# Barbara Fox

DataComm Inc.
President

# The Business
# of Localization

Beyond the T-shirts...
What it means to have a
localized product!

# The Company...

## DataComm Tool and Die Inc.

- Los Altos, California developer
- Mac–IBM connectivy products in Japan and Korea
- Japanese joint venture: DataComm Japan KK founded this year

# The Story...

Kanji/Elex 3279 ©

- Born as Apple Japan product in 1987
- Completed in January 1990
- *Inherited* from Apple September 1989

# The Story Behind the Story...

- Having an international product is like riding a dinousaur...

  It's a wonderful ride BUT if you happen to fall off …

The beast
will almost
certainly
eat you !

# The Five Basics

- Market intelligence
- System Savy
- Support
- Support
- Support

(In alphabetical order, of course ...)
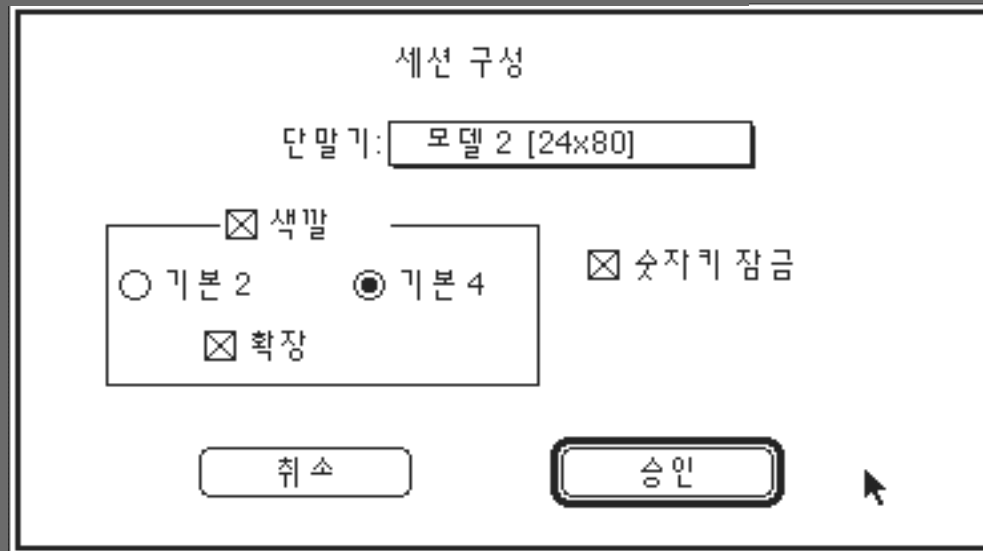
# Market Intelligence



Plan to follow your product

# Your New Customers

- Who are they?
- What do they want?
- Who else is already there?

## 세션 구성

단말기: 모델 2 [24x80]

⊠ 색깔

○ 기본 2        ◉ 기본 4        ⊠ 숫자키 잠금

⊠ 확장

[ 취 소 ]        [ 승 인 ]

**The familiar Mac desktop...**

휴지통

In Asia alone, there
are 4 flavors of the
Mac OS...

# And Finally, the Minefield Called SUPPORT ...

- Distributors
- Dealers
- And all the people who "borrowed your product from a friend"

# Even When You Want to Help...

## Factor In:

- Time zones
- Customs requirements
- Fairness in feeding the food chain

# Looking ahead...

The Mac is becoming
a global platform

塞翁失馬

The power to be your best