's American competition Bill said, "We typically produce better products than they do."

"The Ontario market is gigantic but we are well across it now with Ottawa and London," the company president said.

Although BMB's foot is in the door with an office at Edmonton, Bill explained they are not sure of what their strategy in western Canada will be.

In March of 1983 BMB acquired an Oakville-based Canadian company which handles scientific instruments. The scientific com-

## Community Award Business BMB Compuscience

munity was one of BMB's original markets and more recently the engineering community has come under its wing.

"BMB is unique in being a dealer and also specializing in hardware and software and its application," Bill said.

The company name stands for the first letters of the names of Bill's wife Barbara, (his personal secretary) Marcel and the president of course. In Milton, according to the Community Awards criteria, BMB stands for a business which put Milton on the map and is outstanding in the community.



This is an original photograph—the first to illustrate the BMB of BMB Compuscience Canada Ltd., Milton Chamber of Commerce's Business of the Year. The name stands for the first initials of the names of (from left) Barb MacLean, Marcel Brunschwiler and Bill MacLean.



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## Appointments to authorities

Several appointments have been made to local conservation authorities.

Mayor Gord Krantz and town councillor Brian Pezman have been appointed by the region to the Halton Region Conservation Authority.

Town councillor Don McMillan has been appointed by the region to sit as a representative on the Grand Valley Conservation Authority.

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