

COMPANYPROFILE

DEDICATED TO SERVICING YOUR NEEDS

# COMPANY PROFILE



*Getting it right for you. All ways!*

## PARAGON CELLULAR AND ALTECH AUTOPAGE BUSINESS SOLUTIONS - *Effectively Adding Value To Your Business!*

**DEAR VALUED CLIENT,**

*In today's modern business environment, it has become essential for businesses of all sizes to allocate a sizeable amount of expenditure budget to telecommunications, information technology and security solutions. The business operations in today's information age have become of such nature that it has become critical for modern business enterprises to keep abreast with the fast changing technologies in these respective industries in order to have a competitive edge in the ability to perform various business functions in a more effective and efficient manner. These functions include, but are not limited to, customer relations management (CRM), sales calls and tracking, staff monitoring and control, increased productivity of staff and management, marketing, spread of information throughout the enterprise, internal and external communications as well as financial and risk management. Since the cost of these solutions can take up a sizeable portion of the expenditure budget, it is in every organisation's best interest to implement the most cost effective solutions while not sacrificing on the overall quality of service delivery within these functions.*

*The scope and variety of business technology solutions in the modern environment is incredibly complex which can lead to considerable challenges in making the right decisions with regards to which solutions are the most effective ones. There are also countless suppliers offering numerous products and services with promises of improved productivity, efficiency and effectiveness for their prospects. In reality however most businesses try to promote their particular line of product as the solution to have by highlighting the benefits but failing to disclose the shortcoming of their products and services in comparison to the direct and indirect competition. In addition to this, the ongoing service and support can never be measured effectively until the contract is signed and a business relationship is commenced. The client is always given many promises by the sales consultant about the service which are all too often forgotten very quickly once the sale has been made. The simple reason for that is that in modern organisations, the sales department is very often separate from the client care department and both are being run by different managers, very often with conflicting priorities. All these factors contribute towards a very challenging task for today's business decisions makers to decide on which supplier to use for which service. As a result of this as well as every organisation's unique operational needs which are never properly assessed, imperfect decisions related to business technology solutions are made which lead to cost and operational inefficiencies. ➤*

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*At Altech Autopage Business Solutions, our goal is to address these challenges by offering a wide variety of different products and services from various major business service providers across a diverse number of technology related industries whilst simplifying the delivery of these services by offering a single point of contact to our clients. This gives us the power to apply our knowledge and experience from dealing with various suppliers and offer unbiased and effective advice to our clients with the aim of increasing their operational efficiency, decreasing of technology related costs and thereby improving their bottom line. Altech Autopage Business Solutions is also directly managed by the owners of the business who are involved in daily monitoring and controlling of our customer services function. This personal involvement, coupled with the convenience offered to our clients by being a single point of contact for all service related queries, gives us the ability to deliver a high quality service matched to most effective business technology solutions.*

*The Altech Autopage Business Solutions Team would like to thank you for giving us the opportunity to present our business to you and we look forward to a long and prosperous relationship with your organisation.*

*Yours sincerely,*



**Rad Jankovic**  
**Managing Director**

## COMPANY BACKGROUND

We would like to thank you for giving us the opportunity to analyse the various office technology requirements of your business. We would like to take this opportunity to present our company profile to you as a valued client.

Paragon Cellular was started as single franchise store of Altech Autopage Cellular operating out of Faerie Glen Pretoria in 1998 by Rad and Karien Jankovic who are personally involved in the management of the business to this day. Since then the business has grown into 5 retail outlets situated in Pretoria East, Centurion and Brooklyn. Paragon Cellular is Altech Autopage Cellular's top national business partner for the last 3 consecutive years. We contribute our success to the relentless pursuit of client service excellence as well as our focus on building long term relationships with our clients, staff, suppliers and business partners.

Altech Autopage Cellular is the largest independent cellular service provider in South Africa and is a subsidiary of the Altech group of companies which is listed on the JSE and is one of the top performing technology and telecommunications companies in South Africa with an annual turnover of around R10 billion. As such Paragon Cellular is uniquely positioned to offer a wide variety of cellular and broadband related products and services in Pretoria and Gauteng across four different cellular and broadband networks including Vodacom, MTN, Cell-C and I-Burst. Some of the benefits that our clients can expect through dealing with Paragon Cellular include:

1. Convenience for Pretoria clients of having a choice of 5 different stores located in Menlyn Park, Centurion Mall, Faerie Glen and Brooklyn.
2. Dedicated client services and sales team listed under the SLA committed to servicing our client's needs
3. Owner operated as well as direct access for our clients to the owners of the business via cell phone or email.
4. Unbiased advice on the benefits and disadvantages of the four different networks as well as their resultant financial and usage impact on our clients. This ability gives us the power to offer our clients the most cost effective solution to suit their needs.
5. A wide range of Value Added Services available for our clients to enhance the cellular and broadband experience
6. Cellular Repairs: An authorised level 2 warranty Nokia repair centre as well as a complete out of warranty repair centre on any brand. Please visit our Menlyn branch to obtain a quote and book in your phone for repairs.
7. Our commitment to quality service that exceeds expectation as described in our Client Service Ethics statement.
8. 10 years experience in the cellular industry which enables us to live up to our promises and deliver a quality product and service offering to our valued customers.
9. Top products at highly competitive prices ➤

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Altech Autopage Business Solutions is a subsidiary of Paragon Cellular opened in partnership with Etienne Van Aardt, who himself has 6 years experience in the security, cellular, broadband and IT industries. This business was started with the aim of delivering a wide variety of technology solutions to SME clients with a more focused approach on servicing the specific needs and requirements of that market. Our goal is to be a one stop service provider for the following SME office technology solutions:

## **CELLULAR SME AND CORPORATE SOLUTIONS**

Tailor made cost saving solutions to suit your specific needs offered through Altech Autopage Cellular across all 3 network. Being a tri-network service provider, we are in a unique position to offer you the right package on the right network at the right price to suit your individual requirements.

## **INTERNET BROADBAND SOLUTIONS**

This includes ADSL, I-Burst, MTN and Vodacom 3G. We offer a free onsite signal test for wireless internet solutions as well as a dedicated client care support team. We also do offer the call out service which may be charged depending on the circumstances of the call out as well as the terms and conditions of the Service Level Agreement. We are committed to providing you with the most effective solution to suit your needs.

### **The benefits of broadband internet include:**

- Fast, digital 24/7 internet connection
- Pay for data uploaded/downloaded rather than time spent on the internet which leads to cost savings with pricing from less than 9c per megabyte
- Fast download, upload and browsing speeds up to 70 times faster than dial up
- Connection speeds: ADSL (up to 4 mbits/sec), 3G HSDPA (up to 1.8 mbits/s), I-Burst (up to 1 mbit/sec)
- VPN (Virtual Private Network) capability – log in to your office/home network from anywhere in SA
- Wi-Fi capability – make your business a Wi-Fi hotspot and allow wireless internet connectivity to your staff and customers
- VOIP (Voice Over Internet Protocol)– broadband internet allows you to make VOIP calls which can lead to savings in telecommunication bills by offering you free on-net or Skype calls, reduced cost on national and cellular calls
- Home or office network capability

## **LEAST COST ROUTING SOLUTIONS**

You can save up to 40% of your Telkom to cellular calls through this cost saving solution depending on your total monthly bill.

## **IT RELATED HARDWARE AND NETWORK SUPPORT SOLUTIONS**

These solutions are managed through the means of a Service Level Agreement as well as the relevant manufacturer's warranty terms and conditions. We also offer financial and rental solutions for those clients who prefer this to an outright cash purchase. We only deal in reputable brands like HP, Siemens and Samsung. ➤

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## **PABX and OFFICE AUTOMATION SOLUTIONS**

Altech Autopage Business Solutions is an authorised distributor of PABX equipment. We can supply a range of different PABX brands tailored to suit your operational as well as budget requirements. The after sales service is managed by means of a maintenance contract.

### **Benefits of PABX system includes:**

- Allows transferring of calls
- Customers perceive a more professional company image
- Can save money by cutting out the need for more telephone lines with attached rental costs
- Makes marketing easier as only 1 number needs to be advertised
- Improves customer service by reducing the congestion on single telephone lines and the resultant customer frustration
- Improves call response quality through optional extras like voice logging
- Makes savings possible through LCR which means that in many instances the monthly cost of the PABX can be at least partially offset by the achieved savings
- Professional and effective managing of calls and feedback to customers through features like Auto Attendant, Call Holding, Call Transfer, Voicemail, Call Logs.
- Greater cost control through optional call management systems which allows a detailed analysis of all the company's calls
- Wireless capability

## **BULK SMS SOLUTIONS**

We offer WinSMS software and registration as well as 1 hour training session absolutely FREE. All you pay for is the SMS's that you buy. The cost per SMS depends on the quantity bought. There are no long terms contracts or fixed monthly fees, you only pay for what you use. This is an ideal way of marketing to your existing and new clients. It is also a cost effective and convenient tool in staying in touch with your clients and staff as it is far cheaper and more convenient than making phone calls.

## **WEB DESIGN, HOSTING AND TECHNICAL SUPPORT**

We now also offer the above service of developing and maintaining your company's web site, should you as our valued client be interested in making use of this opportunity. This service includes the hosting and support together with a dedicated Mail server. Now you can have an e-mail address, e.g. yourname@companydomain.com which will give you that professional look.

### **BENEFITS OF HAVING A WEB SITE DESIGNED FOR YOUR COMPANY:**

- Your service and/or product(s) can be viewed by people from all over the globe.
- Your client base will eventually increase online, because of referrals from the search engines.
- No need for distributing flyers or advertising in newspapers and booklets.
- Any changes to your company profile, products and/or services can be updated instantaneously.
- There is basically no limit to what you can achieve with a web site for your company. ➤

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## **PACKAGES:**

Various packages will be available to suit your individual needs and an assessment will be done accordingly. You can either choose from a range of maintenance contracts that includes everything (except development fees) from the maintenance, hosting and support of the web site or make use of our "pay per use" system.

## **HOSTING:**

- 1 Web site / Domain
- Unlimited web space (size of the web site)
- Unlimited band width (size of traffic through the site)
- Unlimited mail traffic (sending and receiving)
- Free webmail
- Windows, Unix, .NET, coldfusion

## **GRAPHIC DESIGN, CREATIVE COMMUNICATION AND MARKETING**

Our highly professional marketing and graphic design team are dedicated to providing you with the expertise required to meet your every need.

We also offer you the services from a wide, co-operative network of creative people such as a multi media and developing team, copywriters, photographers, publishers and print and promotional suppliers.

From simple brochures to a complete marketing plan... we have the excellence and recourses to assist in promoting your business more profitably.

## **SERVICES**

### **Graphic Design**

- Corporate ID development,
- Marketing and promotional material
- Publications and annual reports
- Packaging design

### **Marketing and Advertising**

- Strategic planning
- Direct marketing
- Marketing research
- Co-ordinate marketing mix

### **Below the line advertising:**

- Advertising campaigns
- Newspaper adverts
- Exhibition & Promotional branding
- Ad space bookings and liaison
- Magazine adverts
- Billboards
- In store branding

### **Multi-media:**

- Flash presentation
- Flash animations

### **Other professional services:**

- Photography:
- Publishing
- Copywriting and editing
- Printing

## **SECURITY SOLUTIONS**

We offer a wide range of security solutions for SME's including armed response contracts as well as guarding services, CCTV solutions, security doors, and fences as well as a wide range of general security solutions.

1. Armed response contracts as well as guarding services.
2. CCTV monitoring solutions for improved security and customer service management.

Should your cellular and broadband experience with either one of our stores or staff not be satisfactory, please do not hesitate to contact Rad Jankovic on 083 656 9134 or send an e-mail to [rad@autopage.biz](mailto:rad@autopage.biz).

Please contact Etienne Van Aardt on 083 225 1776 for a free analysis of your current office technology solutions.

**OUR BUSINESS IS TO MAKE YOUR BUSINESS MORE EFFECTIVE AND PROFITABLE.**

## MISSION STATEMENT

WE ARE A PEOPLE-DRIVEN COMPANY, THAT IS DEDICATED TO BUILDING LONG-TERM RELATIONSHIPS WITH ALL OUR BUSINESS PARTNERS, STAFF AND CLIENTS.

OUR GOAL IS TO BECOME A TECHNOLOGY SOLUTIONS SERVICE PROVIDER OF CHOICE WITHIN OUR COMMUNITY.

## VISION

OUR VISION IS TO BE A TECHNOLOGY SOLUTIONS SERVICE PROVIDER LEADER ACROSS A DIVERSE RANGE OF TECHNOLOGY INDUSTRIES. THROUGH THE PROVISION OF HIGH QUALITY PRODUCTS AND SERVICES, BACKED BY A SINCERE DEDICATION TO SUPERIOR CUSTOMER SERVICE AND BUILDING OF LONG TERM STAKE HOLDER VALUE.

## CORE VALUES

PASSION • HONESTY • INTEGRITY • COMMITMENT • TEAM WORK  
SERVICE • RESPECT • PERSEVERANCE



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# STATEMENT OF BUSINESS AND CLIENT SERVICE ETHICS

1. WE ARE COMMITTED TO PROVIDING HONEST AND IMPARTIAL ADVICE TO ALL OUR CLIENTS BEFORE DURING AND AFTER SALES HAVE BEEN COMPLETED.
2. WE ARE COMMITTED TO BUILDING LONG-TERM HUMAN RELATIONSHIPS BY ALWAYS EMPLOYING FAIRNESS, TRANSPARENCY, HONESTY AND INTEGRITY IN DEALINGS WITH INTERNAL AND EXTERNAL CLIENTS, AS WELL AS BUSINESS PARTNERS AND STAFF.
3. WE ARE COMMITTED TO ALWAYS BEING FRIENDLY AND HELPFUL AND TO ALWAYS WALKING THE EXTRA MILE FOR ALL OUR CUSTOMERS.
4. WE ARE COMMITTED TO RESOLVING OUR CUSTOMERS' QUERIES AND PROBLEMS IN THE MOST EFFICIENT AND EFFECTIVE WAY POSSIBLE.
5. IN THE EVENT THAT A RESOLUTION TO A PROBLEM CANNOT BE FOUND IMMEDIATELY, WE ARE COMMITTED TO KEEPING OUR CLIENTS UP-TO-DATE ON THE STATUS OF QUERIES AND GIVING THEM TIMELY FEEDBACK ON THE PROGRESS OF THEIR QUERIES.
6. WE ARE COMMITTED TO MANAGING OUR BUSINESS'S CUSTOMER SERVICES FUNCTION WITHIN THE TELECOMMUNICATIONS AND BROADBAND INDUSTRY STANDARDS AND BEYOND.
7. WE ARE COMMITTED TO HANDLING OUR CLIENTS' REPAIR PROBLEMS BY BEING AN EFFECTIVE LEVEL 2 REPAIR AGENT AS WELL AS A LEVEL 3 PICK-UP AND COLLECTION POINT.
8. WE ARE COMMITTED TO PERFORMING CONTINUOUS FOLLOW-UPS ON REPAIRS, WITH THE AIM OF REDUCING THE TURNAROUND TIMES OF THE REPAIR PROCESS, WHILST PROVIDING THE OPTION OF A LOAN PHONE TO OUR CLIENTS, SUBJECT TO A FULLY REFUNDABLE SECURITY DEPOSIT.
9. WE ARE COMMITTED TO ALWAYS KEEPING OUR CLIENTS' BEST INTERESTS AT HEART AND PERFORMING ALL ACTIONS NECESSARY – WITHIN THE BOUNDARIES OF OUR POWER AND INFLUENCE IN THE INDUSTRY – TO ENSURE THIS.
10. WE ARE COMMITTED TO TAKING OWNERSHIP OF THE CUSTOMER SERVICES FUNCTION THROUGH A DEDICATED CUSTOMER SERVICES TEAM, AS WELL AS CONTINUOUSLY IMPROVING CUSTOMER RELATIONSHIP SYSTEMS AND PROCESSES.
11. WE ARE COMMITTED TO THE GOAL OF CONTINUOUSLY STRIVING TO IMPROVE SERVICE THROUGH EMBRACING THE CUSTOMER SERVICE CULTURE AT ALL LEVELS OF OUR ENTERPRISE, AND TO THE CONTINUOUS GENERATION, EVALUATION, DESIGN AND IMPLEMENTATION OF NEW CLIENT SERVICE IDEAS.
12. WE ARE COMMITTED TO ACCEPTING RESPONSIBILITY FOR OUR MISTAKES AND ENSURING THAT THEY ARE RECTIFIED EFFECTIVELY AND EFFICIENTLY. FURTHERMORE, WE ARE COMMITTED TO ENSURING THAT OUR CLIENTS ARE COMPENSATED FAIRLY ACCORDING TO ANY POTENTIAL FINANCIAL LOSSES SUFFERED AS A RESULT OF NEGLIGENCE AND/OR MISREPRESENTATION ON OUR PART, UPON RECEIVING SUITABLE PROOF OF ANY SUCH CLAIMS.

**SHOULD WE NOT LIVE UP TO THESE STANDARDS PLEASE  
DO NOT HESITATE TO CONTACT THE OWNER ON:**

**Cell: 083 656 9134 • E-mail: [rad@autopage.biz](mailto:rad@autopage.biz)**

# SERVICE LEVEL AGREEMENT

We would like to take this opportunity to thank you for choosing Altech Autopage Business Solutions as your preferred service provider. As we value your business and would like to ensure that we enjoy a long and mutually beneficial business relationship, we are submitting for your perusal this document which will acquaint you with our service structure which forms a part of our service commitment to you as a valued client. We are also submitting to you the cellular warranty terms and conditions document so that you will be able to understand how the warranty claims process works as well as associated terms and conditions.

In order to ensure a seem-less and easy processing of your queries, please take note of the contact numbers and email addresses of our dedicated client services team provided below

## CONTACT DETAILS

<b>Sales:</b>	Etienne Van Aardt 083 225 1776 • <b>Mail:</b> etienne@autopage.biz
<b>Customer Services:</b>	customer@autopage.biz
<b>Technical Support:</b>	Erna Yzel • <b>Mail:</b> erna@autopage.biz
<b>Repair and VAS Queries:</b>	Zoma (011) 316 1661 • <b>Mail:</b> zoma@autopage.biz
<b>Contract and Voucher Queries:</b>	Corlia (011) 316 1621 • <b>Mail:</b> corlia@autopage.biz
<b>Director:</b>	Karien Jankovic 082 610 8880 • <b>Mail:</b> karien@autopage.biz
<b>Managing Director:</b>	Rad Jankovic 083 656 9134 • <b>Mail:</b> rad@autopage.biz

Please note that our client care helpline is open from Monday to Friday 8.00 am – 5.00 pm. Our sales and technical support number is available from Monday – Friday 8.00 am – 7.00 pm. Should you require after hours or weekend urgent support please do not hesitate to contact Rad Jankovic on the cell phone number provided above.

Our team is committed in offering a superior service to you as our valued client. Please do not hesitate to contact us at any time should any of our products or services not meet your requirements and we will work towards a speedy and mutually acceptable resolution. We are your point of contact for all your services needs and as such would like to inform you of turnaround times applicable to handling sales and client care related queries.

## PLEASE TAKE NOTE OF THE FOLLOWING EXPECTED TURNAROUND TIMES ON RESOLVING QUERIES:

**Approval of new contracts and upgrades** – 24-48 working hours

**Delivery of handsets and sim cards to your premises** – 48 working hours from time of approval subject to stock availability

**Activation of services on the network** – 24-48 working hours. This includes but is not limited to sim swaps, sms bundles, data bundles and other value added services.

**Account queries** – 36 working hours for feedback, up to 30 days (next billing date from date of query) for complete resolution of the account query which may include failed migrations and service activations, account credits and refunds. ➤

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**Technical queries** – Immediate telephonic response, 48 working hours for call outs. Please note that call out fee of R200 excl. VAT may be charged as well as an additional hourly fee of R200 excl. VAT per hour for IT, broadband internet and other queries depending on the nature of the query.

**Other cellular and broadband related queries** – 24-48 working hours depending on the nature of the query

**Cell phone repairs** – There is a turnaround time of 2-4 weeks on cell phone repairs (Menlyn repair centre) depending on the nature of the fault. Any other manufacturers warranty repairs will have a turnaround time of 4 - 8 weeks. The faulty cell phone can be dropped off at any of our retail outlets or we can arrange for collection from your premises. We do offer loan units if required subject to a fully refundable security deposit equal to the cost value of the loan phone.

**LCR queries and repairs** – Same turnaround time as cellular queries applies. Should a Least Cost Routing or fixed cellular unit be faulty, a loan unit will be provided free of charge until the faulty unit has been fixed. Replacement turnaround time is 36-48 working hours.

**PABX queries** – Determined by the relevant Service Level Agreement

**IT hardware and support** – Determined by the relevant Service Level Agreement. Relevant manufacturer warranty terms and conditions apply.

**Security equipment and armed response** – Determined by the relevant Security provider.

**Website and Mail Support** – Support is offered to our clients via e-mail. Normally the turn around time is 24-48 hours, depending on the issue. You will be contacted and briefed on the status of your query and will also be informed, should more time be required in order to resolve the problem.

If you feel that we are not living up to our commitment as well as our client service ethics, please do not hesitate to contact Rad on his cell phone number. Our service guarantee to our clients is that should the queries be escalated to the MD, a mutually acceptable and effective resolution will be achieved and timeous and effective feedback provided.

We look forward to a long and prosperous business relationship with you.

**The Altech Autopage Business Solutions Team**  
**DEDICATED TO SERVICING YOUR NEEDS**

Yours sincerely,



**Rad Jankovic**  
Managing Director



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