

complementary technology, products and services obtained through acquisitions. This approach allows Enghouse to provide a broader spectrum of products and services to the company's customer base more quickly than through organic means alone.

Intelligent business strategy

Enghouse's strategy is focused on completing acquisitions that broaden the company's depth in the markets it serves, both geographically and functionally. Enghouse invest in new technologies to further expand the company's product suite, and maintains a healthy balance sheet to provide maximum flexibility in executing a planned strategy.

Diverse product offering

The company's diverse product offering and expanding market share has richly benefited all shareholders. The company is very disciplined in capital spending and only deploys capital when acquisition targets can be acquired at bargain valuations.

The company focuses product development efforts on application solutions that meet the specific needs of Enghouse's target marketplaces and provide business value to the customer. The company's development efforts focuses on the increasing importance of voice recognition, 5G wireless, and mobile solutions that offers the end user increased flexibility.

Established meaningful partnerships

The company's larger customers often require a fully integrated solution that may be beyond the scope of the Enghouse's current product offering. Hence, the company forms strategic alliances with key systems integrators to increase market penetration.

Enghouse commits significant resources to the development of industry leading applications. In addition, to ensure rapid time-to-market and to reduce development costs, the company utilizes third party software with core software applications.

Overall, Enghouse appears to be the best Canadian software company with significant potential to dominate the enterprise software industry

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