

CANADA'S 50 BEST

Human resources software inspires loyal following

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Financial Post

D.L.G.L. Ltd.

LOCATION: Blainville, Que.

SIZE: 95 employees

SECTOR: Management software

MARKET: Domestic

The enterprise resource planning, or ERP, market is crowded with international giants, such as SAP and PeopleSoft, that offer comprehensive management software. While the giants try to be good at a lot of things, D.L.G.L. Ltd. set out to be the best at one thing.

The company designs and implements user-friendly, integrated human resources software systems for large companies such as CP Rail, the CBC and Molson Inc. Its software comprises 20 modules that manage all aspects of an employee's relationship with an employer, from hiring to weekly payroll to group insurance and pension plans.

It is used in companies that manage upward of 400,000 employee dossiers. Sales jumped to \$14-million last year, nearly a 17% increase from a year earlier.

Jacques Guenette, D.L.G.L.'s president, says the company's success stems from serving a very narrow customer base well. The company is content to grow slowly, adding only three or four new accounts a year. But once new clients have been landed, they tend to stick around.

"We are targeting a high-end clientele that has specific needs. We don't try to fit our clients into our software. We adapt our software to fit the client," Mr. Guenette says.

The president is happy to see continued moderate growth with a focus on producing a quality product as opposed to blindly generating volume.

The U.S. market is a possibility for growth. Currently, it services the U.S. subsidiaries of its Canadian clients.

Mr. Guenette is also grooming his children in the firm: Hugo joined as a technical director and Annie is in marketing.