Digital & Social Media
Considerations and Trends for Enterprise Business

Tomorrow starts today
# Table of contents

<table>
<thead>
<tr>
<th>01</th>
<th>Introduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>02</td>
<td>Leveraging the Power of Digital and Social Media</td>
</tr>
<tr>
<td>03</td>
<td>Digital and Social Media as a Tech Lever</td>
</tr>
<tr>
<td>04</td>
<td>Implementing a Digital and Social Media Strategy</td>
</tr>
<tr>
<td>05</td>
<td>Telkom Business’s Solutions to Enable Digital and Social Media</td>
</tr>
<tr>
<td>06</td>
<td>Glossary of Terms</td>
</tr>
</tbody>
</table>
This is increasingly important as new technology has begun changing the way customers interact with companies. Access to technology such as smartphones, which are always on and always connected, has affected every step of the customer experience life cycle. Clients have the opportunity to augment the decision-making process with additional information at any point. They also have different expectations about their relationship with a brand or company as digital and social media lower the barriers of contact and feedback.

Digital technologies can also change how companies view their clients. They can gain greater insight into client preferences and interact with them in a more meaningful way. They can also more effectively track and map the customer journey and have the opportunity to add value at every stage of the customer experience life cycle.

Digital and social media can be an important technology lever in business. It allows the company to build customer profiles from targeted sales and service and form a more integrated view of the client by collecting information from a wide range of sources.

This enables more intelligent customer segmentation and increases opportunities for up-selling and cross-selling various products. It also enables companies to identify their most valuable customers and helps to retain them.

It is also a way to communicate with customers and gain deeper insight into their wants and needs and has the potential to seriously impact the overall customer experience.

There are also challenges around digital and social media that companies must learn to deal with. The advent of social media has created an expectation of availabilities for companies. There is an expectation that companies will be both willing and able to interact through social media, responding to customer queries and complaints in near real time. Where, previously, a company would be judged by its words and actions, it is now also scrutinised for inaction and silence. A company cannot ignore what is being said about it online and must be able to respond quickly and intelligently.

While social media can be a great platform for companies to communicate with their customer base, it is essential to do so in a way that will not be harmful to the brand. A fragmented, poorly managed social media presence can be detrimental to the image a company wants to convey.

Companies must also keep in mind that they cannot control what their consumers choose to say about them on social media platforms. They should therefore
ensure that their social media presence is well monitored and that there are processes in place to mitigate any potentially damaging incidents.

Digital and social media can therefore be a powerful tool for companies, provided they are approached strategically and are well implemented in order to gain maximum value.

Digital and social media can be used as an important element in ongoing business strategy. There are three main strategic areas that companies need to address when looking at how to leverage digital and social media:

1. Digital and social media capabilities as part of a broader digital strategy
2. Digital and social media as a way to improve customer experience
3. Digital and social media as part of an omni-channel strategy

1. **Digital and social media as part of a broader digital strategy**

   The customer is constantly evolving, to remain relevant in the digital world companies need a comprehensive digital and social media strategy that is fully integrated into the core digital strategy of the business. To implement a successful strategy, there needs to be an enterprise-wide

   appreciation for the potential impact it can have on the business, only then can the business undergo the required transformation, from the inside out.

   The process of connecting business ideas and priorities to the possibilities offered by social media can be challenging and requires a clear vision around what the company wants to accomplish. Without this, social media initiatives can be stunted by limited budget and resource allocation.

   “If you make customers unhappy in the physical world, they might each tell six friends. If you make customers unhappy on the Internet, they can each tell 6,000.”

   **Jeff Bezos,**
   **Amazon Founder/CEO**

**Leveraging the Power of Digital & Social Media**

1How to Transform Digital Customer Experiences for the Connected Customer – Altimeter Group – 2014
Currently, social media are often exiled to a small section of the marketing department. This can lead to social strategists, who have a very narrow view on customer interaction and do not fully comprehend the end-to-end customer journey.

By trapping the social media function in such a narrow silo, the company can lose out on the additional functionality and insights that a well-managed social media function can provide.

An effective social media strategy should encompass a broad range of digital capabilities that align technology and business input across departments and teams within a company. It can be used not only to plot the entire end-to-end customer journey but also to augment other business functions within the company.

There are many different ways that digital and social media can be utilised within a company. The Human Resources department might use a platform such as LinkedIn to source and screen potential job candidates as well as building the company’s brand as a potential employer. It could also be used as a way of interfacing with current employees, uncovering any issues they may have with their working environment or uncovering unprofessional behaviour.

For product development teams, social media can be a rich resource from which they can gather new product ideas. This also creates a feedback mechanism, allowing them to identify common issues with current products and ways to augment and improve them.

In terms of customer insight, social media can provide business intelligence teams with a 360 degree view of customers, providing insight into their purchasing behaviour, likes and dislikes, segmentation, and satisfaction with a product or service.

For the marketing department, social media provide a platform for both customer engagement and acquisition. Social media platforms can be used to release content that sends a specific brand message and generally creates brand awareness and loyalty, which can become customer advocacy.

Sales teams can also use social media to optimise social selling. By allowing for open, near real time conversations with customers, social media platforms can become important sales channels. New social-commerce initiatives are also enabling customers to complete transactions through social media platforms.

Social media can also be important from a legal or reputational standpoint within a company. By claiming and creating social media accounts across the various social media channels, a company can take control of its brand identity online, protecting its trademark and online reputation. A strong social media presence will discourage and discredit third parties that may pose as a company online in order to mislead or otherwise defraud consumers.

This all shows that social media can be an integral part of any digital business strategy.

2. Digital and social media as a way to improve customer experience

Digital and social media are disrupting the way customers interact with companies. Mobile technology, combined with social media, has made feedback easier and more immediate than ever before. It also affects how people connect, communicate and discover information, changing the traditional customer journey and life cycle.

Customer engagement has become social, it is mobile, and it happens in real time. In order for a company to take advantage of this, it must adapt to the new technology and focus on the new customer journey. This will open new digital touch points for customer engagement.

Companies therefore need to adjust their sales, product and marketing strategies to be more social, personalised, and customer-driven. This will lead to better customer retention through improved customer experience. By using targeted, personalised communication over social media channels, companies can create a connection between the customer and the brand, which will increase loyalty.

To this end, digital and social media can help companies connect with the customer on three different levels2:

1. **Assist the customer** – social media channels can help the customer to navigate different services or to provide additional information on products.

2. **Know the customer** – social media can help companies understand customers’ preferences and anticipate their future needs.

3. **Value the customer** – by engaging with customers through social media, recognising their loyalty and rewarding them for it, the customers feel valued and can become advocates of the product or brand.

Customer experience can be defined as the sum of all interactions a customer has with a brand or company, throughout the customer experience life cycle. A good customer experience can create loyal customers who will be responsible for repeat business and act as brand ambassadors for a company’s product or service. It is therefore extremely important for companies to invest in their customer experience. By designing, supporting and enforcing a positive customer experience across all social media platforms, a company can go a long way

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Modern Customer Care In a Multi-Channel World - Oracle White Paper - 2015
towards supporting its sales and marketing efforts.

According to the Altimeter Group3, there are five basic stages of customer engagement:

- Awareness and discovery
- Consideration and information gathering
- Selection and transaction
- Use or consumption
- Inactivity or advocacy

Social media platforms can be used at any of these stages to augment and improve the customer experience. They can also enable further interaction after the fifth stage as it provides a space for consumers to interact with the brand, giving feedback on their experience with the product.

While a positive or negative customer experience may be personal to a customer, it is also a ‘social object’. That is, customers have the power to share that positive or negative experience with their social group. While in the past this might have been limited to their immediate friends and family, with the advent of social media, these experiences can be shared with increasingly large networks of people.

The value of the interaction therefore goes beyond a single client interaction. The impression that a company makes can be shared and discussed to the point where it influences people who have never interacted with the brand or company themselves.

All customer engagement has one of three outcomes, it adds to the customer experience, takes away from the customer experience, or does nothing. By implementing a well-executed social media strategy, companies can improve product experience, customer support, and customer loyalty programmes, all of which can contribute to a more positive customer experience.

3. Digital and social media as part of an omni-channel strategy

By offering consistent service across a number of digital and social media platforms, which are available through a range of devices, companies move closer to offering a omni-channel experience.

Self-service channels, enabled by digital and social media, can be convenient and easily accessible, helping organisations to more easily attract and retain customers.

Customers do not see different departments, they only see one company, or product, or brand. It is therefore essential to present a unified and consistent experience across all channels, including all social media channels.

Social media are also an important tool when considering the customer’s ‘channel of choice’. The so-called millennial generation (people born after 1990) consider social media a preferred customer engagement channel.

In a 2014 Dimension Data report4, it was stated that millennials selected the telephone as their least desired service channel, with email, SMS, mobile apps, and social media all being far more popular.

Even the slightly older generation X (born between 1961 and 1989) prioritise email and social media channels over telephonic interaction. Only the baby boomers (born between 1945 and 1960) still prefer the telephone as a primary service channel.

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3How to Transform Digital Customer Experiences for the Connected Customer – Altimeter Group – 2014

© Telkom | 2016
Modern connected customers no longer adhere to the traditional customer journey. They now have a number of potential channels through which they can conduct business with a company. Organisations need to be aware of this and ensure that customers are able to connect with them through their channel of choice. Companies must also be able to provide a consistent and seamless customer experience regardless of the channel.

While customers may start and complete a transaction in a single channel they also require the option of moving between channels.

**Figure 1** shows how a customer might move between channels for a single purchase during the end-to-end customer journey.

Customers understand that different channels have different capabilities and limitations and will therefore use the channels that provide them with the most utility according to their needs. For example, customers may find it easier to research the best price for a product online but still prefer to purchase it in-store, instead of waiting for delivery. Similarly, customers in-store may prefer to look up the specifications of various products on their mobile devices while they browse, instead of engaging a sales assistant.

The advent of digital and social media also means that there is the opportunity to lengthen the customer journey beyond the in-store experience. Customers can be exposed to products through social media before ever going into the store. There is also a much greater opportunity for feedback as social media lower the barriers to contact with companies.

It is therefore important for companies to provide consistent feedback across all channels and optimise the customer’s channel of choice with the requisite knowledge and support.

*In the 2000s, phone calls made up 65% of customer service interactions, in the 2010s this number has dropped to 33%.*

**Jeff Bezos,**
 **Amazon Founder/CEO**
Figure 1: the omni-channel customer journey
Telkom Business has identified digital and social media as one of the key technology levers in a digital business strategy. As businesses become more digitally integrated, it is important to think about how digital and social media can be used in conjunction with other technologies.

Digital and social media as part of the SMAC stack for business

While social media are a uniquely powerful tool, they can also be used in conjunction with other key technology levers to create greater digital insight and strategy in a company.

One such model is to create a ‘SMAC’ stack within the business. SMAC refers to a set of foundational technologies that have become increasingly important in business. It stands for Social, Mobile, Analytics and Cloud. In order to successfully implement the ‘SMAC stack’, companies need to adopt these products and services in an integrated way that allows them to deliver agile and effective customer service.

An example of a business that effectively uses the SMAC stack would be an online media streaming service.

This strategy will only be effective if all the components work together in an ecosystem. For example, social media interaction is provided through mobile channels, this provides data that can be collected and stored in the cloud, powerful analytics tools can then be applied to this data, delivering real-time insights into customers' wants and needs. This can then be used to re-engage with clients through the social media channels in a more meaningful way, providing the customers with a more personalised experience.

While each of the four components in the SMAC stack is an important business enabler, by integrating them, a business can ensure better engagement with customers across a consistent omni-channel environment.

Social media and big data

Businesses now have the potential to utilise the power of social media as an extended source of customer data. They can be used to better understand customer behaviour and map new customer journeys as well as redefine them. This gives companies the opportunity to create experiences that show the knowledge of the customers and their preferences and offer a seamless interaction experience.

Companies can use the data provided by social media to not only form strategies and campaigns to better communicate with customers, but can also track and measure the impact of those campaigns, evaluating their performance and results.

Social media platforms are allowing companies to collect more data than ever before. While they are a way for companies to reach customers and gain insight into their wants and needs, it is important to be able to make sense of the information that is being gathered. Without proper analytics, the customers' data will just become senseless noise and will not lead to meaningful or insightful action.
Advanced analytics are used to recommend films and TV programmes tailored specifically to the preferences of the individual client.

Users can share thoughts and opinions on what they have been watching with their online social networks.

Content is streamed from the cloud, not stored on the users’ devices, allowing them to access it from any device or location.

Clients stream media across a number of devices, including mobile ones.

Figure 2: Example of the SMAC Stack being used by an online streaming service.

Figure 3: The cycle of data-driven customer engagement
Implementing a Digital and Social Media Strategy

In order to capitalise on the opportunity that digital and social media can provide to a business, organisations need to establish a solid social media strategy with processes, frameworks and workflows through which social methods should be executed.

Formulating a digital social strategy should be a cross functional task designed around optimising the customer experience. It should include roles, responsibilities and specific functions for all groups involved, including marketing, PR, IT, sales, customer service, product management, executives, etc.

Communication, education and management are key to a successful digital and social media strategy. It is important to assemble a qualified, cross departmental team to develop key digital and social media strategies and educate key stakeholders along the way. This will enable the company to streamline and scale digital transformation efforts.

There are several key components that must be in place in order to successfully implement an integrated digital and social media capability.

Planning and objectives

The first step in implementing a social media strategy is to plan what the company wants to achieve with its social media presence. This includes looking at which social media channels to utilise as well as understanding how customers are using social channels and formulating strategic goals where social media will have the most impact.

Create a presence

Companies must then create a presence across the social media channels of their choice. This involves setting up profiles and populating them with information and imagery that create a strong brand identity. This should be consistent in look and feel across all social media channels in order to give the customer a unified view of the company. At this point, companies should also begin to include social as a customer interaction channel, extending marketing efforts to the social channel.

Engage

Once the social media channels have been set up, companies can begin to use them to engage with customers. This could be through content generation and sharing or receiving and responding to feedback on products and services. This also involves building follower numbers and creating meaningful social connections with customers.

Optimise

Once the social media platforms have an established base of followers, the company can begin to optimise the various social media channels. At this point it is also important to create a way to scale current efforts. The company should establish a governance framework and institute processes, checks and workflows to ensure the integrity of any content that is published. There should also be formalised procedures in place, responding to negative feedback and other social crises.

Monitoring and reporting

There are several different levels on which companies should monitor their social media presence. First, there is a compliance level. This looks at the workflows that are used to conceive, generate, approve and post content on social media. Ensuring these are adequately implemented will enable the company to publish high-quality content that presents a uniform experience to the client.

Second, companies should compile a brand report. This creates an overall assessment of the brand’s reputation across the various social media channels. It should include a social listening aspect that looks...
at what is being said about the company or brand across all social media channels. By combining this with an overall assessment of any engagement and feedback, a company can produce an overarching report that looks at the company’s entire online presence.

This should look at any potential threats to the brand and how they will be mitigated, as well as opportunities for improving the current social media output.

Some of the factors that will help a social media strategy reach maturity and see ongoing success include:

1. People

The employees within a company can be a powerful tool for driving social media reach and engagement, if they are encouraged to contribute to the social media conversations and promote them within their own network.

2. Tools and platforms

When implementing a successful social media strategy, it is important to utilise the right management tools. These can range from simple publishing tools to advanced dashboards with powerful analytics functions. These tools should provide reporting on a campaign or interaction level, and functionality that can be integrated with other business tools such as the CRM system.

3. Media

Companies must ensure that their social media strategy is cohesive and that there is a consistent message being put out across all social media channels. Companies must also be creating content for their social media channels that will be engaging to users.

Telkom Business knows that increasing digitalisation will have a huge impact on the future of many companies, and implementing a digital and social media strategy will be an important part of this.

Digital is becoming an important disruptor across many industries, affecting the entire customer and product life cycle. Digital and social media are enabling companies to offer a seamless multichannel presence that can assist in building customer loyalty through meaningful customer interaction.

In order to successfully implement an integrated digital and social media strategy, organisations must ensure that they have the necessary underlying connectivity and infrastructure. Telkom Business has the power to help companies become part of the new digital reality through a solutions-based collaboration. Telkom Business’s solutions strategists will work with companies to devise the correct strategy for meeting digital needs.

Capability

Telkom Business is a leading technology solutions provider with an extremely wide geographical coverage. It is the only service provider that can offer true and affordable convergence across fixed, mobile, data and cloud. Telkom’s key differentiators distinguish it from other providers and make it the partner of choice for fully converged coverage of communications, cloud, mobile and integrated business solutions.
### Telkom & Business Connexion key differentiators

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<th>Largest, most reliable fixed network</th>
<th>Leading POP Infrastructure &amp; backup</th>
<th>World-class Unified Communication services</th>
<th>Best mobile data network in South Africa</th>
<th>Innovation in M2M and POS</th>
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<td>About 147,000km of fibre across South Africa</td>
<td>Most extensive POP infrastructure – IP Net, Exchanges, Fibre distribution points, Internet POPs, Internet breakout, international investment in undersea cables</td>
<td>Hosted/virtual PBXs</td>
<td>98% population coverage in SA</td>
<td>Telkom is the only service provider to include advanced M2M and PoS, complementing traditional connectivity</td>
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<td>Multiple redundancy, best availability and uptime in SA</td>
<td>Data Centre backup (9,700 square metres of hosting)</td>
<td>UC ready network (rich media capable)</td>
<td>Sites: LTE, 3G</td>
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<td>Manage data network sites sites: 47,000+</td>
<td>Device management</td>
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<td>2,643 mobile base stations constructed at 30 September 2015</td>
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<td>Internet subs: 560,000+</td>
<td>Advanced UC with collaboration and telepresence</td>
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<td>High data quality and speed with extensive LTE coverage</td>
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<td>World-class network monitoring and management (24x7)</td>
<td>End-to-end SLA and network prioritisation</td>
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<td>Application performance monitoring</td>
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<td>Network &amp; application performance management</td>
<td>Converged Communications</td>
<td>Cloud and IT services</td>
<td>Wi-Fi hotspots</td>
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<td>Manage user-experience, networks and applications</td>
<td>Introduce Unified Communication platform and services</td>
<td>Provide all integrated IT, data centre and cloud services</td>
<td>Campus Wi-Fi roll-out in customer locations</td>
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<td>Deliver QoS classes for applications</td>
<td>Hosted IP Contact Centre</td>
<td>11 Data Centres in South Africa. 3 x Tier IV design certified</td>
<td>Free access to Telkom’s existing Wi-Fi hotspots as part of Mobile data offer</td>
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<td>Manage IT assets in the data centre and cloud</td>
<td>ISO20000 certified for hosting</td>
<td>Faster time to market</td>
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<td>Full range of Cloud solutions (Public, Private, Hybrid) offering IaaS, PaaS and SaaS</td>
<td>Business requirement based IT solutions</td>
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<td>Telkom &amp; Business Connexion key differentiators</td>
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<td><strong>Leader in Data Centre Services in South Africa</strong></td>
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<td>BCX’s Tier IV designed-certified data centres are the benchmark for hosted information systems and applications</td>
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<td><strong>Data Centre Facilities Management and Operations</strong></td>
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<td>Infrastructure as a service</td>
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<td><strong>BCX’s operational expertise combined with its management skills and experience in customer services enables the group to deliver data and facilities management ensuring a connected world at all times</strong></td>
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<td><strong>Open Systems Support Services (UNIX, LINUX)</strong></td>
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<td>Computing as a service</td>
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## Leader in Application Services, Application Development & Application Outsourcing

- **Application Services** provides trusted application development capabilities supported by defined methodologies to plan, design, and build quality applications.

## One of the largest Industrial Solutions capabilities on the continent

- **Energy & Industrial Solutions** provides an in-depth understanding of the industrial sector enabling us to provide stable and reliable ICT environments that are effective and efficient, improving production, maintenance, quality and inventory, bridging the gap between factory floor and the boardroom.

## The largest ICT Service Provider to the South African Retail Space

- **Africa’s largest Retail IT POS Maintenance Service Provider**
  - Providing services to 8 of the 10 Top 100 Listed JSE Retailers and most of our customer contracts have been in place for >15 Years
  - Presence in 74 locations throughout Southern Africa
  - Mirrored support provided to >180 Retail Stores in Ghana, Nigeria, DRC, Angola, Zambia, Malawi, Mozambique and Uganda
  - Full turnkey specialised services provided
  - Retail IT Infrastructure Break Fix Services including Desktop Support Services
  - Workshop Repair Services
  - Warehousing
  - Specialised Procurement – value added supplier (BBBEE)
  - Project Management
  - Research and Development
  - Cabling
  - Provides SAP oriented services, Postilion and JDA-related and business process optimisation services to large and medium size retail businesses
  - Specialist retail supply chain, merchandise and store expertise focused on process and system optimisation
  - Provides SAP oriented services, Postilion and JDA-related and business process optimisation services to large and medium size retail businesses
  - Specialist retail supply chain, merchandise and store expertise focused on process and system optimisation
  - Flexible, innovative and dynamic managed Private Cloud services for SAP and other business critical systems
  - Proactive management and improvement of service delivery underpinned by our dedicated command centre and optimisation team

## Full Business Consulting Capabilities

- **Business Consulting** provides Business Advisory, ICT Planning and Integration, Risk and Service Management Services
  - Business Advisory Services (BAS): Improving business performance and measurement; realising IT value, understanding changing business and operating models and managing change
  - ICT Planning and Integration (IPI): Using planning frameworks and methodologies to “architect” enterprise solutions; establishing EA centres of excellence and capability, aligning ICT to business; planning ICT strategies and underlying systems
  - Risk and Service Management (RSM): Optimising ICT processes; managing ICT Governance; improving IT service management; ensuring business continuity; identity management

## Services are focussed on creating a mobile platform and presence for customers.

- **Application Outsourcing** manages the full lifecycle of application development and application management for Enterprise and Corporate Clients

## Application Outsourcing manages the full lifecycle of application development and application management for Enterprise and Corporate Clients

- Accredited as an Eskom Energy Services Company (ESCO) which allows us to develop and deploy technology that will conserve power within the commercial and industrial environments.
Glossary of terms

CRM - Customer Relationship Management
IaaS - Infrastructure as a Service
IT - Information Technology
IP - Internet Protocol
LTE - Long-Term Evolution (also called 4G)
M2M - Machine to Machine
MDNS - Managed Data Network Services
PaaS - Product as a Service
PBX - Private Branch Exchange
POP - Point of Presence
POS - Point of Sale
PR - Public Relations
QoS - Quality of Service
SaaS - Software as a Service
SLA - Service Level Agreement
SMAC - Social, Mobile, Analytics, Cloud

SMS - Short Message Service
UC - Unified Communications
Telkom Business is a division of the Telkom Group organisation. We exist to serve the South African and African corporate, government and SME markets. Our passion is to seamlessly connect every business towards a digital future. Our solutions are offered end to end — ensuring that your business benefits from every economy of scale and superior service quality. Our solutions are customised by taking into consideration the role of the relevant technology trends; such as: fixed mobile convergence; mobility; machine to machine; big data; Wi-Fi; broadband; LAN; WAN; cloud computing; unified communications; digital and social media and others.

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Business Connexion is one of the largest ICT services providers in Africa when measured in terms of turnover, assets under management and staff complement. It remains one of the leading South African cloud-based services providers with offices in South Africa, Namibia, Nigeria, Mozambique, Tanzania, Zambia, Kenya, Botswana, the United Kingdom and Dubai. The company employs more than 6 800 people on the African continent and generates revenue in excess of R6 billion a year.

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