



Cloudy Global Connection
Local roots, global connections

COMPANY PROFILE

Cloudy Global Connections (Pty) Ltd.

Delivering high quality and innovative Information Communication Technology (ICT) solutions across a broad spectrum of economic sectors of South Africa both public and private sectors.



63 Iceland Street
Cosmo City, Ext 9
Roodepoort
2188



info@cloudyglobal-
connections.co.za



+27 (0)10 100 3939
+27 (0)82 848 7130
+27 (0)84 602 4402



cloudyglobalcon-
nections.co.za

Company Information Sheet

Company Name: Cloudy Global Connections (Pty) Ltd

Registration No. 2017/139498/07

SARS Tax Number: 9756777166

BEE Certificate Number: MAP000070/02/2018

Principal Activity: ICT Services

Contact Number: +27 10 100 3939 / +27 82 848 7130 / +27 84 602 4402

Main Sponsor: Karel Tambani

Identity Number: 730101 8874 086

Physical Address: 63 Iceland Street
Cosmo City, Ext 9,
Rand burg
2188

Postal Address: P.O. Box 127
Honeydew
2040

Email: tambani.kt@gmail.com

TABLE OF CONTENTS

	Page
1. Executive Summary.....	3
2. Strategic Intent.....	3
2.1 Company Vision.....	3
2.2 Mission.....	3
2.3 Strategic Objectives.....	3
2.4 Core Values.....	4
3. Products/ Service Rendered.....	4
4. Our Partners.....	5
5. Marketing Strategy.....	6
5.1 Service Standards.....	6
5.2 Competitive Strategy.....	6
5.3 Happy Clientele.....	6
6. Risk Management.....	7
7. Human Resources.....	7
7.1 Employees.....	7
7.2 Key Personnel.....	7
7.3 Organogram.....	8
8. Company Ownership.....	8
9. Company Resources.....	8
10. Conclusion	8

1. EXECUTIVE SUMMARY

Cloudy Global Connections (Pty) Ltd was founded in 2007 and has operated since then until it was formally incorporated in 2017 with the aim of delivering high quality and innovative Information Communication Technology (ICT) solutions across a broad spectrum of economic sectors of South Africa covering both public and private sectors. The company's main service thrust includes VOIP, data, last mile, fibre, LTE, Satellite, ADSL and Hosted PBX telephone solutions. The company is 100% PDI owned and is BEE compliant.

The main strategic focus shall be to build a strong market reputation in terms of delivery of unsurpassed service to our clients, within agreed timeframes and budget. This shall be buttressed by professional and ethical conduct by the company management and staff. The strong reputation will propel the company to greater heights through referrals, good will and strong brand name.

The main shareholder and founding member of the firm is Mr. Karel Tambani. He has vast experience in ICT for over 15 years. The company is also supported by highly experienced and skilled key personnel.

2. STRATEGIC INTENT

2.1 VISION

To become a market leader in the ICT sector in South Africa and beyond through dedicated customer service, prudent financial management and strategic acquisitions, alliances and joint-ventures. We want to be widely recognized as the South African black owned company that transformed into a global Internet and Technology solutions leader. We embrace this vision through maintaining close contact with our customers and staying up-to-date with developments that impact on their markets and strategies, so that we are able to innovate and develop solutions for their unique needs.

2.2 MISSION

The company seeks to ensure that the end product or service is of good quality and timely responds to keep existing customers and accelerate growth of customer base. The company values its employees to do quality jobs and work smart, listens to the needs of its clients and adapts to its operating environment.

2.3 STRATEGIC OBJECTIVES

Cloudy Global Connections (Pty) Ltd was established with the following objectives, which will make it a market leader in its chosen market segment.

- To build and sustain a good reputation for technical excellence and innovative ICT solutions as per our business slogan which say "Delivering quality services with excellence", and to provide high quality and reliable services which add value to both our clients and end users of our services, which in essence are the communities.
- To build a substantial, regular client base for business sustainability.

- To establish constant and transparent communication relationship with customers to accommodate complaints and recommendations.
- To continuously look for product/service diversification opportunities to ensure consistent revenue growth.
- Provide an enabling environment to develop and encourage staff members with necessary motivation and aspirations to enhance their skills and training in civil engineering projects.

2.4 CORE VALUES

Our core values, which guide us in the conduct of our business, are as follows:

- ✓ Integrity
- ✓ Excellence
- ✓ Reliability
- ✓ Professionalism
- ✓ Productivity
- ✓ Transparency
- ✓ Continuous quality improvement, through life-long learning.

3. PRODUCT/ SERVICE RENDERED

The company has technical expertise and experience in a broad range of civil engineering solutions, and we highlight below our main product/ service thrust:

We evolve companies into businesses, businesses into brands, and brands into market leaders and legacies. We provide consummate strategic counsel, inspired ingenuity and a steadfast commitment to excellence. We forge dynamic and long-term partnerships with clients. We do whatever is necessary to make a consequential contribution to our clients' businesses.

Product Portfolio

- High Speed Internet
- Email Hosting
- Hosted VOIP Telephones
- LAN/WAN Networking

- Data Backup
- IT security
- Desktop Support
- Software engineering
- VPN

We offer packages from 10mbps – 100 mbps

4. OUR PARTNERS



5. MARKETING STRATEGY

5.1 SERVICE STANDARDS

Cloudy Global Connections (Pty) Ltd aims to provide high quality and reliable ICT services that are cost-effective based on best practice and meet the client's requirements:

Our marketing strategy is informed by our service standards, which in turn forms Service Level Agreements (SLAs) and becomes a benchmark by which we measure ourselves and also a reference point for our customer centric approach.

General services and standards include the following:

- Maintain high availability of key network services and applications.
- Aim to resolve defects affecting core services within the shortest possible period.
- Keep service disruptions due to planned outages for essential upgrades and systems administration to a minimum
- Keep the users informed of service issues at all times
- Engage the users in new developments and service changes.

5.2 COMPETITIVE STRATEGY

We are committed and consider our clients as first priority. We therefore believe that our clients play an important role in our success and continued business survival. It is for this reason that, we will continue to listen to their needs and respond thereto by providing them with the very best service, in the form of meeting their objectives within reasonable time, budget and quality framework. Ultimately the idea is to create a strong brand in the market anchored and supported by our core values of integrity, excellence, reliability, professionalism and quality, and in this regard various initiatives have been commenced towards branding the company so as to differentiate the company's services and products and fend off competition in the market while increasing the market share.

5.3 OUR HAPPY CLIENTELE



Client: **Jedd Civils**
Contact Number: **(011) 875 9913**
www.jedd.co.za



Client: **Cosmo Cash & Carry**
Contact Number: **(011) 100 2931**

Client: **Fireworx**
Contact Number: **(011) 027 1596**

Client: **Ingwenya Country Estate**
Contact Number: **010 100 3596**

Client: **Cosmo Steel & Hardware**

Contact Number: (011) 100 4458

6. RISK MANAGEMENT

The company ascribes to high standards of risk management and compliance and this is reflected in the way we implement our projects to protect the communities, environment and our staff members. We also believe that by investing in risk management we are securing the business for profitable future growth and consequently reducing the costs (losses) associated with weak risk management.

7. HUMAN RESOURCES

The business will operate on minimal salaried staff, with additional staff recruited as and when the company secures big contracts. The company will therefore pursue a policy of utilizing both full-time staff and contract workers. The founders shall be compensated through reasonable base salaries and dividends. The directors would be actively involved in the marketing function. Bookkeeping would initially be outsourced and an in-house Finance and Admin manager would be recruited as the company and turnover grows. We pride ourselves with good employee relations where effort is rewarded and skills development is enhanced through further training and mentoring.

7.1 EMPLOYEES

It is within our overarching aim to provide a sound employment opportunity to our employees observing the legislations, rules and regulations, employment equity (where applicable) of the country in which we operate. We further believe in the continuous development of our staff to attain full potential, in respond to changing environment within which we operate. These may include provision of in-house and/or external training supported or provided independently by recognized service providers.

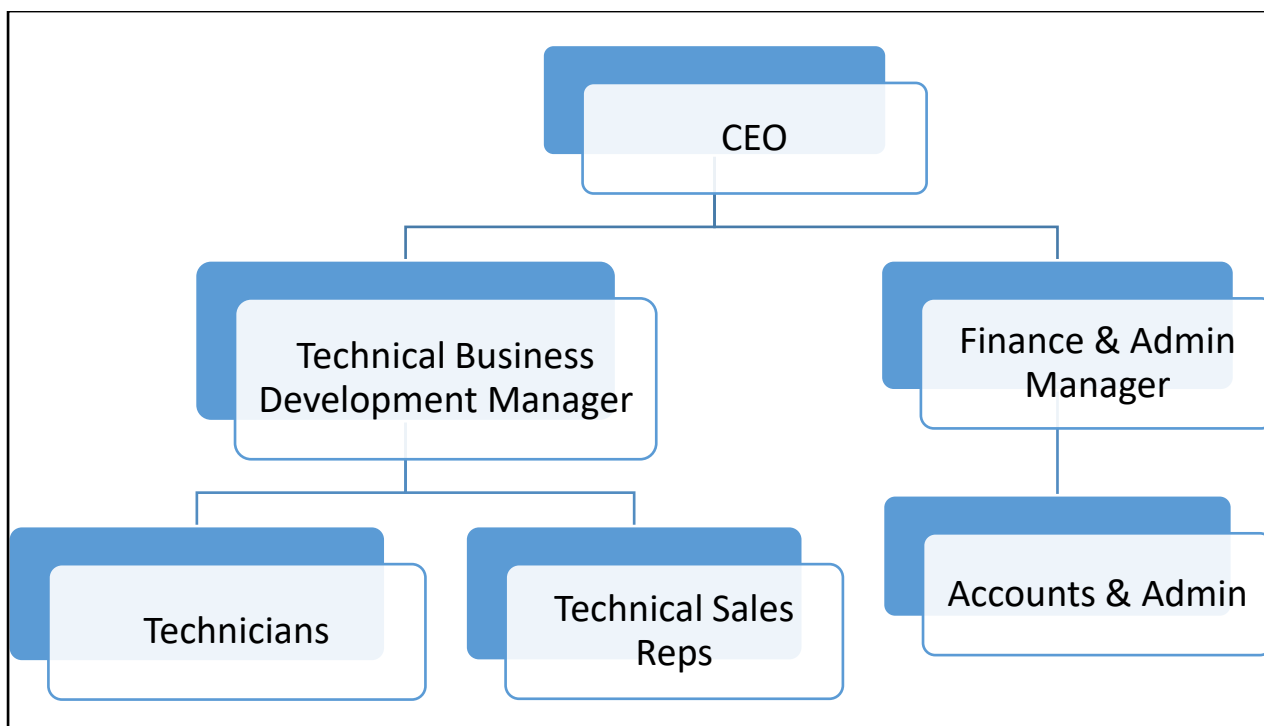
7.2 KEY PERSONNEL

We profile hereunder our key employees, whose experience and expertise will drive the company's operations to attain agreed operational and strategic objectives.

Karel Tambani

Karel is a professional and qualified ICT technician with over 15 years' experience, working for various telecom companies like Telnet. He has gained experience in VOIP, data, networking among other relevant areas. He is a Fall Arrest qualification. He is committed to take the company to greater heights through upholding the virtues of dedication, integrity, transparency and honesty.

7.3 ORGANOGRAM OF CLOUDYGLOBAL CONNECTIONS (PTY) LTD



8. COMPANY OWNERSHIP

The company's main shareholders Mr. Karel Tambani who is South African citizen which makes the company 100% BBBEE compliant. He is a dedicated entrepreneur who is eager to see the company growing and delivering quality service professionally. He firmly believes in establishing, maintaining and defending the company's reputation in the industry.

9. RESOURCES

The company will rely on shareholder funds initially to fund its operations, later when projects are being executed the company will rely on retained earnings being reinvested profits. A combination of innovative funding structure shall be employed to fund big projects and other projects in the pipeline. This will include supplier credit, debt finance, retained earnings and equity. However, the level of debt to equity shall be kept on the very minimal to reduce financial risks.

10. CONCLUSION

The directors of Cloudy Global Connections (Pty)LTD Trade dedicated to grow the business sustainably. The company will prioritize good customer service as a tool to penetrate the market and increase its market share. The directors are happy with the comprehensive market research they have diligently done which points to significant gaps in the ICT sector in South Africa. The revenues generated from aggressive marketing shall be reinvested in the business to bolster the marketing budget and increase its resilience during market turbulence when market conditions are less favourable. In this regard the directors have resolved to defer dividend payments until such time when the business has been adequately capitalized and has adequate and ample cash flows to withstand unanticipated business risks.