

# TechSmart Business

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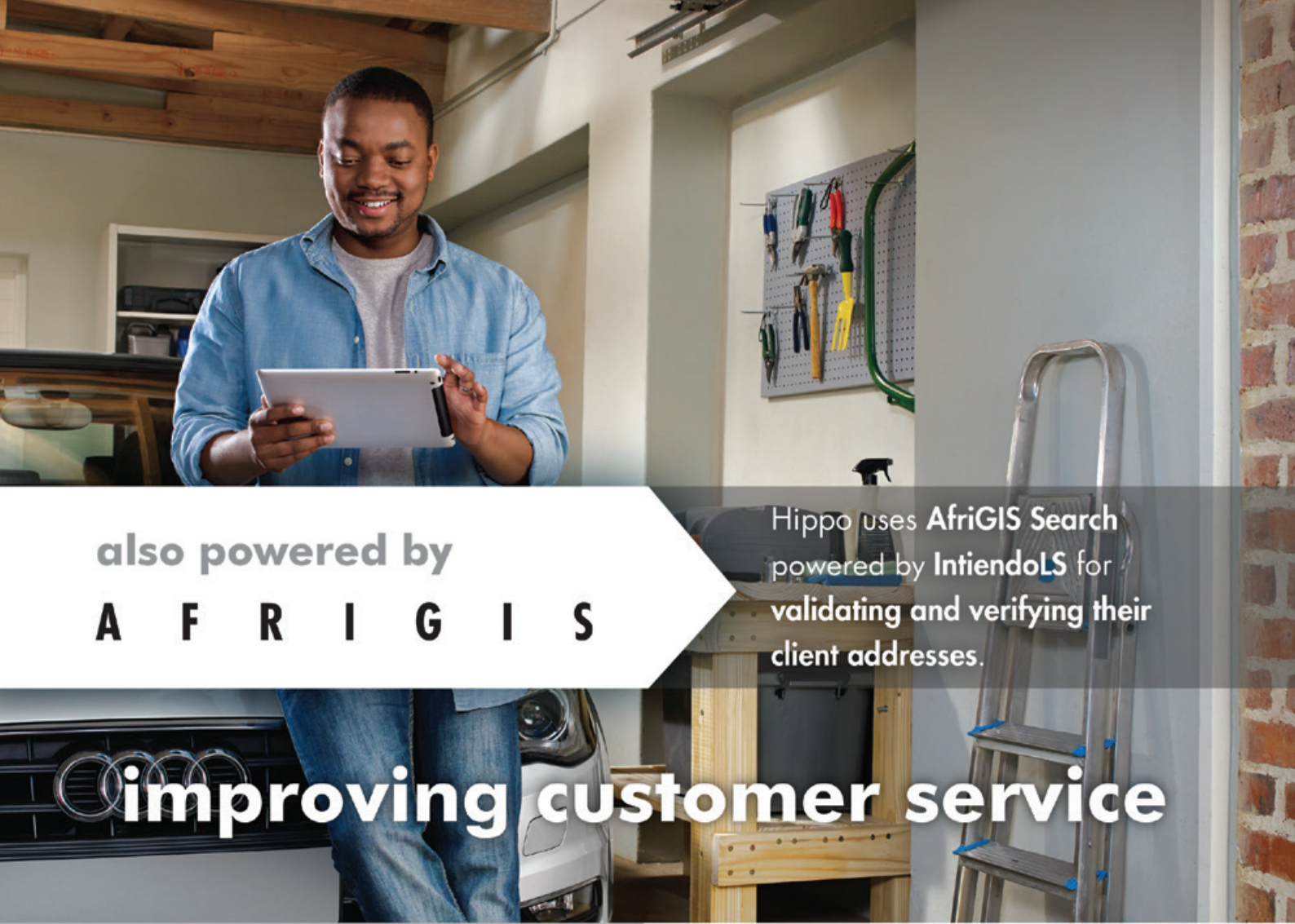
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## Not the Dark Continent

At the end of the previous decade I remember seeing tech companies' sales figures coming out of Europe. Developed Western Europe was flat or declining, while developing Eastern Europe, amongst which many counted Russia, was booming. If you start listening to certain people in the ICT industry locally, you get the impression that, just like Eastern Europe, either Africa's time has come, or at least it will soon be here. There is no doubt that internet connectivity is contributing greatly to the continuous rise of countries such as Kenya, and you just need to check Twitter to see the discussions there are as vibrant as it is here.

In this issue we have a few articles exploring doing business in Africa. Broadlink's VSAT solutions provides dependable internet coverage in certain parts of Africa where internet is still a hassle (p6-7). Peter Greaves of Aurecon argues that African countries should look at local data centre solutions in order to ensure data sovereignty (p24), while Pete Frielinghaus from ContinuitySA explores the top risks (or is that opportunities?) of doing business in Africa (p25).

A few years back in 2012 speaking at the company's Global Influencer Summit in Shanghai, HP CEO, Meg Whitman commented that Africa will be in 20 years' time where China is now. Let's hope for a time-frame that's slightly faster than that.

Enjoy the issue,

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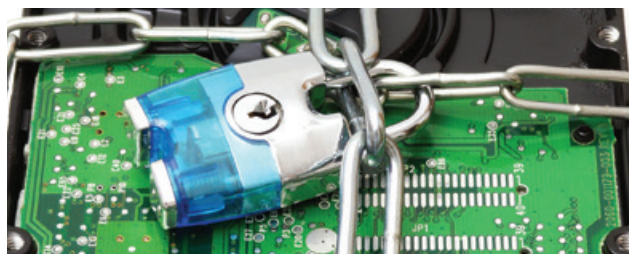


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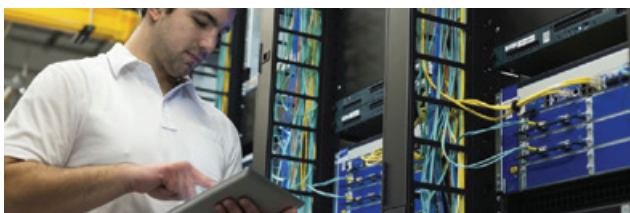
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# Broadlink Satellite Connectivity: A gateway into Africa

Multinationals seeking to make inroads into Africa now have a viable and flexible means, thanks to Broadlink building its own hub to connect to the continent.

**T**he lifeblood of today's business environment invariably comes down to connectivity, and certain parts of Africa are notorious for having been literally and figuratively disconnected.

However, Broadlink's latest foray, which sees the company now offering its own VSAT satellite connectivity, is good news for multinationals looking north to expand their operations.

Mike Brown, the CEO of Broadlink explained that a decisive factor enabling the company to invest in building its own hub at the Teraco data centre in Isando, Johannesburg was the company's vendor neutrality. "If it wasn't for Teraco I think we would have had to think long and hard about our alternatives," he elaborated. "We also like our independence, which made it the perfect marriage between what we wanted and what they offered," he continued.

## Agility and openness

Nicole van Niekerk, the marketing manager at Broadlink, added that this means that enterprises can connect their remote branches and connect with Africa without being specifically aligned to one of the big telecommunication operators that have their own existing hubs. She pointed out that an African country connecting to Broadlink's hub will also have easy access to a multitude of South African telcos, local and global business and NAPAfrica with the Teraco data centre conveniently located right there.

However, the fact that Broadlink's VSAT solution is built at a vendor-neutral site has another, deeper benefit, as this, according to Brown, brings with it business agility advantages as well. "I think that neutrality is key when you start talking about speed; we can make decisions pretty quickly, so when you do that in a neutral environment, it caters to what customers are seeking," he elaborated.

As to the installation itself, this offers some benefits of its own. Brown reassured that Broadlink's VSAT offering boasts the latest iDirect equipment and offers a high power output. This, he explained, ensures good efficiencies through the spectrum usage and further enables remote sites to employ smaller antennas, while still receiving great connectivity.

## Viable alternative

As to the attractiveness of satellite connectivity versus fibre, Brown is not concerned about threats to satellite's viability. "Everyone says there is a proliferation of fibre connecting the continent, but the only thing that this is doing is fueling growth. The fact of the matter is that the cost of deploying



Mike Brown,  
CEO,  
Broadlink

and lighting fibre to all corners of the continent means it is not always viable and still leaves a gap for satellite services. People who think that the satellite industry is declining are very wrong," he stressed.

Indeed, Brown reported that the company was witnessing a great deal of demand, as an increasing number of companies continuously need to go into remote areas within and across South Africa's borders. "The more rural their operations, the more they are going to need satellite," he pointed out. Van Niekerk added that furthermore, while a number of countries

**Enterprises can connect their remote branches and connect with Africa without being specifically aligned to one of the big telecommunication operators that have their own existing hubs.**



such as Kenya and Nigeria are “making huge inroads from a broadband and connectivity perspective”, Broadlink was still receiving requests from South African multinationals opting for satellite connectivity for their African branches. The reason for this, she explained, was the nature of dealing with Africa itself, which can be difficult, tricky and unfamiliar.

Indeed, Africa may just be the next frontier for multinational enterprises, but that doesn’t mean it’s a simple or an easy market to crack. However, it does highlight a mutual need – with the African continent having to perform on a global stage, while companies locally and abroad seek new sources of revenue as their existing markets seem to stagnate.

### The redundancy imperative

Perhaps though, the most compelling argument for enterprises’ considering satellite services can be sourced in the critical need for redundancy, and for a backup of their connectivity should their terrestrial connection fail.

Brown pointed out that sectors such as finance and insurance also have to contend and comply with their own regulations around business continuity. Furthermore, as businesses turn to cloud based applications and services, this means that constant connectivity to their critical systems, like Enterprise Resource Planning and Customer Relationship Management, is more important than ever. “In the past, people could live with being down for a day, It’s completely unacceptable now, a business actually cannot afford to be down, ever,” stressed Van Niekerk.

▶ **“Everyone says there is a proliferation of fibre connecting the continent, but the only thing that this is doing is fueling growth. People who think that the satellite industry is declining are very wrong.”**

### Homework to be done

With all of its benefits though, Brown encourages businesses to do their homework before going the satellite route. While all VSAT is subject to some latency, how much of this businesses can tolerate varies from one application to the next. Mostly though, satellite connectivity works best for applications that aren’t data hungry. Encouragingly, applications developed with a cloud perspective in mind from the outset are generally designed to be nimble. Further good news is that because Broadlink’s VSAT Hub is located at Teraco, when running from a client’s remote site up to its satellite and down to the dish, they can effectively reduce latency by eliminating the need for the second last mile.

Nonetheless, Brown stressed that enterprises need to understand upfront the bandwidth and throughput requirements and make sure that it will be good enough for them to run the applications they desire. Secondly, businesses need to decide whether they want to share bandwidth with people or have their own. Finally, Van Niekerk explained that the company began with the ethos of being an alternative to existing dominant providers when it comes to connectivity, with customer service delivery always being top of mind. “We have maintained our focus on this being a key part of our value proposition as we have grown,” she concluded. **TSB**



## More about Teraco

- Teraco is the first provider of resilient, vendor neutral data environments in South Africa. Clients benefit from the cost savings and improved resilience of securely housing their information systems and networking equipment in a colocation facility purpose-built and operated to global best practice by an expert organisation with an absolute focus on data centre technology and infrastructure.
- Teraco is the only data centre with access to all undersea cables and the most African fibre networks. Through NAPAfrica, Teraco’s open peering and Africa’s biggest Internet Exchange, Teraco houses five of the largest global content players and estimates that 50% of content across the continent is accessed via NAPAfrica, making Teraco the most connected, neutral environment in Africa.
- Teraco has a full ISO 9001 quality certification with no exclusions, as well as Payment Card Industry Data Security standard (PCI DSS). Both certifications cover Teraco’s operational data centres in Johannesburg, Durban and Cape Town.

# M2M, NFC BRING NEW OPPORTUNITY TO TELECOMS



Near-field communications (NFC) and machine-to-machine (M2M) communication promise to bring innovation to multiple industries in the next few years. Lance Harris investigates.

**T**elecoms operators, device manufacturers and payment firms are preparing for a future where we are surrounded by smart, connected devices that simplify and automate many day-to-day business and personal tasks. They gather data in real-time, share it with other devices, and get on with their jobs with minimal human intervention.

Just one example is a smartphone equipped with a near-field communications (NFC) chip that uses a short-range wireless communication technology to allow you to pay for your shopping with a simple tap of the payment terminal at the retailer's point of sale. Suddenly, there's no more need to swipe a card or remember a pin code. There are also smart meters that relay data about the consumption of gas or electricity every few seconds, and telematics devices in fleet vehicles that report the cars' location, provide engine management information, and track the drivers' speed and braking behaviour.

## M2M future

Machine-to-machine (M2M) communication uses sensors and embedded computers to capture information events such as temperature, location, consumption, heart rate, stress levels, light, movement, altitude and speed. A M2M device can send and receive data using SIM card, allowing devices and processes to be monitored and even managed remotely. "Anytime, anywhere access to real-time intelligence from remote machines or devices is transforming businesses," says Tony Smallwood, executive head for M2M and vertical industries at Vodacom Business. "Businesses are beginning

to realise the potential that M2M represents for increased efficiency, revenue generation and improved customer satisfaction." Although several industries are starting to sit up and pay attention to the benefits of M2M, two sectors in particular are reaping the rewards of this technology: automotive and healthcare, he adds. Other mature markets for M2M include point-of-sale devices and smart metering.

**Anytime, anywhere access to real-time intelligence from remote machines or devices is transforming businesses.**

M2M applications have been around for a while, but their sophistication is growing and adoption is rising. What's more, there is a move from the M2M applications of old towards the concept of an Internet of Things (IoT) that brings together a number of devices, assets, processes and systems into an interconnected network. This is creating a massive new market for operators, one that South African mobile networks are focusing on closely. GSMA Intelligence forecasts that M2M connections will account for at least 10% of the global mobile market by 2020, from 3% today. The researcher estimates that the number of M2M connections by this time will be at least around one billion.

## Growing global traffic

Cisco meanwhile says that M2M is one reason global internet protocol traffic will increase nearly three-fold between 2013 and 2018. The company believes the majority of traffic will originate from devices other than personal computers for the first time by 2018.

**In addition to security, there are a number of regulatory, commercial and technical standards issues to resolve before the IoT explodes in the business market.**

M2M modules will be a major factor - smart cars will have nearly four M2M connections per car, for example, says Cisco.

Many telecom operators around the world are investing in NFC rollouts. They see it not only as an important part of the future of payments, but also as a potential part of the M2M puzzle. NFC might be used to pair devices easily together in the home or factory, providing an alternative to Wi-Fi or Bluetooth. It could be used, for example, to pair a smartphone with home appliances or smart meters. The hope is that it will make a range IoT services and applications easy, intuitive and cost effective. Nick Black, end-user computing business manager at VMware, says that the risk and challenge of services such as M2M and NFC is that it places the onus on service providers such as telcos to provide frameworks for safe and secure transactions. "The ease-of-use and convenience demanded by the consumers of these devices means that the standards, procedures, security, compliance and regulations need to catch up," he adds.

### Reaping the benefits

Retailers and utilities are among the companies with the largest customer bases who can benefit from new M2M and NFC technologies and they are thus the organisations being most aggressive in exploring the business cases, says Black. But he warns that consumers will need to get used to protecting themselves from information theft risks. This encompasses malware protection, physical security, encryption, and more. In addition to security, there are a number of regulatory, commercial and technical standards issues to resolve before the IoT explodes in the business market, says Bruce Taylor, chief solution & marketing officer at Dimension Data Middle East and Africa. He says that for mass commercial adoption of the Internet of Things, we need to see the rollout of low-power, low-bandwidth networks built for its needs.

Sigfox, an ISP that specialises in the IoT, is rolling out just such a network in San Francisco, and optimising it for an explosion of smart sensors, appliances and



Bruce Taylor,  
Chief Solution & Marketing  
Officer, Dimension Data



Nick Black,  
End-user Computing  
Business Manager, VMware

wearables. This network can support millions of connections at low speeds, compared to the traditional cellular network that can support far fewer devices but at faster speeds.

With a range of technology, security, consumer adoption, and regulatory issues to consider, telecoms operators and other companies face a range of hurdles as they roll out M2M and NFC solutions for their customers. Yet the revenue opportunity is so significant that operators seem likely to invest heavily in this market in the years to come. South Africa may lag behind international trends by a year or two, but will benefit from learning from developments in other markets. **TSB**



## Apple bites into contactless payments

Technology giants, telecoms operators and payments companies have pushed the benefits of NFC for contactless payments for several years, but the technology has struggled to gain traction in the market. But Apple's decision to incorporate NFC in the newly-launched iPhone 6 as well as to launch a service called Apple Pay could give NFC the boost it needs to burst into the mainstream. Apple - unlike most other mobile phone manufacturers - has resisted the pull of NFC until now. Its change of heart with the iPhone 6 could be good news for NFC because it is boosting the profile of the technology in the market.

"We would expect Apple to prove highly effective at marketing NFC to consumers, creating awareness and excitement in a way others have so far failed to do," says Ovum analyst Eden Zoller in a press statement. "This in turn could help ignite merchant interest in NFC, that so far has remained cool due to lack of consumer uptake." Apple CEO Tim Cook claims in a Wall Street Journal that Apple Pay eclipsed rivals in the contactless payments market within the first week it was on the market. To date, Apple Pay is only available in the US, where it competes with offerings such as Google Wallet. However, a worldwide rollout looks likely to follow - and with it a new technology war.



# The Wi-Fi revolution

Easy and convenient, Wi-Fi is set for a boom if, or rather when, Wi-Fi-based offloading takes off. Iwan Pienaar tries to connect.



**M**any of us do not think twice about quickly jumping on to a Wi-Fi network while waiting at the airport or having a bite to eat. The convenience of having 'free' (you're still paying for the plane ticket and food after all) access to check email, post a social media update, or just catch up on the news is something that has become second nature.

Research conducted by Informa Telecoms and Media for the Wireless Broadband Alliance estimates that the number of Wi-Fi hotspot deployments will grow from 1.3 million a year in 2011 to 5.8 million next year. A significant contributor to this is the growth of mobile data, and with global mobile data traffic expected to reach 16.84 million terabytes by the end of this year, Informa says operators intend to manage this primarily through new pricing strategies and Wi-Fi-based offloading.

## SA behind

Unfortunately, South Africa is still lagging other more developed markets in this regard. "When it comes to offloading and mobile data, the biggest obstacle to overcome is the cost of it. The ISP and telco players are still charging premium prices for their services. Added to this is Telkom who is owning virtually all the infrastructure

which is limiting the ability to create a bigger system with more variety of services," says Sebastian Isaac, business development manager at Rectron, an ICT and consumer electronics distributor.

Jacques de Jager, information and communication manager at MobileData agrees, but believes there are glimmers of hope. "It is true that South Africa is still lagging behind the rest of the world when it comes to public Wi-Fi networks, bandwidth, and the cost of mobile data. But good progress is being made with several ISPs and smartphone manufacturers offering customers services that provide access to hotspots. Hopefully, this will create some momentum in the market that will drive down costs and see an increase in more free [Wi-Fi] sites," he says.

However, analyst Arthur Goldstuck who heads up the World Wide Worx research organisation, believes that South Africans should also have more realistic expectations when it comes to Wi-Fi access. "The reality is that people tend to



**"When it comes to offloading and mobile data, the biggest obstacle to overcome is the cost of it."**

exaggerate the availability of free Wi-Fi internationally. There are very few major cities where there are pervasive free access. Even those shopping centres and major city areas such as Times Square that have it does not guarantee its usability. South Africa is a developing country so we cannot expect that kind of connectivity around our infrastructure."

### Growing need

However, Isaac cites Hong Kong as a good example of what is possible. "There you have mobile operators providing seamless interconnectivity with Wi-Fi networks. People do not even know whether they are on their cellular network or a Wi-Fi hotspot," he says. This is still far off from a local perspective, with Isaac noting: "South Africans are very concerned about the cost of using mobile data and are therefore limiting what they do with it. And with hotspots often restricting the amount of data that can be downloaded, you do not have the rich experience that our counterparts in more developed countries have."

Other countries also make Wi-Fi a free service with an advertising component attached to it. However, Isaac says that many companies in South Africa are using infrastructure as a large capital investment and want to make money right from the get go. "The Under-Services Area Licences (USALs) also promised much in terms of bringing connectivity to rural and other under-services areas. Many of the licence holders wanted to do offloading into rural communications in order for them to benefit from government e-services, telemedicine, richer education, and so on. But when it came down to technical implementation it never happened and wound up being a failure," he says.

Adding to this is the increased popularity of BYOD (Bring Your Own Device) in the workplace. "People do not only use the internet for education and government services. Content filtering on public and corporate networks create some challenges especially around piracy and privacy of

information. From an employer perspective, it also becomes difficult to track what employees are accessing on their personal smartphones and tablets that they are also using for work. But this is just a phase and the market will adjust to a different way of doing things," says De Jager.

### Transitioning between networks

But it is not all doom and gloom. The potential in South Africa exists for a seamless transition between public Wi-Fi and operator networks. "The number of users have grown significantly in recent years as a result of increased smartphone usage. People are hungry for online access and are juggling their needs around the cost aspect. We have already seen the shift happen where people care more about data than they do about voice. Even mobile operators recognise this and are developing and pushing more innovative and cost-effective data services," says Isaac. De Jager agrees. "The demand for free Wi-Fi is there. Everybody wants to be connected and wants to be part of the digital world. Even televisions and fridges are requiring internet connections for a smart, more enhanced, user experience."

Given the wealth of bandwidth arriving in the country thanks to the various undersea cables, the cost of mobile data coming down thanks to mobile operators who have identified the growth areas for future revenues, and devices that are becoming more affordable to a wider range of South Africans, the country is well-positioned to take advantage of Wi-Fi access.

"Demand for Wi-Fi will accelerate over the coming years as more people start using smartphones in the country. Most of them will be from the lower income groups who cannot afford data so they will rely heavily on what is freely available. Additionally, we will also start seeing better commercial services becoming available as private enterprises come up with solutions that fill the demand that the incumbent is not providing for," concludes Goldstuck. **TSB**



Sebastian Isaac,  
Business Development Manager,  
Rectron

**"We will also start seeing better commercial services becoming available as private enterprises come up with solutions that fill the demand that the incumbent is not providing for."**

### The wireless world

- The deployment of hotspots will gather pace whether by carriers themselves, specialists, or wholesalers. By 2018, the total installed base will reach over 55 million in 2018, over half in Asia-Pacific.
- Shopping malls and stadiums will be the main generators of demand growth as very large-scale Wi-Fi and roaming technologies evolve.
- By 2018, Wi-Fi offload is predicted to contribute 20% of additional mobile data capacity.
- Business models will evolve to integrate Wi-Fi roaming services, advertising and sponsorship-based services, and using Wi-Fi as a transactional platform.
- The seamless transition between Wi-Fi and cellular connections will become increasingly prevalent with operators and mobile device manufacturers supporting this into the future.

(Statistics from the Wireless Broadband Alliance)

# Innovation is key in a shifting telecommunications market

By Dean Young, Portfolio Manager:  
Connectivity Services at T-Systems in South Africa

**T**he advent of cloud computing, the digital era and the growing phenomenon of 'Bring Your Own Everything' or BYOx, have caused a dramatic shift in the telecommunications market. Consumers and business alike are demanding cheaper and more ubiquitous access to communication, both voice and data. However, this and a number of other challenges have put enormous pressure on telcos to meet their customers' needs and still remain profitable. Data instead of voice has become the top priority when it comes to revenue generation. Competing on infrastructure is no longer a viable option, and as the market has shifted, so too has the focus from delivering products to offering services and solutions that add value for customers. Diversification and innovation are key in today's shifting telecommunications market.

## A single aggregator

In today's world, everything is connected, digital and online, and data connectivity is the glue that holds this together. Many service providers now incorporate cloud offerings into their portfolio. However, companies like Google and Amazon that play mainly in the consumer space, have created new demand for single providers that offer a one-stop-shop type of service. We are seeing this filter into the business market as well. Customers, both business and consumer, want to subscribe to a single aggregator that meets all of their communication and application needs.

This demand has resulted in traditional telecoms providers looking to diversify their offerings in order to cater to the need for bundled solutions. No longer is telecommunications about who has the best infrastructure or the widest coverage, it has become about who can offer the most value to customers. Telcos today must not only provide voice but high-speed data, cloud services, mobility and more – effectively becoming a broker of services in order to take their value

proposition to the next level. In addition, the need to rollout LTE, combined with limited available spectrum and licensing, is driving telecoms operators to buy up smaller providers specifically to access their LTE licensing. As a result we are beginning to see collaboration between fixed-line and mobile operators, as well as mergers and acquisitions cross the entire telecoms space.

## OTT to push content

On top of these changes, telcos are also looking at Over-the-Top services to push increasing volumes of content to users. While the majority of this activity is currently limited to the consumer space, businesses are exploring this option too, particularly from an educational and marketing perspective. Convergence has truly become the way of the future, and telecoms providers must move further into the ICT space than ever. South Africa is following a global trend in this regard, as providers in North America and Europe have already made this move.

The traditional telco model is shifting from purely infrastructure-based to a hybrid service provider model with value added and bundled services. The only way for local service providers to remain relevant in this challenging and dynamic environment is to diversify their services and sell further up the value chain. Bundled offerings across fixed-line, mobile, voice, data and cloud-based solutions are the core components of a new portfolio of products. Innovation is critical to maintaining competitive edge and profitability. **TSB**

**The traditional telco model is shifting from purely infrastructure-based to a hybrid service provider model with value added and bundled services.**

# M2M not hype, but real potential

A perfect storm of the right technology and an environment ripe for change has converged to push machine-to-machine (M2M) and the Internet of Things (IoT) to the forefront. Tony Smallwood of Vodacom explains.

**C**hances are you have already heard a great deal of talk about the potentials of the Internet of Things (IoT) and the machine-to-machine (M2M) communication it draws upon, with the industry abuzz over what each will mean across the board for a variety of business sectors. In a nutshell, the use of both of these are largely expected to usher in a fully connected world in which information is used from any device that can accommodate a processor and/or sensor. Data collected from people and machines would then spawn new business models, ideally aimed at enhancing people's lives and the livability of cities.

## Real potentials

Tony Smallwood, Vodacom Business Executive Head of Machine-to-Machine (M2M) and Industry Vertical Solutions in South Africa, explained that all the fuss over these technologies is far from hype, but rather heralds very real potential. To start with, he explained that M2M in its current format, in which devices are connected to each other over a GSM network, is already a mature technology. However, he pointed out that over the past few years, the cost of the communication modules used in M2M devices and the price of data have simultaneously decreased. This in turn has given rise to more attention being paid to user scenarios and the advantages that M2M can afford. Furthermore, IoT and the seemingly inexhaustible uses this could usher in, takes this vision of a vastly connected world to another level.

## Looking locally

Smallwood pointed out that on the M2M side, South Africa has at times taken the lead on innovating, citing the strides made in stolen vehicle tracking and recovery as one example. Indeed, he pointed out this was just one case in which M2M has actually spawned a new industry in its own right.

As for IoT itself, Smallwood anticipates usage models for M2M and IoT differing between developed and developing nations. While a developed market may find itself using IoT to measure the level of municipal bins and schedule disposal accordingly, an emerging market like South Africa would likely find more benefit, for example, in connected sensors being placed on pylons, cables or manhole covers. These could then detect when theft was underway by measuring vibration, and alert the requisite authorities. Nor does it have to be limited to cities either; M2M and IoT could reach and find



Tony Smallwood,  
Executive Head,  
Vodacom Enterprise M2M,  
South Africa

multiple use case scenarios in agriculture, transport and the medical sectors, to name a few.

## Get ready for the future

However, a prime candidate for the technology moving forward, according to Smallwood, is in monitoring and saving water. "Ultimately, the use of M2M communication and IoT will substantially change business and could spawn entirely new industries. Already, we are starting to see vehicle OEM (original equipment manufacturers) imbedding their products with M2M capabilities," he enthused.

As for Vodacom Business's role in this upcoming change, Smallwood reassured that the company that made significant investments in creating an M2M dedicated department, and ensuring it has the right network capability in place. "Our vision is to connect every machine and person in order to transform lives and business, and we will continue working with our enterprise and business contacts to that end," he concluded. [RN] **TSB**

**"Ultimately, the use of M2M communication and IoT will substantially change business and could spawn entirely new industries."**



# Thou Shall Not Pass!

Modern access control is a new breed of security that goes far beyond keeping the doors closed to the wrong people. James Francis enters the fray.

**E**lectronic access control is not a new concept. In fact, it ranks as one of the first truly consumer-grade applications of technology in the real world. Tapping in a sequence of numbers on a keypad or using a magnetic striped card have been opening doors for decades, if you'll pardon the pun. But for a variety of reasons – cost, complexity, pre-technology thinking – such access systems have remained within specific industries requiring high levels of security. Today all of that has changed. Modern lifestyles embrace the ease of technology, costs are much lower and there is far more to be gleaned from an access control system than keeping the wrong people out.

“Access control is certainly more than letting the right person into a building or controlled area,” says Nick Perkins, divisional director of Identity Management Solutions at Bytes Technology Group. “The process itself can be linked internally to deliver a much wider scope of access and security control. As an example, someone should not be able to log into their PC if they haven't accessed the building or entered the secure parking area.” There are also broader trends to be highlighted, says Marius Coetzee, MD of Ideco: “Data can easily be analysed to ascertain pedestrian traffic trends or patterns. It can help building managers determine staff preferences for many different things such as access routes, smoking areas, canteen areas, toilet facilities and so forth.”

## The price is right

The ability to analyse staff and building trends is a perk that dovetails nicely with modern thinking around analytics through technology. Access systems have also come to take advantage of existing technology setups, leading to much

more cost-effective solutions, Coetzee explains: “With the advent of network connectivity, Ethernet and Power Over Ethernet, access control is extremely cost effective. These are not nearly as bandwidth intensive as surveillance or other security systems, and as such can easily leverage existing office networks.”

This blending with technology is an inevitable evolution, as the needs for physical and virtual security are aligning on the same systems, says Robbie Truter, area sales manager Sub Saharan Africa at HID Global. He points out that with modern trends such as employees bringing their own devices, there are plenty of overlapping opportunities for a company's security and analytics goals. With a single card or mobile device a person can gain the right access to a building, computer, and even specific applications. “Physical and virtual security have traditionally taken place in two different domains, with very little visibility into what the other is doing. This is changing as the economics of a simple, effective access solution combined with the capabilities of today's technology are accelerating the convergence between physical and virtual security,” Truter notes. Such blending of disciplines can encourage other cost-saving plays as well. For example, by integrating access control to other building functions, it is possible to regulate lighting and heating systems.

**“Data can easily be analysed to ascertain pedestrian traffic trends or patterns. It can help building managers determine staff preferences for many different things.”**





Marius Coetzee,  
MD,  
Ideco

Another often-touted sales point is that access control, specifically through fingerprints, can help eliminate ghost employees and workers clocking in for each other. It can also be wired into payroll systems. Coetzee raises a nuanced example: "Some access control systems can even integrate with breathalyzers or RFID sensors and will only allow access to an area if the worker has a 0.00 reading and if the RFID tracking system detects the correct tag number for workers assigned Personal Protective Equipment in the vicinity."

#### The responsibility of access control

Yet while the market has become more accessible and cheaper, companies should realise their own growing responsibilities when adopting an access control system. It used to be a problem to get employees to trust such technologies, particularly biometric fingerprint readers. But as these systems become commonplace – smart cards to access public transport or fingerprint scanners on smartphones – end-user habits and perceptions are changing. The bigger challenge for any access control adopters is keeping personal data secure and Truter says adopters must realise they are taking on legislative responsibilities. "With the introduction of the Protection of Personal Information Act (POPI) it establishes the rights and duties that are designed to safeguard personal data. In terms of POPI, the legitimate

needs of organisations to collect and use personal data for business and other purposes, are balanced against the right of individuals to have their right of privacy, in the form of their personal details respected," he says. Perkins agrees that this responsibility should not be taken lightly: "An organisation is also responsible for ensuring that personal information held internally is securely protected. Having weak access security or systems access security could place an organisation in an equal amount of trouble."

Fortunately legislation is easier to manage when working with top integrators and vendors, and the benefits certainly outweigh the added legal headaches. "If correctly designed, sold, installed and maintained, an access control system should not be a burden at all. It should enable a company to operate far more efficiently, especially with enterprise solutions where accurate process flow and change management planning is imperative," Coetzee ends. **TSB**

**Fortunately legislation is easier to manage when working with top integrators and vendors, and the benefits certainly outweigh the added legal headaches.**



Nick Perkins,  
Identity Management Solutions,  
Bytes Technology Group

### Accessing Access Control

The many perks of a good access control system are certainly alluring, but this is not an off-the-shelf purchase. Instead companies should really mull over the purpose of their access system. There are many reputable access control vendors and integrators in South Africa, but the harder decision is what a company hopes to accomplish. It should sit down and identify which areas and systems need to be secured and why. It is also imperative to crunch practical considerations: for example, expecting pins to be typed in at a main entrance turnstile is impractical and likely to cause bottlenecks in a busy area. But employing a card access system in a highly secure area, such as a data centre, is equally irresponsible. A conversation with a top access control provider will help highlight the different implementation options and how these could align with existing technology such as networks and enterprise resource systems.



E-learning is playing an increasingly important role in business training. Ilva Pieterse looks closer.

**T**he fast technologically-changing landscape demands companies to continually up-skill their employees to stay ahead of the competition. E-Learning, and specifically self-paced e-learning, have shown to be great methods for achieving this.

According to quantitative research firm Ambient Insight, the e-learning market will have fast and significant growth over the next few years, and is expected to reach \$51.5 billion by 2016. In Africa, revenues reached \$250.9 million in 2011 and will more than double to \$512.7 million by 2016, with SA responsible for \$124.63 million of this revenue. According to learning management system provider, Docebo's *E-Learning Market Trends & Forecast 2014-2016 Report*, Africa is the most dynamic e-learning market on the planet. "The growth rates in Africa for four product types – custom content development services, cloud-based



Marco Rosa,  
MD, Formula D  
interactive

authoring tools and learning platforms, installed authoring tools, and installed learning platforms – are the highest in the world," the report notes.

Sacha O'Reilly, business development manager at information security awareness training company Popcorn Training, believes that there is a shift away from classroom training, with an increasing trend towards self-paced computer-based training. She believes self-paced learning makes users more receptive to the content, since having control over how and when the information is consumed puts the learner in an optimal state for information retention. "We find today's learners like being in control," O'Reilly says.

"E-learning has changed quite drastically over the past few years, but in some ways, it hasn't changed enough," explains Marco Rosa, MD of Formula D interactive, learning concepts and products development specialists. He believes although many training methods are still antiquated, there are various interesting tools on the market that make learning more engaging. "E-learning is ideal, as it is not dependent on location, is self-paced, and is done in an unpressured manner," he explains. "A classroom setting is a high-pressure environment and learners often do not participate because they are afraid of either getting an answer wrong or asking a 'stupid' question."

#### E-learning drivers

General budget constraints, time constraints, and an effort to reduce travel costs are the main drivers towards the use of e-learning, according to performance improvement training services and products company, Novations Group. E-learning is not only an attractive solution in a financially unstable climate, but it provides a workforce with a fast and easy way to be brought up to speed on relevant knowledge and skills.



**"E-learning has changed quite drastically over the past few years, but some ways, it hasn't changed enough."**

"Staff retention is a huge challenge in SA. E-learning helps make it easier to induct and train new staff," explains O'Reilly. "Frequency of training is also increased as it can be rolled out more often, ensuring new staff training remains relevant. Corporates understand they can engage in training outside of work time, such as during tea or lunch breaks or even while standing in queues at the bank, for example, and this type of control empowers them," explains Rosa.

### Success factors

Popcorn Training delivers story-based training on information security awareness, addressing issues such as POPI compliance and web application security, which they have found to be very successful in the market. So much so, in fact, that the company has been included in Gartner's Magic Quadrant for Awareness Training. According to O'Reilly, humorous content that is engaging works really well with learners. "With our story-based approach, we have found when key messages are tied together in one story, it is easier to assimilate into longer-term memory."

"Information should be presented in small chunks, and include checkpoints in the form of feedback, questions, or exercises, to make sure the user understands," explains Rosa. O'Reilly suggests video content to be between 3-5 minutes long and Rosa believes they should never be longer than 10 minutes. "Local relevance is also important," says O'Reilly. "We have found learners respond better to the use of local accents and slang. It seems to drive the messages home in a more effective way."

According to O'Reilly, using too many technical facts and statistics, heavy jargon, foreign accents, and lengthy training delivered via slides, simply does not work. "Neither does a

training programme devoid of interactive elements," explains Rosa. "Without user engagement, the training will ultimately have the same effect as traditional classroom learning methods."

### Trends in training

Executives are continuing to use new methods of delivering training to employees. According to Accenture's *2013 Skills and Employment Trends Survey*, 42% use mobile delivery for training, 35% use social media, 27% use massive open online courses (MOOCs) and 13% use gamification. "Mobile is a massive trend in SA at the moment," according to Rosa. "A large majority of people have access to mobile phones and tablets." Gaming tools are also very effective, he says. "With games, if you fail, you go back and try again - and when you win, you feel great. This is very effective for learning."

According to Docebo, however, the development of a mature e-learning market in Africa is still restricted by the lack of proper IT infrastructures and connectivity solutions. According to 2012 estimates, internet penetration in Africa has reached only 15.6%. Although there is a steady increase of people on whom the internet has an impact, these numbers show a significant infrastructural disparity between Africa and the other continents. Given the growth in local e-learning, however, this is just another challenge the local market is trying to work around. **TSB**



**The development of a mature e-learning market in Africa is still restricted by the lack of proper IT infrastructures and connectivity solutions.**

## THE OTHER SIDE OF THE COIN

By Renate Klass, MD of ExecuTrain

According to ExecuTrain, online training doesn't work, especially in the local context. This can be attributed to several factors, including:

### 1. Basic computer illiteracy

The majority of SA's population has basic computer literacy issues, and the gradient from zero computer skills to online training is too steep.

### 2. Work-life balance

People strive for balance in their lives, and this affects the method people choose for learning and development. After factoring in travel and traffic, office work pressure, time management (or lack thereof), family and exercise, there is very little time left to do online learning. In this context, taking a day out of one's diary for training is a more efficient way to learn.

### 3. Technology constraints

Locally, we still battle with bandwidth issues and if the next click is not immediate, people lose interest and move on to something else.

### 4. Human interaction

People generally like to be with people, and they want questions answered immediately. Online training leaves you on your own and getting answers is often delayed. People also need validation, and a virtual pat is never as effective as a smile, a nod, or a few encouraging words.

### 5. Lunch

Online training lets you miss out on the teas and lunches that should come with training. These essential breaks allow for socialising, networking, reflection, and an even deeper understanding of the context of the training.



Renate Klass,  
MD,  
ExecuTrain

# LIGHTING UP SA THROUGH DARK FIBRE

**Reshaad Sha of Dark Fibre Africa believes that his company's efforts to bring increased connectivity to the ICT sector through its dark fibre network is paying dividends.**

**F**or chief strategy officers (CSO) and the enterprises they are responsible for, the ability to stay ahead of the curve is a highly valued commodity. As such, the implementation of on-trend technologies is of utmost concern.

## A dark future

It is with this objective in mind that Reshaad Sha, CSO at Dark Fibre Africa (DFA) operates. The company specialises in the financing, installation and management of dark fibre networks to transmit metro and long-haul telecommunications across the country. For those unclear on the nature of dark fibre networks, these are characteristically privately owned optical fibre networks that utilise the latest protocols to provide capacity when needed.

Sha believes that it's through their ability to deliver telecommunications both quickly and efficiently that DFA has built a solid reputation over the years, having rolled out their network throughout South Africa's major

cities since October 2007. Now seven years later, Dark Fibre Africa has seen an exponential growth. "We've invested over R5 billion and installed close to 8000 kilometres of fibre infrastructure nationwide," Sha notes. This however, is not the end of the road, with the company planning to create up to 100 dark fibre enabled precincts across the country with more than 10 000 customers (both private and public) utilising their network.

## Measured risks

The DFA business model could be misconstrued as a risky one, purely for the fact that they build their networks first, then position themselves to offer services in the form of a secure transmission and backbone fibre infrastructure. When pressed for the reason behind this strategy, Sha stated emphatically that a great deal of research and analysis goes into deciding areas to develop a dark fibre network.

This confidence stems from the fact that as most businesses are digital ones, demanding an increased level of connectedness in order to be technologically relevant and on-trend from a business process perspective. Furthermore, DFA places great importance in relationships with its ISP (Internet Service Provider) customers. According to Sha, DFA is building intelligence through its customers, adding that "an annual analysis is conducted in order to determine where the network is going." This process ensures that DFA's efforts are calculated and measured.

## A growing presence

In fact, DFA's focus over the past couple of years' has centred on fibre-to-the-business, fitting in with the company's "proactive build" strategy as Sha terms it. DFA acts as a telecoms service provider that helps level the playing field, as its open access network allows clients to scale their operations according to their needs. "This enables small and medium enterprises to compete with larger players in the market and supports a vibrant, sustainable local SME sector," said Sha. One of DFA's major goals is to power smarter South African cities that are cheaper to conduct business in, and TechSmart Business for one, cannot wait for that to become a reality. **TSB**

**Dark Fibre Africa builds its networks first, then position themselves to offer services in the form of a secure transmission and backbone fibre infrastructure.**

**Reshaad Sha,  
CSO,  
Dark Fibre Africa**



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# Fortinet 2014 Security Census details growing security challenges

Fortinet's latest survey illustrates just how important a concern security has become for enterprises, with CIOs and CTOs fully aware of its significance to business operations.

**F**ortinet recently conducted a worldwide survey in which more than 1600 IT decision makers (ITDM) from an estimated 500 organisations gave their opinions on a significant enterprise issue - security.

## Security prioritised

The survey found that nearly 90% of CIOs and CTOs believe that the ability to keep one's enterprise secure is growing more challenging by the day. Added to this, 63% of ITDMs have admitted to abandoning or delaying at least one business project over fears of inadequate security control.

Emerging technologies too present a threat, with Fortinet identifying the rising volume and complexity of advanced persistent threats (APT), distributed denial of service (DDoS) attacks and other cyber threats. These malicious attacks stem from the demands surrounding technology trends like the Internet of Things (IoT) and biometrics. Furthermore, Fortinet discovered that only two-thirds of ITDMs feel confident their business has the correct tools to deal with security threats these technologies may pose. Of the remaining unconfident third, 33% feel that biometric technologies cannot be secured within their own organisation.

## Remaining positive

As great as this fear and trepidation surrounding emerging technologies and the ability to deal with them, Fortinet's global security survey has noticed a rise in companies' data privacy and big data security spending. As a result of security uncertainty, 90% of ITDMs have stated their intent to adopt a new IT strategy in response. Of that percentage, 56% have made clear their intent to invest more money and resources in order to meet the growing security challenge. The remainder are ready to rethink their entire IT strategy altogether.

Although unsure of how their organisations will deal with the security concerns around emerging technologies, many ITDMs feel they have enough human and financial resources at their disposal. When asked about their



confidence in this regard, four out of every five ITDM said yes to having sufficient resources to deal with IT security over the past 12 months. Added to this, 83% of respondents felt confident in the amount of resources they had for the next year.

## Showing cyber resilience

Fortinet's global security survey may highlight the need for enterprises and ITDMs to become more robust and efficient in the way they deal with emerging technologies and the IT security considerations thereof, but it also presents an opportunity to get ahead of the curve, says Fortinet's vice president of marketing products, John Maddison. "These organisations must act now to address the impact of the growing threat environment," he stated. "The good news is that many (ITDMs) are positive and feeling well equipped with human and financial resources for the IT security challenges that lie ahead. However, to do so points toward intelligent new strategies and more investment in security technologies," Maddison concluded. **TSB**

**90% of CIOs and CTOs believe that the ability to keep one's enterprise secure is growing more challenging by the day.**

# Apps take centre stage in new world of IT

Becoming increasingly apparent is that the world of IT is dramatically, perhaps fundamentally changing, with end-user computing experiences also being affected. And apps are leading the charge.

**A**rthur Dell, director of technology and service at Citrix explained that for a generation or more, IT has thought about end-user computing in terms of a Microsoft Windows desktop. He noted that if you ask people what really matters to them now, you'll hear them talk about the applications they rely on to get their work done.

"As the types of apps in the enterprise continue to diversify – Windows, web, mobile, and Software as a Service (SaaS), along with the devices people use for work, the desktop no longer singularly defines user experience. For IT, the challenge now is to deliver the apps people need, where they need them, while maintaining security and control, regardless of app type, device or location," he stressed.

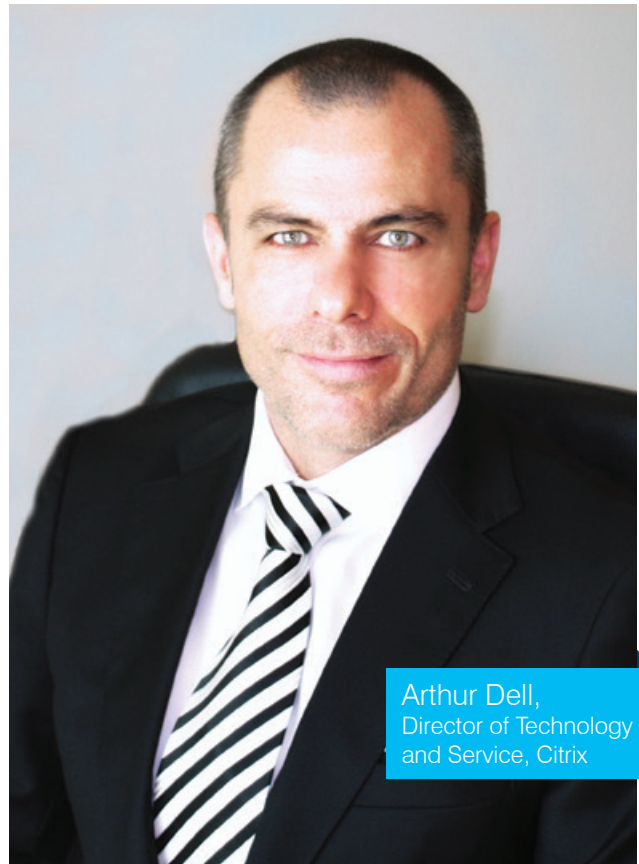
Dell asserted that while Windows will continue to be the dominant platform, focusing too narrowly on the traditional desktop paradigm risks overlooking a fundamental change in the way people are using apps.

## Trends ahead

According to a recent Citrix survey, conducted from 733 customers across the globe, 64% of the apps in their enterprises today are Windows-based; 20% are web or HTML5; 10% as SaaS; while only 6% were found to be mobile. This though is expected to change within the year. The share of Windows apps are predicted to drop 54% while Web/HTML5 apps and SaaS will rise to 23% and 14%. Mobile apps are then expected to grow by 3% up to 9%.

Furthermore, it seems as though digital natives are the driving force behind this shift. Dell elaborated that for these users, a desktop is one kind of workspace. Moreover, he stressed that increasingly, the new way of working is characterised by "a mobile workspace that securely delivers apps, desktops, files and services to the user on any device from which they choose to work, and over any network." Dell noted that in a multi-device mobile world, businesses need to be able to securely deliver apps of all kinds across a variety of devices.

**The new way of working is characterised by a mobile workspace that securely delivers apps, desktops, files and services to the user on any device from which they choose to work.**



Arthur Dell,  
Director of Technology  
and Service, Citrix

## Enterprise-ready, but consumer-like

Not to be underestimated is the role mobility still plays as one of the main drivers of IT, particularly as users bring consumer-grade apps into the enterprise to compensate for the lack of IT-issued, enterprise-ready mobile apps. Dell pointed out that while native mobile email clients and web browsers; file sharing services like Dropbox; and mobile calendaring apps, all serve important user needs, they also invite security breaches and complicate life for IT. He stressed that whether through in-house development or a third-party vendor, IT needs to provide sanctioned, enterprise-ready alternatives to consumer-grade mobile apps.

To succeed, these apps have to pass the toughest test of all: user acceptance. This can be achieved by providing business-oriented features beyond the scope of a consumer app or service, such as the ability to add an attachment to a meeting invitation or join a meeting right from the calendar request. Equally important, though, the app has to offer the consumer-like experiences people are familiar with, and not require them to adapt to a different look-and-feel from the iOS or Android apps they've been using, Dell concluded. **TSB**

# Agile IT enables cost reduction

While businesses are largely under pressure to do more with less, there's also good news, namely that Agile IT can afford near immediate cost savings. We talked with Trebb Ryan from Dimension Data to find out more.

**S**aving money and decreasing costs are on the forefront of every business' mind, perhaps now more than ever. Trebb Ryan, the chief strategy officer for the Cloud Business Unit at Dimension Data believes that the key to accomplishing this lies in Agile IT. This in essence refers to being able to quickly adopt, innovate and scale IT infrastructure, rather than making onerous investments upfront in expensive IT infrastructure which may or may not pay off.

According to Ryan, there are two main ways to save money over time with Agile IT. The first is the ability to work with one's development organisation to come up with programmes that cost less. He pointed out that in traditional IT, once an application is deployed on capital assets and is working properly, very little thought goes into making that application more efficient. Instead, all development goes to the improvement in the features and speed. But with Agile IT, companies can actually have development make the application use less resources and save money immediately. "If you can make an application 20% more memory efficient, you can immediately pay 20% a month less on servers for that application," he enthused.

## Try and try again

Ryan secondly punted the importance of iterative development. He pointed out that while web applications are developed with this in mind, where improvements are being made on a constant basis, this same smart approach unfortunately has not yet been widely adopted insofar as the deployment of IT infrastructure is concerned. "It used to be that we didn't trust software until it entered version 1.0, but now iterative development of apps is commonplace. What is more, today's users expect them to be updated not once every two years but rather on a monthly if not weekly basis," he noted.

Ryan continued that strangely enough, when it comes to the deployment of IT, the industry is still opting for large infrastructure projects, with massive capital expenditures that can take many months if not more than a year before finally going live. This, according to Ryan, is entirely unnecessary, particularly with the availability of cloud for rent, where an organisation can rent a server for six hours for minimal cost, and try a business strategy and see if it works.

**If you can make an application 20% more memory efficient, you can immediately pay 20% a month less on servers for that application**



Trebb Ryan,  
Chief Strategy Officer,  
Cloud Business Unit,  
Dimension Data

## Saving grace

Ryan continued that another arena of saving money is through mitigating depreciation that occurs when there is a lengthy delay between the time new infrastructure is acquired, and when it is actually used. "Computing in general has a short shelf life – the longer it sits unused, the less it is worth," he pointed out. He contrasted this with a consumptive billing model, in which an organisation only pays for as much as they need and as much as they use; an approach which he pointed out could help organisations save "significant amounts of money," with some of this saving coming from electricity costs.

Ultimately, Ryan's message to organisations was to be flexible enough to take advantage of the new ways of using IT, and in so doing, reap the benefits of increased efficiency and financial savings. **TSB**



# Get ready for the future

In an eye-opening round table discussion, Brad Pulford, director at Dell, lifted the lid on the current state of the industry and why the company believes IT needs to be future ready.

**I**t has become very evident over the past few years that the IT industry is undergoing a major shift, as organisations grapple with some of the megatrends which have emerged. What is less evident though, is how exactly the industry is changing due to the influence of the megatrends (cloud, mobility, big data, security). To this end, Brad Pulford, director of Enterprise Solutions Group at Dell highlighted a number of shifts that the company has been seeing in recent times.

It would be fair to say that the IT industry as a whole is facing a good deal of upheaval. According to Pulford, the server market, specifically in South Africa, is declining at “a rate of knots at the moment.” Part of the reason for this is due to the natural progression of technology, while also having an impact is that customers are realising that they need to do more with less. Thanks to cloud computing and virtualisation, they actually can. “That has significant bearing in terms of how customers structure their respective environments,” he added.

## Changes defined

Pulford noted that single socket performance is becoming more and more important as well. Also in decline is storage, with Pulford asserting that storage revenue streams are largely misunderstood. Despite the fact that data is growing exponentially and capacity is “exploding” he noted that this does not result in the required or expected growth in revenue terms for various vendors. “While some are hinging their strategies on silo-based frameworks it is certainly not the case in terms of the trends we are seeing,” he added. As with the server sector, customers are also becoming smarter in terms of how they manage their current storage capacity. The silver lining of this otherwise gloomy IT picture is networking, with Dell seeing this arena driving growth.

## Customers are king

However, it is not just the constituent components of IT that are contributing to the changing face of its future. So too are customers and their dynamic with vendors. Whereas previously, vendors would dictate technology requirements that should be used in customers’ environments, customers are now in the driving seat, telling vendors what they need. Additionally, Pulford pointed out that traditionally many vendors have tried to complicate their communication to customers on the basis that it makes them seem more credible. “In fact, what we are seeing is the more we simplify the strategy and build understanding for customers, the more our solutions get adopted,” he noted.

Another considerable change, at least from Dell’s perspective, is the move towards greater customer-centric provision of



Brad Pulford,  
Director Enterprise Solutions Group,  
Dell

**"The more we simplify the strategy and build understanding for customers, the more our solutions get adopted."**

solutions. Pulford explained that traditionally, from a solutions point of view, customers had to adapt a set of technologies to their environment. Now however, the company was instead asking what pain-points and workloads its customers were grappling with and specifically building solutions to that end. “Customers want choice, scalability, no lock-in, performance and efficiency. In order to give them what they want we need to deliver commoditised solutions that can slot into to meet whatever requirement they have in their organisation in a very seamless manner,” he concluded. For Dell at least, this appears to be the way forward. [RN] **TSB**

# Managing data centres for a 21st century Africa

Peter Greaves, expertise leader for Data and ICT facilities at Aurecon, provides insight on how enterprises can better manage data centres within a technologically relevant African context.

**W**ith more than 90% of all data being created in only the past two years, and the total amount of data captured and stored doubling on a year on year basis, it's safe to say that data consumption growth has increased substantially. The sheer size of the African continent, paired with the fact that Sub-Saharan Africa's population is growing faster than the rest of the world means that there are already several hundred million internet users who are demanding connectivity and performance.

## The African landscape

This according to Peter Greaves, Aurecon's expertise leader for data & ICT facilities. "While it's true that data centres can be remote, countries, especially African countries, need to start looking at more local solutions in order to ensure data sovereignty and efficient network performance," Greaves says. This demand will drive a significant amount of data centres being built in both East and West Africa over the next 20 years according to Greaves.

It's not as easy as it sounds though, with Greaves warning that there are many complexities involved in building data centres that become long-term assets. "Creating long-term, dynamic, scalable data centres in Africa will require us to draw on the key lessons learned from around the globe as well as the knowledge from local experts in the field," says Greaves.

## Key considerations

Along with the costs to build these much needed data centres, there are key considerations to take into account once they're built, namely energy costs and effective site planning. Regarding energy costs, Greaves believes passive design measures which draw on the local climate to cool data centres can be employed in order to reduce cooling needs.

Developing data centres to this type of model makes profound financial sense, considering they account for an estimated 2% of global energy expenditure. As many enterprises and family homes will grow more and more dependent on data centres in years to come, choosing the

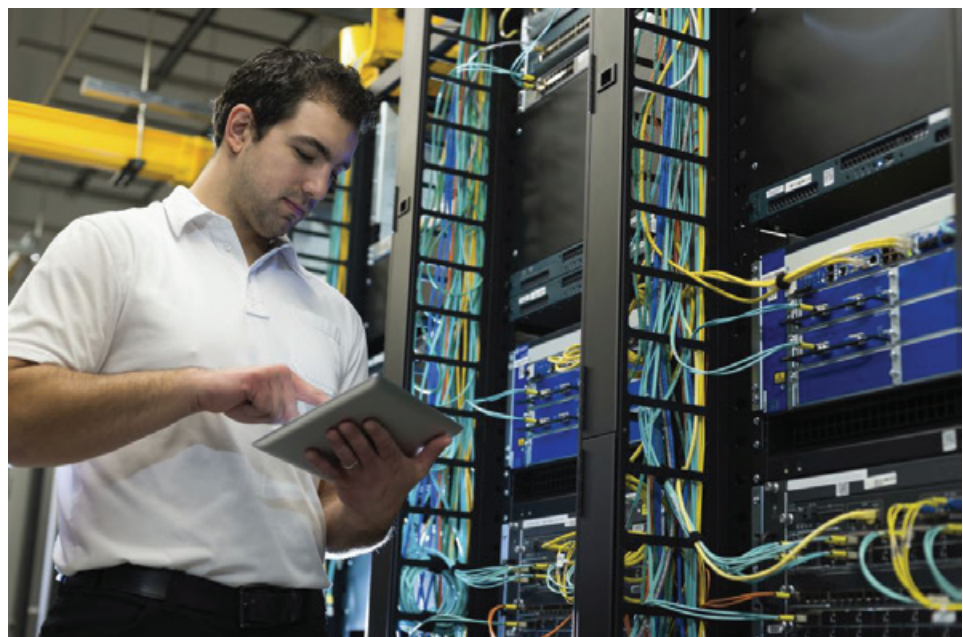
correct site is of paramount importance, taking the threat of natural disasters into account. In addition, data centres need to have a significant communications infrastructure from a variety of sources in order to minimise the risk of interruptions and failure, which could have a major impact on a service provider's customers, according to Greaves.

## Act now

Furthermore, a successful data centre requires a culmination of IT, facilities, data security and storage skills, to name but a few. There are also a number of compliance and regulatory concerns that need to be adhered to, plus the right people with the right skills are needed for these critical positions.

As such, "done right, the evolution and expansion of data centres will enable the globalisation of the African continent," says Greaves. "The increasing demand for data centres in Africa will lead to an inspiring, large scale build of data centres and usher in a digital revolution in Africa," he concluded. **TSB**

**"African countries need to start looking at more local solutions in order to ensure data sovereignty and efficient network performance."**



# Top risks worth considering when expanding into Africa

Africa's emergence as a growth area is attracting interest from businesses all around the globe. Pete Frielinghaus from ContinuitySA tackles its top risks.

**A**ccording to Pete Frielinghaus, senior business continuity management advisor for ContinuitySA, companies need to be aware that Africa is not a single market, and that its economies are extremely diverse. This heterogeneity must be taken into account, and South African companies in particular must make a concerted effort to understand a very different set of risks, and not assume they "know" Africa.

"Expanding into new markets is intrinsically a risky business and so has to form part of the business continuity management cycle," he suggests. Therefore, companies must be aware of some of the top risks when putting a business plan together and when thinking about entering the African market.

## Risky business

Here are five key risk areas that Frielinghaus has identified.

**1. Infrastructure.** Overall, reliable infrastructure remains a key risk in Africa and there are no uniform standards deployed to measure quality. Roads are poor and in some cases extremely congested, with inevitable impacts on supply chain operations and movement of personnel. In addition, theft and vandalism further undermine the infrastructure while natural disasters also take their toll.

**2. Power.** Africa's energy grid is chronically underdeveloped, something that's worsened by increasing demand. Companies should therefore prepare for power outages and spikes, with the constant drone of backup generators rumbling on through day and night. Ensuring a regular supply of clean diesel should also form part of the risk-mitigation strategy.

**3. Communications.** The communications infrastructure is inadequate for the growing demands placed on it. Even when fibre and VSAT infrastructure is in place, performance is not consistent due to incorrect specifications and poor maintenance.

**4. Political issues.** Overt conflict is ongoing in a number of African countries but often apparent political stability masks undercurrents of contention. The direct impact of political turmoil is obvious – what may be less so is the link between conflict and corruption, which in turn affects the business

**"In the main, though, corruption and nepotism remain significant risks that must be factored into business continuity planning."**



Pete Frielinghaus,  
ContinuitySA

environment in many subtle ways. Staff evacuation plans should be in place with a reputable service provider.

**5. Corporate governance.** Standards of corporate governance remain variable from country to country. In many African countries, both political and business elites still do not buy into the link between corporate governance and prosperity. This in turn impacts companies which need to adhere to international codes like Basel III, King III and Sarbanes-Oxley. The recent formation of the African Corporate Governance Network is one initiative that shows that the move towards building a culture of corporate governance is growing.

## Business beware

"In the main, though, corruption and nepotism remain significant risks that must be factored into business continuity planning," comments Frielinghaus. "Africa offers many opportunities but realising them requires insight and staying power, but the same is true when a company expands into any new markets. Perhaps the first and most important misconception one needs to get rid of is thinking of Africa as a single place. As in any business venture, understanding your market is the first thing to get right," he concludes. **TSB**



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# Having just a service desk is not service management

By Edward Carbutt, Executive Director, Marval Africa

**I**nformation Technology (IT) has become an essential component of practically every business today, underpinning the basic functioning of the enterprise. As such, providing effective IT services is critical to the efficiency and profitability of the enterprise. IT Service Management (ITSM) offers the best practice tools and processes necessary for improving the delivery of IT services. However, a common mistake enterprises make is regarding the service desk alone as the 'silver bullet' to deliver the required level of ITSM and improved service delivery. A service desk is one function of ITSM, and is a useful first step along any service improvement journey.

## Service desk not service management

ITSM focuses on a combination of people, processes and technology in order to provision quality IT services. This assists organisations to develop better relationships with IT customers, whether internal or external, and provides the foundation for improved operations and productivity. While the service desk is important, it does not equate to service management, nor is it able to deliver any significant improvements to performance, efficiency or service delivery in isolation.

The service desk is simply a centralised point of contact for the submission of incidents and requests for service. In order for this function to deliver value it must be supported by process management and intelligence that is able to analyse the information generated to derive insights that will drive continual service improvement.

## Not a once-off

In addition, another common challenge organisations face is the misconception that ITSM is a once-off implementation, a problem that can be solved with the installation of tools and technology. However the reality is that ITSM is a journey of constant learning and improvement, and leveraging ITSM using best practice frameworks such as ITIL has a number of benefits. These include reduced business risk, reduced costs, optimised resource utilisation, increased reliability of IT infrastructure and services and improved customer service. ITSM also assists organisations to improve the business value of IT by means of improved risk management and the ability to identify business challenges and utilise IT to provide solutions.

If the information regarding incidents and issues remains at the service desk, its value is never harnessed and service improvement becomes challenging. For example,



a service desk may begin to receive increasing volumes of incidents about a specific area of the IT department. Rather than remaining reactive in firefighting mode, the information gathered at the service desk can be used to identify the root cause of the problem.

## Continual service improvement

Remaining competitive in a challenging environment requires organisations to adapt in order to remain relevant and to become better, faster, and more cost effective. This agility can only be achieved through continual service improvement, which is the foundation of a healthy productive business. While a service desk forms an essential component of an organisation's ITSM efforts, in isolation it will not enable organisations to fully achieve their service management and continual service improvement aims. In the current economic climate, organisations are all under increasing financial pressure, and as such service reliability and customer satisfaction are essential. By leveraging the power of ITSM, organisations are able to turn a reactive approach into a proactive one, for enhanced efficiency and continual service and business improvement. **TSB**



**In order for this function to deliver value it must be supported by process management and intelligence that is able to analyse the information generated**

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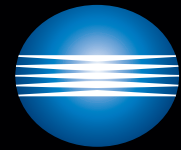
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**WE DELIVER**

# Experiential design holds new key to distinguish your brand

As brands aim to stand out from the clutter, building an engaging experience around one's product has become an imperative. Craig Perry, head of sales at DMX Africa promotes the virtues that experiential design can offer.

**T**he state of the South African retail sector is in flux, as businesses and brands are being challenged to meet the growing demand by customers to create more engaging and dynamic experiences. This is a trend identified by Craig Perry, head of sales at DMX Africa, noting that consumers now expect a lot more than a homogenised shopping experience since they want to be "drawn into your business and exposed to something new and surprising." Consumers want to feel a connection to a brand and their story, yielding benefits from both a brand awareness and reputation perspective.

## A harmonious approach

In order to create this connection, Perry advocates the value of experiential design, which he says "gives consumers interaction and an experience they can't get online or from a competitor." For a better understanding of experiential design, Perry described it as the integration of every aspect of the customer experience. Each element of the customer experience is designed to work in harmony, and deliver a distinct brand personality and ultimately enhance a brand's strategy.

**The goal in building an immersive and pervasive brand through experiential design, is to create a story that's worth telling.**

Experiential design as a whole, still remains a relatively new concept for many South African businesses, but Perry cited the fact that there is a "noticeable growing understanding" for the need to shift brand message focus, to one that is smarter and more digitally integrated. In order to heighten their own level of experience and overall message, smarter brands are now developing online platforms to interact with their chosen consumer, and according to Perry, highlighting the unique exposure opportunity that online presents. It also carries with it a far more cost effective measure, than physically remodeling a store, and therefore places smaller brands on an equal footing with their larger counterparts.

## The power of social

Perry used mobile and social media as a means of illustrating the potential benefits of experiential design, as more and more people use their smartphones as an initial point of reference for brand interaction. It therefore creates an interesting opportunity to target their social media accounts, design location based marketing solutions and share branded



Craig Perry,  
Head of Sales,  
DMX Africa

content. As a consequence, the ability to bring mobile advertising in-store is greatly enhanced.

The caveat of all this, which Perry was quick to point out, is that bombarding consumers with what he termed as "interruption advertising", is simply not effective. Instead, businesses should evaluate the growing marketing power of social media, and use it in a way that ensures a longing connection with the consumer can be fostered. A company or brand that's able to do this effectively, can successfully turn consumers into free brand ambassadors.

## Effective storytelling

For both Craig Perry and DMX Africa, the goal in building an immersive and pervasive brand through experiential design, is to create a story that's worth telling, and more importantly sharing. Stories however are not dependent on scale or size to be effective, but rather need to be unique and impactful, through integrating an engaging cultural aspect or experience to it. Perry ended emphatically by stating that "the whole of an experience is after all greater than the sum of its parts." **TSB**



# South African Automotive Week brings Africa firmly into focus

Wrapping up at the end of October, the South African Automotive Week left attendees thinking about ways that Africa-focused initiatives can bring about increased industry growth.

**T**aking place from 13-17 October, the South African Automotive Week (SAAW) served as a chance for the local motoring industry to discuss trends and happenings to date, with a firm focus on Africa-specific initiatives to bring increased growth across the continent.

## Moving into Africa

Victor Kgomoewana, a recognised industry commentator warned that the strategies designed by companies should be uniquely African, so as to better penetrate the market in a disruptive manner. Failure to do so however, could lead to the industry becoming economically marginalised within 5-10 years, in his opinion.

One of the SAAW's partners is National Association for Automotive Component and Allied Manufacturers (NAACAM), an organisation driven to bring the manufacturers and consumers together. They stated that a migratory focus is a step in the right direction, and would ultimately play a large role in the industry getting closer to its 2020 vision of manufacturing 1.2 million vehicle components locally.

Furthermore NAACAM executive director, Robert Houdet said his organisation is very pleased with the outcomes from SAAW, particularly with the participation of so many different levels of the industry and government working together on a unified initiative. "The South African Automotive Week is to component manufacturers what the Johannesburg International Motor Show is to OEM's (Original Equivalent Manufacturers) and their dealers," he finished.

## Looking forward

This year's SAAW marks the fourth edition of the event, marked as a complete success by organisers, presenters and attendees alike. It should prove interesting to see what improvements and changes in industry trends are found in the fourth instalment set for October 2016, and hosted in Gauteng in conjunction with the Automotive Industry Development Centre (AIDC). **TSB**



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# HITACHI DATA SYSTEMS: BUILDING A CULTURE OF CORPORATE INVOLVEMENT

**In the two years since the Hitachi acquisition of Shoden Data Systems, the new entity has become increasingly involved in community initiatives. The willingness of staff to give is now being channelled into enhanced and formalised programmes that are already making a difference.**

**M**orongwa Saro, HDS human resource manager, joined Hitachi Data Systems (HDS) in 2012, just two months after the acquisition. "I came from a background of corporate community involvement, and at HDS I discovered great willingness among the individual staff members to give back to the community. However, there were few formalised programmes and staff tended to do what they could in their personal capacity."

Globally, Hitachi Data Systems has a strong culture of corporate social responsibility (CSR), explains Saro. "The global CSR committee encourages regional offices to do more than just give money – they would like us to become personally involved in the CSR projects we support." Hitachi Data Systems has a tradition of encouraging its own people to shape its 'giving policy'. Any employee can propose a gift to a non-profit organisation to which the employee has a direct connection, typically as a volunteer.

## A coordinated effort

This approach resonates with the 200 HDS staff, interns and consultants based in South Africa. "The HDS staff have a culture of

giving, but we have not coordinated these efforts until recently," says Saro. In one of the new company's first CSR initiatives, it called on staff to donate women's and children's clothing and supplies to Bethany House, which provides refuge for abused women and their children.

"The response was good and staff gave willingly. But after we handed over the donation, we found out more about the work of Bethany House and shared this information with the HDS staff. We discovered that women from all walks of life, who have nowhere else to turn, are given refuge at Bethany Home, part of the Bethany House Trust. Many of them flee their abusers without stopping to take even the bare necessities. The home is filled to capacity and is forced to turn away up to 40 women a day.

"When HDS staff heard this, they wanted to increase their involvement with Bethany House and other organisations. Staff were asking HR when we were going to do it again – they were eager to get involved and asked if we could do more in future. This year, we held a fundraiser to collect money for bags packed with toiletries and other essential supplies for the women at Bethany House. Our staff raised R5 400, which was matched and raised by



Photo: Jacques Schutte

management, who gave R10 800, and we were able to supply 132 bags of essentials to Bethany House."

### A willingness to do more

HDS CSR initiatives have also supported the Jes Foord Foundation formed by rape survivor Jes Foord. The foundation has a mission to create rape crisis centres that support rape victims and their families. At a fundraiser to support this initiative earlier this year, HDS donated 200 'comfort bags' containing feminine hygiene products and toiletries to be given to rape survivors at crisis centres.

HDS has also actively participated in Breast Cancer Awareness Month, with a series of fundraisers and awareness campaigns as part of the Hitachi PinkDrive initiative. Among the activities were a PinkDrive 'high coffee' event and participation in a fundraising run. "As a corporate citizen, we are committed to promoting PinkDrive's cause and will continue to play a role by supporting their events and awareness programmes. Our staff get involved with the activities even under their own steam, as they truly believe in the good that the initiative can do. It addresses access to affordable and quality healthcare, which still presents a challenge for many South Africans, especially those in rural areas where they have to travel long distances to get even the most basic of services," says Saro. "While most people are aware of breast cancer, many forget to take the steps to have a plan to detect the disease in its early stages and encourage others to do the same. This is PinkDrive's main goal and is the reason why Hitachi is proud to be a part because it reminds us that the health of our employees, and that of the broader South African community, is our wealth."

### More help to give

Saro believes that the focus on women's issues to date is coincidental. "The organisations we have chosen to support were chosen simply because I or other staff members at HDS felt strongly about supporting these organisations. However, now that we are stepping up our CSR programmes in South Africa, we are investigating in areas where we feel we can become involved in the long term and where we can make the greatest impact," she says.

Staff members are encouraged to bring their suggestions to the table and organisations supporting education and youth development feature prominently in their goals for future CSR work. Saro says: "Many people have long been willing to help welfare organisations, but often, they didn't know how. With our more formalised approach and longer-term CSR strategies, we are building a channel whereby our staff can contribute to the communities they work in on an ongoing basis." **TSB**



Photo: Jacques Schutte

# ICT NEWS



## Analysts predict major increase in cybercrimes over next decade

According to a new report conducted by the Pew Research Centre, the number of cyber-attacks on countries and corporations is set to vastly increase over the next decade. By 2025, Pew predicts that a major cyber-attack will cause significant harm to a nation's security and capacity to defend its people. In the report, Pew defined significant harm as a loss of life, property damage and theft of "tens of billions of dollars". The report also detailed specific themes that posed as "inviting targets" for cybercriminals, with defence, energy, finance and transportation posing very real problems, from a threat perspective.

## Microsoft to end Windows 7 OS

It's been five years since Windows 7's first unveiling by Microsoft in 2009. Now the company is bringing the widely used OS to an end, as it discontinued the issue of licences to customers at the end of October. As a result, no new PCs produced from November onwards will house the OS on-board, a move most likely prompted by the development of Windows 10 which was showcased at the beginning of October. With Windows 7 serving as a placeholder for Windows 8, an OS that garnered a fair bit of mixed reaction, it should be interesting to see how users respond to Windows 10.



## HP moving into 3D printing

Better known for its inkjet printers, HP is now stepping into the 3D printing realm. The company has divulged details on a new 3D printer it has developed, capable of printing ten times faster than the majority of 3D printers currently available. Codenamed the Multi Jet Fusion, it is currently in its testing phase and slated for a 2016-slated release date. Although official pricing is unconfirmed, HP say it will be less expensive than the R20 000 mark that many 3D printers command.

## Kaspersky says security concerns holding back online payment services

In a recent survey conducted by Kaspersky Lab in conjunction with B2B International, a total of 64% of South Africans reported feeling vulnerable to malicious attacks while shopping online or making online payments. Furthermore, the study found that 63% of users would use online payment services more frequently if they felt that shopping online was safe and secure. As a result, Kaspersky believes that banks and other financial institutions need to go to greater lengths to not only make their online payment services more secure to use, but also to do a better job of communicating their high level of security to customers.



## Google working on cancer-detecting pill

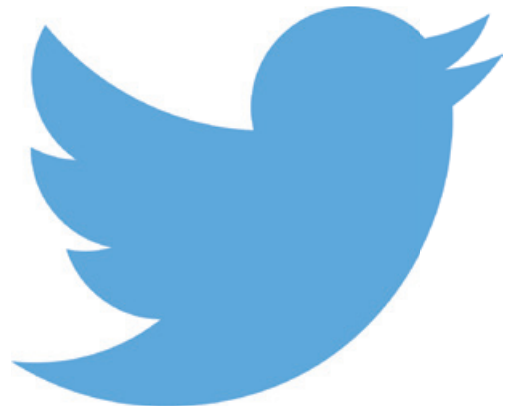
In an effort to fuse the worlds of technology and medicine, Google is the early stages of designing a pill capable of detecting cancer. The pill contains thousands of tiny magnetic particles able of traveling through one's bloodstream and search for any malignant cells, while reporting activity directly to a wearable device. Google estimates that close to two thousand of these microscopic particles can fit into one red blood cell, with the potential of offering doctors greater insight into what's happening inside patients' bodies. Still searching for investors to help Google's X lab division complete this ambitious project, the company believes innovation like this will radically impact society.



## Twitter launches Fabric service for new app development

Twitter held its first-ever developers conference on 22 October named Flight. Apart from being a landmark event for the microblogging company, one of the major announcements was the unveiling of its Fabric service. Fabric, is an end-to-end tool designed to help developers create applications through every stage of its life cycle.

Capable of analysing app crashes and mobile advertising, the service hinges off of Twitter's real-time analysis software to empower developers to design better applications.



## Hungarians take to streets in internet tax protest

In an effort to pressurise the Hungarian government to abandon a proposed plan to tax internet use, Hungarians took to the streets. The tax is believed to be a move by the Hungarian government to limit public discourse and control information. As a means of voicing their frustration, approximately 100 000 Hungarians gathered in the capital Budapest to protest.

The government has denied the accusations, and officials have said that only the internet service providers will be taxed, with a monthly cap of 700 Hungarian Forints (Hungary's official currency) per customer subscription being imposed.

## Apple and Samsung score high in SAcsi satisfaction report

The South African Customer Satisfaction Index (SAcsi) recently unveiled the results of a report that measured the level of satisfaction with specific handset brands. Apple and Samsung came up trumps in the survey, with Nokia also performing admirably. Added to this, the country's mobile handset industry received an overall score of 73.3 (out of 100), a favourable result in the eyes of SAcsi founder and chair Prof. Adré Schreuder.



## Ebola-themed emails used as malicious threat

As the threat of Ebola spreads through parts of Africa, cybercriminals are using Ebola-themed emails to launch malicious attacks on devices. The problem has become so bad that authorities in the US have issued a general warning, as cybercriminals use mass fear and hysteria surrounding the disease to take advantage of unsuspecting users.

The method is also being used by email spammers, utilising the topical issue of Ebola as a means to reach online targets. This particular phenomenon is nothing new, with spammers referencing current affairs in the mail quite frequently. As such a general warning has also been issued by cyber security companies to read email subjects thoroughly before opening, as failure to do so can have far reaching implications.



## Dimension Data procures Agile Business Solutions and Xpedia Fusion

Dimension Data's Application Services division has brought two companies into its fold, following the purchase of both Agile Business Solutions and Xpedia Fusion, in an effort to up its Oracle-based skills profile. Prior to acquisition Agile Business Solutions was a private consultancy specialising in PeopleSoft and Oracle services. Xpedia Fusion was a subsidiary of Xpedia Consulting and serviced multiple Oracle clients across Africa. The purchases, of which the prices were not disclosed, should provide an estimated 72 Oracle specialists for integration into Dimension Data. **TSB**



# TELECOMS NEWS

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that an estimated 63% of Africans surveyed believe that the internet is having a profound effect on their lives. This number is higher than that of developed areas, like the UK, which measured in at 40%.

In the study, South Africa ranked far higher than other nations on the continent, recording an internet and mobile penetration percentage of 49% and 133% respectively. Many factors have contributed to this number, but one of the key determining factors is the local urban dweller rate, measured at 62%, thus making internet connectivity less complicated to rollout and penetration easier to achieve.

## Microsoft drops Nokia title for future Lumia devices

In the first concrete development following Microsoft's acquisition of Nokia's mobile division earlier in the year,

the American manufacturer has opted to drop the Finnish company's name for future mobile devices and rebrand them as Microsoft Lumia.

Apart from the cosmetic change to the front and back of Microsoft Lumia devices, senior vice president of marketing at Microsoft, Tuula Ryttilä explained that the move will seek to bring more cross-platform uniformity to Microsoft's device offerings, now including Surface tablets, Xbox gaming consoles and the yet-to-be-released Microsoft Windows 10 OS.

## Apple Pay off to strong start according to Tim Cook

Apple Pay, the Cupertino-based company's mobile payment application, has gone live and is already proving a great success, at least according to CEO Tim Cook. Although limited to the States for now, Cook took great pride in revealing that more than one million credit cards had been activated on Apple Pay during the first week of its release.

To date Apple has teamed up with a number of merchants and retailers, including McDonalds and Nike. Some US retailers are still holding out however, in certain cases opting to utilise their own preferred mobile payment system. In spite of this, Cook is confident that those retailers will turn around, as Apple Pay grows in popularity.



## SA's internet penetration much higher than rest of Africa in new report

In a new report conducted by On Device Research, South Africa's internet penetration rate is seen to be much higher than that of its African counterparts. The main takeaway from their findings however, is

## Samsung donates 3000 smartphones in fight against Ebola

The ravaging effects of Ebola have hit epidemic status on the African continent. Samsung is hoping to help in the fight against this deadly disease by donating over 3000 smartphones for use in clinics across the continent. Samsung says that the smartphones, Galaxy S3 Neo's in this case totalled more than R11 million. These devices will find their way to an estimated 60 Ebola medical clinics in the three most harshly affected African countries, Guinea, Liberia and Sierra Leone. Samsung has also provided financial assistance to purchase hazmat suits in Ghana and hand sanitisers for those working in the Democratic Republic of Congo.



## WhatsApp makes \$138 Million loss

When Facebook acquired WhatsApp for an estimated \$19 billion in February this year, the social media giant's endgame was still very unclear. Now reports have emerged that WhatsApp posted a loss of \$138 million last year, bringing the motivation behind the acquisition into even sharper focus. According to most industry

experts, the deal was not intended to yield Facebook an immediate profit, partly because the free messaging service does not allow advertising. Instead the value of WhatsApp is the massive audience it commands, currently sitting at roughly 450 million users.





# vodacom

## Vodacom unveils voice-based biometric security solution

Vodacom has announced the launch of a South African security first, in the form of a new voice-based biometric security solution designed to offer users a greater degree of protection for their mobile devices. Named Voice Password by Vodacom, the service can be accessed and activated via users' My Vodacom App or contacting Vodacom's Customer Care centre. The move follows research conducted by Vodacom, in which 80% of respondents have reacted positively to the use of voice-activated passwords over other options. The feature is currently available to all Android users, and Vodacom has assured that an iOS version is in the works.

## Adapt IT acquires AspiviaUnison for R200 Million

Durban-based enterprise Adapt IT has been quite busy during October, as the company has wrapped up a deal to fully acquire cloud telecoms service provider, AspiviaUnison for an estimated R200 million. The reason for the move is prompted by the comprehensive expertise and experienced managerial team at AspiviaUnison, according to Adapt IT CEO, Sbu Shabalala (pictured). The R200 million price for AspiviaUnison is said to be payable in both cash and Adapt IT shares, following regulatory body checks.



# VUMFA

## Telecoms startup Vumatel begins fibrehood rollout

Relatively new to the telecoms game, Johannesburg-based startup Vumatel has begun rolling out its fibre-to-the-home network in select parts of Parkhurst, with plans to expand its fibre network to other areas of Johannesburg and Cape Town. In an offering that Vumatel terms as fibrehoods, the company aims to deliver its network services to select suburbs across the country, providing up to 1 Gbps speeds for use within the home. The first suburb to receive this service is Parkhurst, with internet services expected to be available by February 2015. This forms part of Vumatel's larger plan, as its CEO, Neil Schoeman wants to connect more than 200 000 houses in over 100 different suburbs during the next three to four years. **TSB**

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# NEW SOLUTIONS

## Fujitsu brings Integrated Backup to mid-market customers

Fujitsu has brought their new mid-market data backup solution to the fore, with customers aiming to implement an easy-to-use archiving database in mind. This new integrated storage backup is the Eternus CS200c, providing a complete infrastructure in an easily setup box, according to Fujitsu. This box serves as a standardised platform for backups and archiving on both a physical and virtual basis.

Available in scalable configurations, the Eternus CS200c utilises CommVault Simpana backup software, which affords users quick start-up times and full integration across one's IT system. Fully licensed to ensure that its capacity can be expanded efficiently, Fujitsu claim the Eternus CS200c can grow as one's business does.



## Lenovo debuts new Storage Array for SA SMBs

Lenovo has announced the launch of its new Lenovo/EMC VNX5150 storage array, specifically designed to provide SMBs with a storage network solution that marries value and affordability. Based on Lenovo's EMC VNX unified storage units, this new edition incorporates an Intel-powered processor capable of handling mixed workloads.



Featuring a number of 6 GB/s SAS drives, the VNX5150 also makes use of multi-protocol block connection support and a choice of 2.5" or 3.5" drive bays. With the added benefit of EMC Fast suite support, active data is served up through flash drives in order to absorb unpredictable spikes in system workloads.

## WD unveils storage server solutions for SMB market

As digital content continues to grow, the efficient access to and protection thereof is becoming of equal importance. To that end, Western Digital has unveiled a new range of products aimed to assist SMBs to compete with their larger counterparts. These solutions are designed to help deal with the financial demands that the implementation and maintenance that a dedicated IT department often require.



Leading the pack is the WD Sentinel DS6100, a fully configured solution that hinges off of an Intel Xeon quad-core processor and Microsoft Windows Server 2012 R2 Essentials. As such it can run multiple Windows-based applications, with up to 16 TB worth of storage for business' digital content. Check out [www.wd.com](http://www.wd.com) for more info on the Sentinel DS6100.

## MakerBot's 3D printers land on local shores

The world of 3D printing has proved a booming business in the past few years, with everything from prosthetic limbs to houses coming to life through a little ingenuity and 3D printer of course. One of the standout companies producing a number of top line offerings is Brooklyn-based MakerBot, specialising in small to medium-size 3D printers for use in a number of ways.

Local distributor Rectron is handling the logistics and retail aspects for MakerBot, and has already begun to sell the 3D printers nationwide, making SA the first African country to officially retail these products. Three printers have been earmarked for local consumers, with the Replicator Mini set to retail for R18 900. A step above that are the Replicator 2 and Replicator Desktop, priced at R29 000 and R39 600 respectively.







## Samsung Galaxy Note 4 launches in SA

The South Korean manufacturer's latest phablet, the Galaxy Note 4, made its SA debut on 17 October, hitting retailers and local service providers with an off-contract price of R11 500.

The Galaxy Note 4 integrates a host of high level specs to ensure it stays abreast of the competition, chief among which is a 5.7" Quad HD Super AMOLED display. Added to this is a Qualcomm Snapdragon 805 quad-core processor, 3 GB of RAM and a 16 MP rear camera for users to put to the test. Now in its fourth iteration, the Note series with S Pen has set the benchmark to which all other phablets are measured.

## Android Lollipop showcased as Google's newest mobile OS

First teased at this year's Google I/O event in June, Android Lollipop (5.0) has now made its official debut. The initial changes are cosmetic, with Google creating a far flatter and cleaner icon design than previous Android OS generations.

As far as UI goes, the notification system has been enhanced, with messages and calls popping up more discreetly on the screen and allowing users to action via a series of different screen swipes. Google has also improved battery performance, with a new battery power saver feature that extends device life by up to 90 minutes. Security is another area of enhancement, with Lollipop touting new encryption software, as well as more secure pairing with peripheral devices such as wearables. Rolling out on select devices worldwide, Android Lollipop should port to the rest via over-the-air download by the year's end (carrier dependent).



## New iPad Air 2 and iPad mini 3 surface



Having used the first of their major autumn events to showcase the iPhone 6 and 6 Plus, Apple used their second to unveil a bevy of new devices, with a new iPad Air 2 and iPad mini 3 the key standouts. For the latest iteration of the iPad Air, Apple has pulled out the scalpel and carved off even more unnecessary metal to make it 6.1 mm thin and bringing the overall weight down to 444 g for the Wi-Fi and Cellular version. Not just cosmetically enhanced, the iPad Air 2 features an all new A8X chip to up CPU performance by 40% compared to the previous model.

The iPad mini 3 features less enhancements, with integration of Touch ID being the only improvement to speak of, otherwise the same chipset, camera and 7.9" LED-backlit display (1536x2048) remain. Pricing for the iPad Air 2 is set to start at \$500 (16 GB), and the iPad mini 3 at \$400 (16 GB). Local availability was unconfirmed before print.

## HP expands its Deskjet Ink Advantage printer offerings

HP has added two new printers to their Deskjet Ink Advantage stable, more specifically in the form of the Deskjet 3545 and 4515, both sporting eAll-in-one functionality. HP's Ink Advantage system is designed to provide a greater deal of affordability with printing quality, for home and small business owners in particular.

Being the smaller of the two, the Deskjet Ink Advantage 3545 is intended for use in areas where space is at a premium, and features mobile printing capacity allowing users to print directly from their smartphone, tablet and internet-connected PC or notebook. The 4515 also incorporates some nifty features, with its on-device editing being the main attraction, affording users the ability to customise images or documents via the 4515's mounted touchscreen. Pricing for the 3545 and 4515 are recommended at R1 300 and R1 600 respectively. **TSB**



# CHOOSE EBOOK OR BE BOOKED

Ideco believes it's time for companies to do away with paper-based visitor control logbooks and step into the fully compliant world of the eBook.

**V**isitor management continues to be neglected by companies and it is still not taken seriously, with little or no record keeping. Visitors also continue to provide false personal information to obtain entry into business premises. It is unlawful and it could have dire consequences for visitors as well as company executives. The Occupational Health and Safety Act (OHS) requires companies to keep a register of the entries and exits, and a register must be available for inspection. With the advent of the Protection of Personal Information (POPI), company executives are even more exposed and could face harsh fines or even jail sentences.

**The eBook is the only offering of its kind that is fully compliant with the country's newly promulgated Protection of Personal Information (POPI) Act.**

Ideco managing director, Marius Coetzee says the POPI Act will dictate how organisations handle personal information and from a corporate security perspective, POPI will determine how organisations protect that data. "Perhaps a highly positive consequence of POPI will be that it prompts organisations to rethink how they control access to their premises and systems and realise that it may be time to secure the foundations rather than adding another layer of shiny playing cards to the teetering construction of security," he explains.

## A new solution is launched

Ideco recently launched its eBook, an Electronic Visitor Identity Management (EVIM) solution, based on a mobile data terminal with an integrated fingerprint scanner. It's the only offering of its kind that is fully compliant with the country's newly promulgated Protection of Personal Information (POPI) Act. "Ideco's EVIM is designed to automate visitor registration and reinforce accuracy across all ID-based transactions to help combat escalating incidents of identity theft emanating from exposed visitor information in the traditional logbook," Coetzee says.

EVIM is the only visitor register that is fully compliant to POPI and OHS Acts, and offers next generation visitor management technology, ideal for use at boom gates and security checkpoints. It also replaces the old paper-based process with an accurate digital visitors register. Some features include driver's license and barcode scanning; live ID verification checks; customised visitor management rules; VIP and deny lists; and appointment scheduling. Ideco's EVIM operates within all legal boundaries and not only saves costs, but is a state-of-the-art digital alternative to the traditional visitor book.



## Done the right way

Unlike paper-based registers, all information is accurate, relevant and no information is openly exposed. The visitor data can only be accessed by authorised EVIM portal users. All South African ID numbers are verified against a national database and pre-assigned PINs can be used for international visitors. "EVIM captures fingerprint templates as secure electronic signatures, digitally recording anyone who visits your premises. This can be used to prove their presence at your premises. By verifying the identity of all visitors, EVIM closes the most dangerous loophole in your access control and provides a potent deterrent anyone with criminal intentions," Coetzee concludes.

The offering marries the advantages of a digital visitor register system with security in the cloud and integrated fingerprint biometrics, reflecting a strong move in the industry towards the convergence of mobile applications and cloud services, with advanced visitor management systems. For more information contact Ideco on 086 104 3326 (IDECO) or visit [www.ideco.co.za](http://www.ideco.co.za). **TSB**

# New Business Apps

Smartphones and tablets are a professional businessperson's weapon of choice nowadays, and as such require a range of productivity-focused apps. Here are four new ones to try out.



## Inbox by Gmail (Android, iOS)



Any application that can help streamline the managing one's mailbox is always appreciated, and Inbox by Gmail aims to do just that. How so you may ask? Gmail's Inbox incorporates a number of tools to make e-mails easier to sift through, respond to and archive, in a manner that is both intuitive and efficient. Bundling is one such technique, grouping together similar mails either according to sender or subject.

One of the other nifty features is Snooze, allowing users to put a pause on a particular e-mail or calendar event, bringing it

up again once you're ready to deal with it. Free to download for both Android and iOS users, there is a catch, as Inbox is by invitation only, requiring users to mail [inbox@google.com](mailto:inbox@google.com) for access.



## Treehouse (Android, iOS)



As anyone entering the job market knows, the acquisition of skills is paramount as industries are in a constant state of flux. Treehouse is Android and iOS compatible, and aimed to help in this regard, with thousands of videos designed to teach users web design, coding and programming

to quickly upskill themselves.

Accompanying the videos are a range of quizzes intended to test your newly found skills, as well as a badge-based reward system to recognise your accomplishments. Completely free to download, Treehouse is a great app for those looking to add a few more lines to their CV during their downtime, and certainly proves more advantageous than searching for cat videos.



## Skype Qik (Android, iOS, Windows Phone 8)



If you happen to use your smartphone for video calls and instant messaging, chances are you've got Skype. Adding a different dimension to those services, Skype Qik (pronounced Quick in case you're wondering), is a newly unveiled app allowing users to share short video

clips with their contacts, and integrating groups and chats in a similar fashion to WhatsApp. The free to download app is available on Android, iOS and Windows Phone 8, with a workaround for BlackBerry 10 users unofficially up for grabs.

The fact that Skype Qik is free holds certain advantages to companies working on a budget, and has particular application for those in the creative industry wanting to

exchange ideas. If you're constantly sharing content via visual mediums, Skype Qik is a great way of getting creative conversations going.



## SwiftKey for iOS 8 (iOS 8)



SwiftKey is not new by any means, serving as the top speedy keyboard favoured by most users. Now at long last, thanks to some changes at Apple, a version for iOS 8 has been released. Designed for use on all iOS 8 compatible iPhones, iPads and iPod Touches, SwiftKey's adaptive techno-

logy has always proved better at reading and predicting user typing habits, compared to other keyboard apps.

The same applies to the new version, with the added advantage of typing in two different languages at once, and unique keyboard

layouts tailored for applications like Twitter and WhatsApp. There may be a number of keyboard apps that others may swear by, but we've found SwiftKey to be the best, from a speed and ease of use perspective. **TSB**



# IN FLIGHT WITH:

## René Jacobs, MD at Gartner Africa

Lots of champagne, the necessity of a change of clothing and moving beyond travel travails - we talk with René Jacobs, MD at Gartner Africa.

**TSB: How often do you go on business trips, and where do you travel to most often?**

**RJ:** Overseas about six times a year. As I live in Cape Town, I always travel via London, so it is either the end destination or my 'hub' to go to the US or Europe - i.e. fly to London, 'turn left' to go to the US or 'turn right' to go to Europe.

**TSB: Any packing tips?**

**RJ:** Pack as little as possible (which I battle with), but ALWAYS have a change of clothes with you, then it doesn't matter if luggage gets delayed.

**TSB: According to you, which airline is tops and why?**

**RJ:** British Airways – it is the most professional and comfortable and it works with my 'London hub' concept. SAA bizarrely discontinued all direct flights between London and Cape Town.

**TSB: Where's the best airport lounge?**

**RJ:** Heathrow Terminal 5.

**TSB: Passport and airplane tickets excluded, what are the items that you do not travel without?**

**RJ:** My iPad to keep in touch and my swimming gear so that I can have a swim if the opportunity arises.

**TSB: Do you have any survival tips for those long-haul flights overseas?**

**RJ:** Lots of champagne, interspersed with still water and eating only 'light' food.

**TSB: Are there any special hotels you can recommend?**

**RJ:** The Langham in London is my favourite hotel on the planet – it is well situated; the staff always make you feel welcome; the food, including room service is excellent and they have a great swimming pool. It is always a pleasure to stay there and I almost always find an excuse to do so.

**TSB: Do you have a travel horror story you don't mind sharing?**

**RJ:** Too many, but I tend to move beyond those as soon as possible, instead of dwelling on bad things that happened in the past.

**TSB: Is there an interesting place/shop/museum/restaurant that you've found that you just have to visit on your travels?**

**RJ:** I love to go to the Royal Opera House in London whenever I can, primarily to see the ballet. Also, if I have any opportunity to divert to Lake Como in Italy for a few days, I find it an irresistible, vibrant place with delightful coffee shops and quaint squares; and I love going on jaunts on the ferry boats on the lake to visit some of the numerous villages on the shore. **TSB**



# Outside the Boardroom -

## Best After Work Hangouts

Whether it's the local watering hole or a brand new eatery, having somewhere to relax after a taxing week is a necessity. We've listed four after work hangouts to visit once those reports are finished.



Giles Pub & Restaurant (Johannesburg)

With roots as old as South Africa's first democratic elections, Giles Pub & Restaurant has been around since 1994. Started by husband and wife team, Ian and Jenni Gillies, the restaurant gets its name from the Giles cartoon books, some of which are still plastered onto the original tables. Having gone under some change during its 20 year lifespan, the pub and restaurant has been a fixture within Craighall Park's after work scene for quite some time, and is always filled to the gills.

Featuring a fresh and seasonal menu, dining out at Giles is always a smart call when looking for good, honest food. Their drinks program is nothing to scoff at either, with a dedicated bar and big screens littered throughout should you wish to catch the game. For more info check out [www.gilesrez.co.za](http://www.gilesrez.co.za).

When you've had a particularly hectic week, there's nothing better than a cold Pale Ale or Weiss to make all your problems drift away (in moderation of course). If you're a beer drinking veteran, or been swept up by the recent craft beer craze taking over the country's drinking scene, you only need head to one place - the Beer House. Well technically speaking, two places, as the Beer House located in Cape Town's Long Street, has been joined by another on the highveld, in Fourways across from Monte Casino.

Their 99 Bottle menu ensures that beers from across globe are only a draught tap or bottle cap away, taking a solid year to work through every flavour, should you be so inclined. Not just content with serving the golden nectar, the Beer House prides itself on educating its patrons, with a staff fully versed in the dark arts of brewing. Head to [www.beerhouse.co.za](http://www.beerhouse.co.za) for a closer look.



Beer House (Cape Town and Johannesburg)



Great Dane (Johannesburg)

Designed as a port of call for the pretty young things, Great Dane is one of many bars opening up in the Johannesburg CBD, more specifically Braamfontein, as the area has gone under a resurgence in recent years. If you're an up and coming creative, the Great Dane is where you'll be heading after a successful advertising pitch.

Along with its straightforward alcohol program, Great Dane dabbles in some gourmet hotdogs should you be feeling peckish, as well as showcasing a number of South Africa's up and coming DJs and bands. A great place for the young business crowd to meet after five, Great Dane is the venue you want to head to, if you're looking to be seen. Visit Great Dane's Facebook page at [www.facebook.com/greatdanebar](http://www.facebook.com/greatdanebar) for more.

Priding itself on sourcing the best in craft beers, arabica roasted coffees and seasonal dishes, The Foundry Cafe is a fantastic after work hangout for those wanting a good mix of food, drink and friends. With three distinct aspects to its offerings, The Foundry has a well thought out kitchen, craftbar and rostworks program to ensure that it has something to offer, whether you visit for lunch or dinner.

Featuring a standing bar, with TVs for sporting events, the Foundry also has a large dining area for those wishing to sit down to a great meal. Located in the trendy suburb of Parktown, the Foundry attracts a wide array of characters, often leading to one rubbing shoulders with those from weird and wonderful walks of life. Check out [www.foundrycafe.co.za](http://www.foundrycafe.co.za) to see what's on offer. **TSB**



The Foundry Cafe (Johannesburg)



# All-Conquering SUVs

Whether it's dashing out of the office to meet clients or escaping the city for a weekend getaway, SUVs are proving more popular than ever. Two noteworthy options are the Nissan Qashqai and Mercedes-Benz GLA.

**W**hen the Japanese design and build a car, it remains well made, and same principle applies to the new 2014 Qashqai. Interestingly named and uniquely styled, the Qashqai has a lot going for it in the SUV stakes, offering drivers a little something different from the norm. Described as an "urban triathlete" by Nissan, the Qashqai has an unmistakable profile married with plenty of real world practicality, lending itself well to use as a suburban people carrier or quick inner city navigator.

#### Premium for less

The Qashqai features a number of orientations and drivetrain options for drivers to mull over when deciding to purchase. The top of the range 1.6 DCI Acenta AWD grabs our attention and carries with it a competitive price tag of R384 000, designed to sway drivers over from the smorgasbord of SUVs available nowadays.

Focusing on the aforementioned Acenta AWD, it features Nissan's new Xtronic CVT transmission, aimed at enhancing

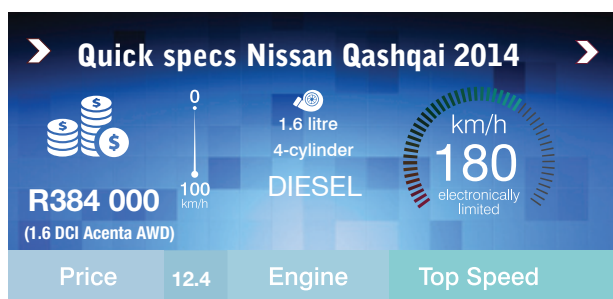


both responsiveness and fuel efficiency, which are both growing concerns for any driver. To that end, the 1.6 DCI version found on the Acenta AWD produces a respectable 96 kW of power, along with a CO<sub>2</sub> emissions rating of 139 g/km. Added to this is an estimated fuel consumption of 5.3 litres per 100 kilometres.

One of the other enhancements touted on the Acenta is a 4x4-i mode, maximising the vehicles traction for specific ventures off-road, incorporating a range of sensors measuring the degree of wheel slip for each wheel itself, and then instantly re-distributing the car's torque to compensate. The upshot of all this means traction remains stable and responsive regardless of the surface driven on, or whether it be dusty dirt road in Dullstroom or mounting a curb in Rivonia.

#### Comfort and quality

For the R384 000 that the Acenta AWD Qashqai will cost, drivers are getting plenty of car. Not only does it feature all the drivetrain and driving technologies listed above, it also comes with large 19" alloy wheels, adding a bit more height while cruising. Speaking of which, included is Nissan's Cruise Control, along with Safety Shield, a built-in technology that combines all of Nissan's traction and braking controls into one seamless system. If you're an urbanite looking to move on from a hot hatch to something a little more all-conquering, then the Qashqai is a top choice.

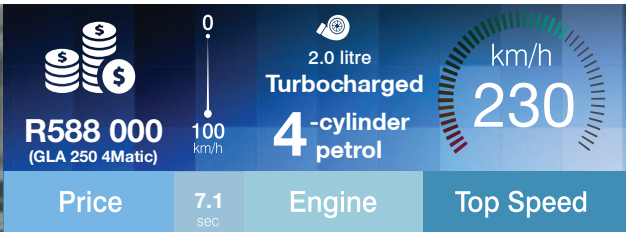




## Mercedes-Benz GLA

If your taste in cars has a distinct European flavour to it, then a SUV worth considering may just be Mercedes-Benz's new GLA. Sitting slightly lower than one's traditional SUV, the GLA is seen as being far more dynamic, according to the Stuttgart-based manufacturer. Whether viewed from the side or front on, the sweeping muscular contours of the GLA are quite distinct, and in many respects looks like the bigger brother to Merc's impressive hot hatch, the A45 AMG. Indeed, those looking to make the step up from the robot racers to something a bit more versatile and pragmatic, would be hard pressed to find a more intriguing SUV than the GLA.

### » Quick specs (Mercedes-Benz GLA) »



### A different breed

The entry-level model GLA 200 is priced at a cool R420 000, so opting for this luxury SUV does come at a cost, with the top of the line GLA 45 AMG commanding a sizeable R755 000. If that proves a little too rich for your blood, then the slightly less expensive GLA 250 4Matic may be right up your alley at R588 000. It certainly piqued our interest as the savviest in the GLA class, from a price and performance perspective at least.

Fitted with a four cylinder engine, the GLA 250 4Matic boasts an impressive 0-100 km/h time of 7.1 seconds, made all the more so given the fact that it weighs almost 1.5 tons. This is part in thanks to its engine generating 155 kW of power as well as 350 Nm of torque. Not just quick off the mark, the GLA 250 can hit a top speed of 230 km/h, which makes it perfectly suited for those who don't mind speeding tickets on the way to the coast. All of this is placed behind a very distinctive front grille, featuring the same contours and headlight cluster we've seen in many of Merc's coupés of late.

### Standout

The local SUV market is saturated at best, with plenty of manufacturers vying for the perch that Land Rover's Evoque seems to control. If you're wanting an SUV with a striking silhouette, coupé styling and people carrier sensibilities, then Mercedes-Benz' GLA class is well worth a gander. Featuring more than enough power, and a solid array of equipment and accessories, the GLA 250 4Matic is certainly our standout choice. **TSB**

# The Business Guide to: GOLF



It's a cool summer morning on the Highveld and your four ball stares on as you size up the fairway. Newly polished three wood in hand, this is your chance to impress your colleagues. While your game might be lacking, at least our equipment rundown will ensure you look the part.

## Tools of the trade

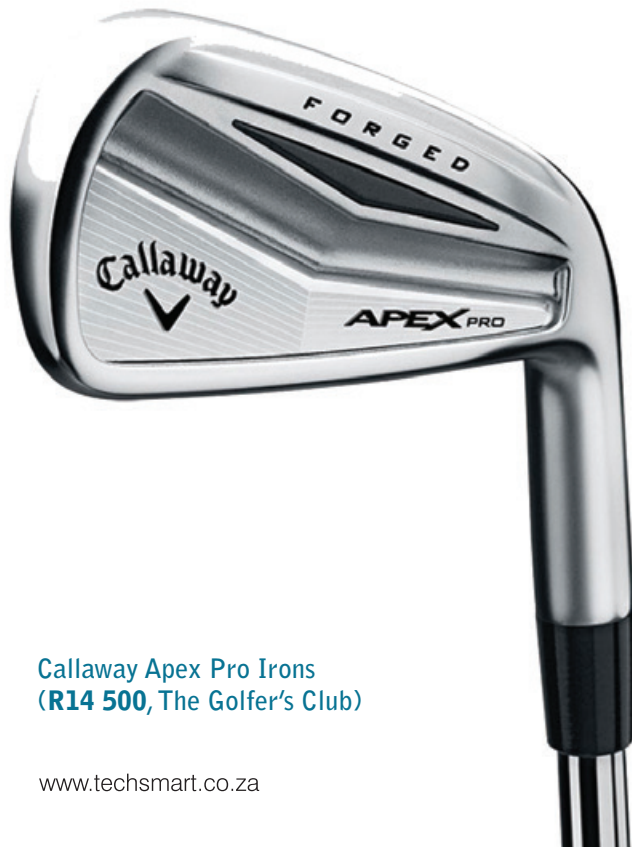
When teeing off from the box, **Cobra's BiO Cell Driver** (R4 000) should be your first port of call, providing maximum distance while increasing the degree of control and forgiveness, thanks to a large sweet spot. The BiO Cell integrates a unique pocket within the driver head to remove weight from the clubface and improve ball strikes.

Once you make your way onto the fairway, an all-purpose well-rounded range of irons are also a worthwhile investment, ensuring your short game is precise and efficient. One of our favourites is the **Callaway Apex Pro Steel set** (R14 500), providing forged carbon steel bodies with a thinner than normal clubface, making them a great acquisition regardless of your handicap.

**Cobra BiO Cell Driver (R4 000, The Golfer's Club)**



Finally, to sink that all-important 10-footer with consummate ease, we suggest the **Wilson Vizion** (R1 300) putter which features an I-Lock system that brings the golfer's line of sight directly over the ball while putting.



**Callaway Apex Pro Irons (R14 500, The Golfer's Club)**



**Wilson Vizion Putter (R1 300, The Pro Shop)**



## Added extras

As with most things, it's some good accessories that makes playing just that bit easier. For example, the right choice of glove makes all the difference in terms of grip strength and durability, and ensures that your hands stay free of calluses come Monday morning. Again, there are a plethora of options out there, but **Callaway's X-Spann gloves** (R250) are real standouts, providing both comfort and control.

**Callaway X-Spann Glove (R250, The Pro Shop)**



**Nike RZN Golf Ball (R43, The Golfer's Club)**

Not all Golf balls are created equal, and **Nike's RZN** (R43) offering are one of the best options out there, thanks to their interlocking core design to provide greater speed through the air and distance to boot.

## Finding your way



**Garmin Approach G7 GPS (R4 900, [www.garmin.co.za](http://www.garmin.co.za))**

The world of tech has also joined the world of golf, with a number of rangefinders, course mappers and GPS watches proving welcome aids to one's golfing arsenal. If you're looking for a trusty handheld range-finder, we'd suggest the **Approach G7** from **Garmin** (R4 900), packed with the company's GPS technology and a nifty 2.6" multi-touch display.



**TomTom Golfer GPS Watch (R3 500, TBA)**

Should you wish something a little sleeker, the soon-to-be released **TomTom Golfer** (R3 500) might be more up your alley, serving up a trusty and easy-to-use wrist option that will not impede your game. With an estimated 34 000 international golf courses pre-loaded onto it, the Golfer can also direct you to

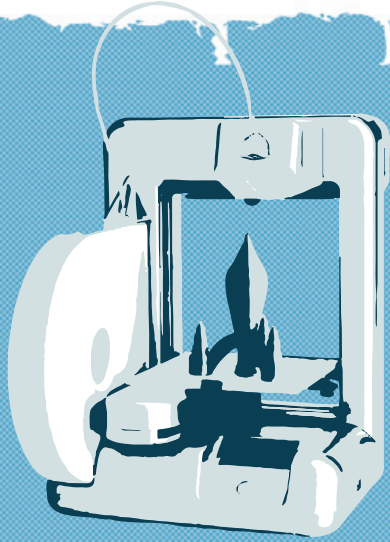
the nearest course, if you want to squeeze in a nine hole game. **TSB**

**Ping Staff Bag (R8 000, The Pro Shop)**

One of the most vitally important accessories is a stylish golf bag. For this we're quite fond of **Ping's Staff Bag** (R8 000), which is fitted with a six-way reinforced top to house all your clubs, as well as plenty of compartments and space to carry anything else you'll need to last through 18 holes.

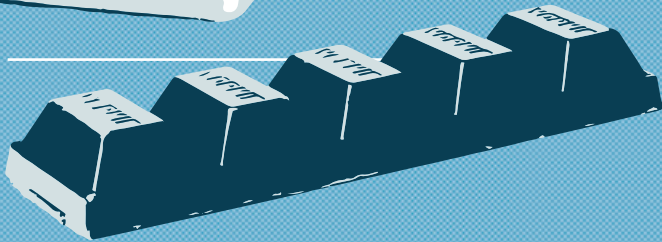


# SAY WHAT?



## 217 350

Number of 3D printers expected to ship in 2015. Shipments will double every year between 2015 and 2018. In the latter year 2.3 million printers will be shipped.



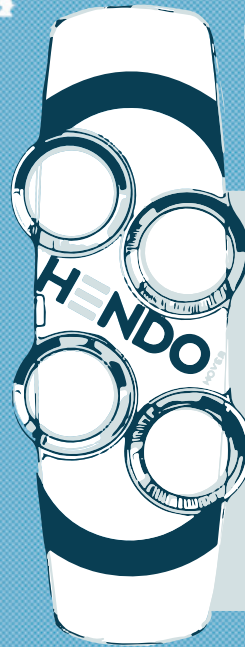
## CHOCOLATE = BETTER MEMORY

A new study by Columbia University Medical Centre noted that a naturally occurring substance in the tasty brown stuff might just improve the function of part of the brain related to old age memory decline. Eat up!

## 2020



The date by which Johannesburg should reach Smart City status, with the Jo-Toria region (Johannesburg, Sandton, Randburg, Midrand, Centurion and Pretoria) counting 6.8 million inhabitants by this time. This according to research from Frost & Sullivan, in partnership with Hitachi Europe Ltd.



## THE HOVERBOARD IS HERE!

Marty McFly would be proud of the Hendo Hoverboard, which is now gathering funding via a Kickstarter campaign. It works via magnetic levitation, but requires a special surface to hover on. A small \$10 000 bags you one.

## You Tube

### YOUTUBE SUBSCRIPTION?

Tired of those nasty ads before YouTube videos? A paid subscription service might be coming from Google, which will make videos ad free. No word yet on time-frame or cost.

### 6.6-HECTARE

The size of a planned solar-field in the Camdeboo municipality in the Eastern Cape, forming part of a massive 66-hectare South African flag made up from coloured desert plants.

# The Q+A Sessions

We asked, they answered. What do you think is the IT industry's biggest challenge at present that most urgently needs to be addressed?



**JJ Milner,**  
 Founder,  
 Global Micro

I have concerns around the 'build it and then figure out a commercial model later' approach because I think at some point that is going to create a lot of risk for customers. You have those who are losing money hand over fist in certain sectors and my concern is what that does to the industry as a whole. I think that some sanity around the commercials of funding businesses needs to prevail and simply growing as big as you can, and having these winner-take-all businesses is probably a problem.



**Dewald Booyesen,**  
 Chief Technology  
 Officer,  
 Plessey

One of the biggest challenges facing IT is the uncertainty within the current economic environment and how it is influencing IT departments' decisions to support current and future business needs. IT is currently short-term focused, which might appear as a safe option, but could have a negative impact on long-term plans to justify investments into ICT infrastructure (including supporting infrastructure), which is making it difficult to derive the maximum business value from decisions made in the short term.



**Warren Olivier,**  
 Regional Manager  
 of Southern Africa,  
 Veeam Software

IT systems of the past 15 years are unable to provide continuous access to information. Companies need to establish the always-on business with new solutions for data availability that have been purpose-built for the modern data centre. Offerings now exist that matches Recovery Time and Point Objectives of less than 15 minutes for the majority of application and data.



**Craig Freer,**  
 Head of Products,  
 Vox Telecom

One of the most prevailing challenges that the industry faces, is the need to continuously create and provide purpose-driven innovative products and services. And in order to do this, the industry needs to find and commit time to engage with customers in an effort to deliver the product and service innovation that customers require to advance their businesses.



**Simon Bromfield,**  
 Territory Account  
 Manager,  
 SSA Adobe  
 Systems

The shift in emphasis from IT managing all aspects of hardware and software procurement, to line of business ownership, has created significant challenges for IT management. Instead of dealing with one central unit or vendor, IT are now being forced to work with multiple vendors and technology providers. The one size fits all mentality is no longer applicable and IT needs to shift its thinking to meet these challenges in the future. **TSB**



## Do business. **Wherever** you need to do business.

Whether it's down the road, the other side of town or across the wildest plains of the African continent, Broadsat from Broadlink will take your business connectivity to wherever you need to do business. Even in areas where no other services exist.

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