



COMPANY PROFILE

The Smart Idea Company (Pty) Ltd Reg No: 2016/427663/07 Vat Reg No: 4160277887

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14 Kyalami Crescent, Kyalami Business Park, Kyalami, Johannesburg

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Durban Office: +27 31 941 1850

12 Sookhai Place, Derby Downs Office Park, Westville, Durban

"IT'S REALLY A SIMPLE PHILOSOPHY WE CALL IT WIN-WIN." MD STEVEN TETLUK

'We believe that greatness exists within each of us. Our business is about people.

We create exciting and fresh environments in which people grow.

We drive growth in our people who deliver exceptional value to our clients.

When our people grow, our clients grow: As our people grow, we learn how to deliver better solutions to problems – some of which our clients don't know they have.

When we solve these problems, our client's businesses become more profitable (and we build their trust further).

When our clients' business grows, they tell their people and their clients.

When they tell their people and their clients, our business grows.

Steven Tetluk Managing Director

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4 **OUR STORY...SO FAR** A WORLD CLASS LEADER IN DOCUMENT SOLUTIONS

Previously part of the Reunert Group of companies, the company has had a credible history spanning many years as a business leader, serving the needs of South Africa's top companies. The company began life as Panasonic in the mid-80s and has retained its strength with this brand. In May 2017, Reunert Ltd agreed to uncouple the Distribution Business from the Direct B2B Branches. The Direct B2B business and the 3 branches were purchased by the current and previous senior management in an MBO in order to unlock greater value to the clients through a skilled, dedicated and innovative management team.

A NEW ENTITY WAS CREATED Smart Sidea GROWTH | THINKING | TECHNOLOGY



Authorised Dealer

₅ Copiermarket Smart · Certified

Copier market, a wholly owned subsidiary of The Smart Group (TSG) is a Level 4 B-BBEE contributor, with a specific focus on new and remanufactured Kyocera copiers, printers and Panasonic PABX systems. With the national financial and infrastructural backing of TSG, Copier Market has the unrivalled ability to provide cost effective office automation solutions to match any office or school/training requirement. Copier Market was borne to satisfy the ever growing need for office equipment rentals to clients who may not qualify for traditional financing options. We provide world class service and maintenance through TSG to a broad spectrum of clients, which includes Copier Market's innovative financing options and prepaid service agreements on remanufactured equipment.

Of course Copier Market, as a TSG company, also supplies and services new equipment and offers traditional financing options to SME's and large corporates, using the TSG backing and national infrastructure.



3 Year service warranty



Service plan, including toner



48 Point quality control



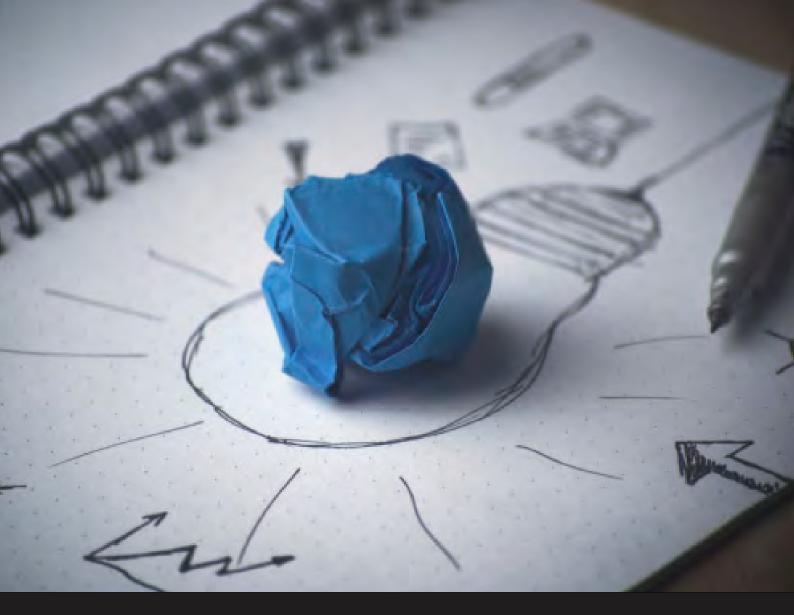
Free delivery, training and installation



On-site technical support



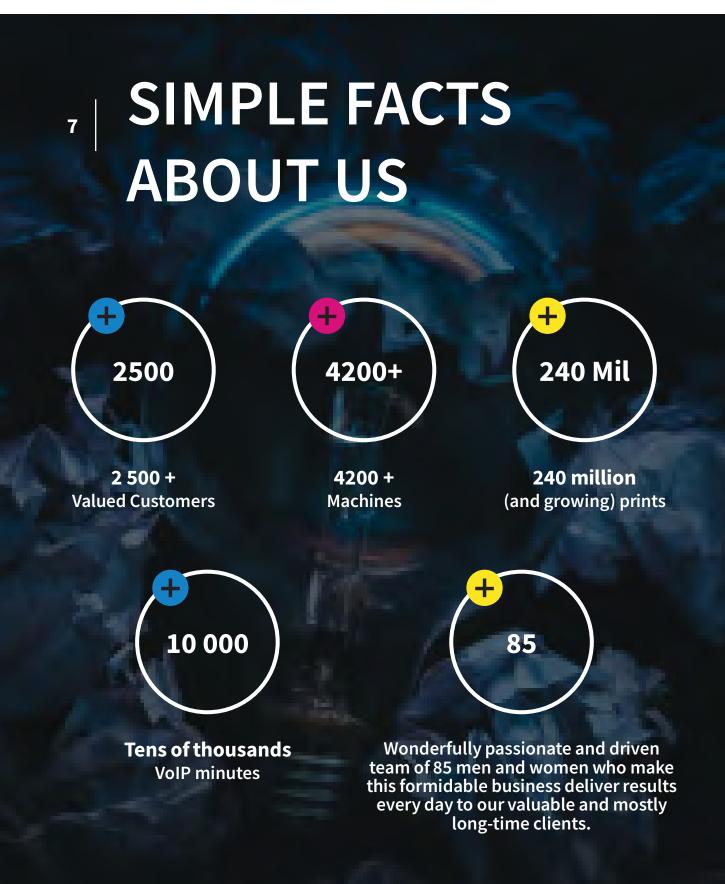
In-house rental facility



WHY WE EXIST

When our people grow, our clients grow: As our people grow, we learn how to deliver better solutions to problems – some of which our clients don't know they have. When we solve these problems, our client's businesses become more profitable (and we build their trust further).

When our clients' business grows, they tell their people and their clients. When they tell their people and their clients, our business grows.



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WHAT WE ARE HERE FOR

Smart Idea is an Authorised Dealer for PanSolutions which distribute the ever reliable Kyocera Document Solutions in addition to being an authorised dealer for the neversay-die Panasonic PABX business systems and an ECN Service Provider; accredited to install, manage and invoice VoIP minutes over the ECN Network. In addition to these global giants, Smart Idea has a Smart Surveillance, CCTV & Access Control product range, which has been specifically selected to enable your business technologically.

Decades of working with many leading companies has given us a birds-eye view of what good companies do better, enabling us to fine-tune our offering and innovate all ways.

STEVE TETLUK MANAGING DIRECTOR

The Group is led by MD Steve Tetluk (54), who has been in this industry since the early 90's, and involved with the Panasonic OA business in various forms as an employee and owner for 20 years.

GARETH WILMOT SALES DIRECTOR

Gareth Wilmot (45) leads the sales teams around the country as Sales Director, ably assisted by the various Branch and Sales Managers across the country – he has held various Senior Sales positions in the group since 2000, culminating in GM for the largest branch in 2014 – Gauteng.

OUR WEALTH OF SMART TECHNICAL SUPPORT WHO WE ARE

HAROLD WILSON TECHNICAL MANAGER (JHB)



MICHAEL ROMAN SERVICE SUPERVISOR (CPT)











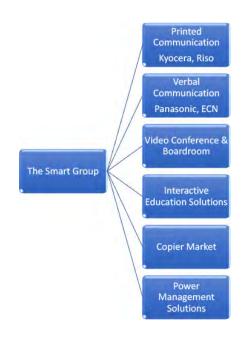


OUR STRUCTURE AND RANGE OF SOLUTIONS What we do best

WE ARE DRIVEN BY CREATING EXPERIENCES THAT DELIVER RESULTS FOR YOUR BUSINESS AND FOR YOUR CONSUMERS

LEADING BRANDS / OUTSTANDING PRODUCTS

Smart Idea has the capacity to support the largest electronics brands such as Kyocera Document Solutions and specialize in Document Management Systems where we design processes which optimize staff effectiveness through automating tasks; freeing up staff to focus on clients and not data capture - decreases costs and increases profitability and client retention. With our team of experienced professionals, we can help you to design and profit from the new economy.





ECN VOIP SERVICE PROVIDER

As an ECN VoIP Service Provider we can provide our clients with the ideal solution – it's not all and only about the "cloud" – many solutions are not ideal for this – so we rather understand the unique needs and design a voice solution accordingly.



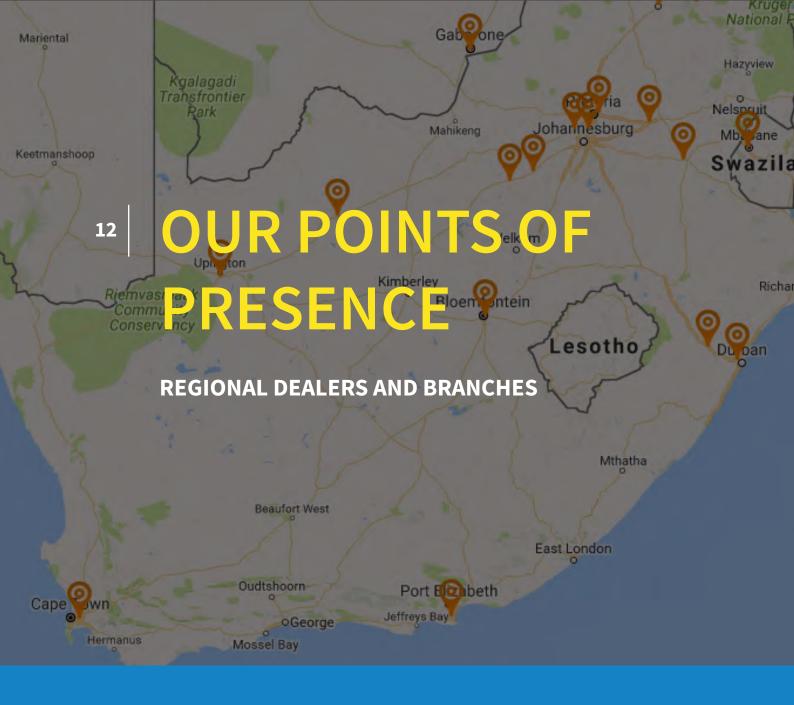


www.thesmartgroup.co.za



BRIDGING THE GAP BETWEEN TECHNOLOGY & BUSINESS

Serving the needs of business for decades, we have the latest technical knowledge and business acumen to create systems that not only ensures you get the most out of your assets, but streamlines real-time productivity. Providing a comprehensive range of business hardware combined with best of breed software applications, Smart Idea offers powerful tools to optimise your output. Through the services of highly professional IT Consultants, Smart Idea service bridges the gap between technology and business.



REGIONAL SALES AND SERVICE

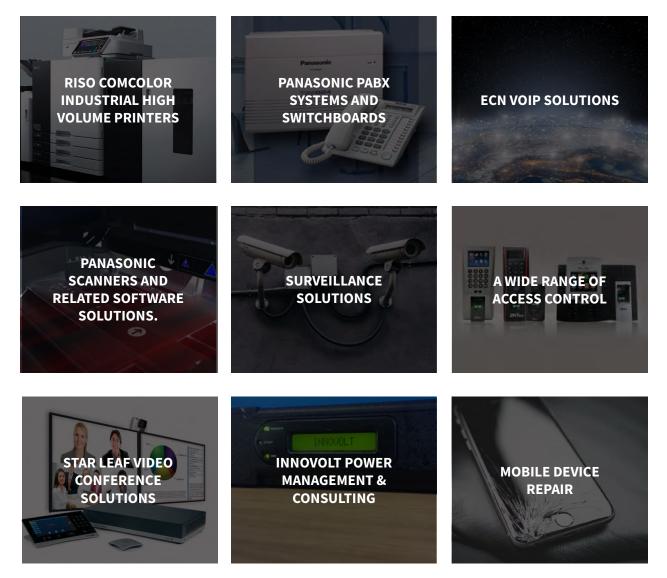
With our own nationwide footprint in Gauteng, Cape Town and Durban in addition to a 12 strong regional dealer network, we are ideally placed to effectively manage service and supply regionally for you.

SHORT PRESENTATION OF OUR SERVICES

And we can do more!

We offer a complete range business solutions including:





SMART CCTV SURVEILLANCE & ACCESS CONTROL And we can do more!

Smart Idea is one the leading suppliers of CCTV, Access Control and related electronic security systems in South Africa. We supply an extensive range of CCTV, Access Control & Intruder detection equipment from internationally acclaimed manufacturers.

We specialize in providing high quality Electronic security equipment in the following sector of the industry:		
ANALOGUE & IP CCTV CAMERAS	DIGITAL & NETWORK RECORDERS AND ENCODERS	VIDEO / FIBRE TRANSMISSION
BIOMETRIC SYSTEMS	NETWORK WIRELESS PRODUCTS	ACCESS CONTROL SYSTEMS & ACCESSORIES
MONITORS	OFFSITE MONITORING (VIDEO & ALARM)	INTRUDER DETECTION SOLUTIONS

Growth | Thinking | Technology

¹⁶ OUR HEAD OFFICE COMPLEX

14 KYALAMI CRESCENT, KYALAMI

14 KYALAMI CRESCENT, KYALAMI

With our Head Office based centrally in Kyalami, Midrand to effectively service the needs of our clients in Gauteng, Smart Idea offers nationwide service and support through a network of local PanSolutions dealers as well as our very own regional branches in Durban and Cape Town.

Meeting the needs of business and offering quick-turnaround with 24/7/365 service delivery (in our branches only) and a very responsive service in all regions in the economy. Furthermore, Smart Idea has direct access to a PanSolutions dealer presence in neighbouring countries in the region including Swaziland, Botswana, Mozambique and Namibia. Thus, extending innovation and service, beyond our borders.

Growth | Thinking | Technology

The Smart Idea Company (Pty) Ltd 15





PHALO BUSINESS SOLUTIONS

17 TRULY SOUTH AFRICAN INTELLECTUAL CAPITAL

Phalo Business Solutions (PBS), is 51% owned by Lumkile Matyunjwa with the remaining 49% owned by Smart Idea. As a company committed to transformation in South Africa, we have real transformation in process between TSG and PBS.

PBS leverages off the considerable logistics, managerial support and expertise of Smart Idea nationally.

"We at Smart Idea are thrilled to partner with the notable skills and passion which Lumkile exudes. We foresee great opportunities for Phalo Business Solutions as a Level 2 BBBEE contributor, to provide companies of all sizes with world class communication solutions including Data, Voice, Printed and Visual solutions to the greater corporate market", commented Smart Idea MD, Steve Tetluk on the announcement of the partnership between Lumkile Matyunjwa and TSG in Phalo Business Solutions.





CONTACT

Contact your friendly and professional team at any Smart Idea branches to find a solution for each of your unique technological needs.



GAUTENG BRANCH & HEAD OFFICE

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MANAGING DIRECTOR STEVE TETLUK

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SALES DIRECTOR

GARETH WILMOT

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Call us for a professional, personal and insightful site evaluation by one of our very smart representatives.

Browse our website: www.thesmartgroup.co.za

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