

Trade Adjustment Assistance for Firms (TAAF)

Software Producer

CHALLENGE

Competition from large scale software companies in Canada and Germany

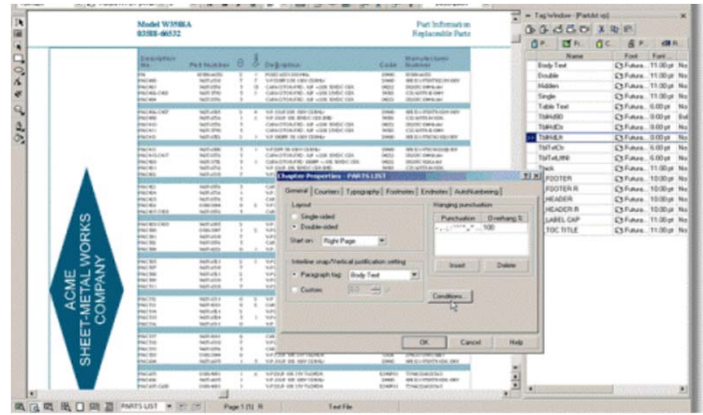
In the two years prior to starting TAAF:

Sales Change: -11%
Jobs Change: 50%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

Local Economic Dev. Office



Software is uncommon in TAAF, but faces similar conditions to manufacturers and a compelling requirement for excellence in marketing.

SOLUTION

NWTAAC worked with management to develop a strategy to convert from custom programming to applications publishing

Investment

NWTAAC secured approval for \$30,000 for outside expertise with the company matching at 25% (\$7,500). The company invested \$347,500 to fully implement the strategy.

Outside * Expertise Marketing Consulting with Kuno Creative

RESULTS

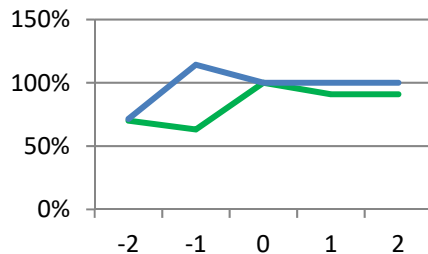
TAAF focused on marketing, a capability lacking at the Firm. The company experienced an rapid increase in sales with indication that further growth would be attainable. The firm employed \$22,500 of TAAF assistance over 1 year.

Results from start of TAAF:

Sales Change: -9%
Jobs Change: 0%
Productivity: -9%

TAAF Usage: Full
Status at Close: Company expanded
Long-term: Continued operation

Table: Indexed SALES and JOBS by program year, TAAF start = 100% and year 0.



*Active for 1 year with 1 year of ongoing follow-up

TAAF helps companies (typically: small, closely held/family owned) to overcome challenges from import competition. Help focuses on business strategy and outside expertise. The program is single use with a cap on assistance.



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Trade Adjustment Assistance for Firms

Alaska, Idaho, Oregon, Washington

