



SWICON360 NEWS

JUNE 2011

Amid a climate of ongoing economic pressure, the question of whether or not your technology truly adds value to your business is becoming all the more relevant.

The fact is that an investment in infrastructure is meaningless unless it translates into measurable value – be it in faster, more efficient operations or enhanced service delivery, or ideally a combination of both.

There is no question that Human Capital Management and the convergence of innovative solutions represent the frontline of modern corporate management.

A service provider has to be ahead of technology development and trends that impact on user experience. These providers have to be partners to clients, a reliable advisor and subject matter expert on the environment and how best to leverage off advantages.

This is what clients want, this is what they deserve and this is what the market expects.

We continue to maintain a close eye on developments within the rollout of SAP-based HCM architecture, service and support. The growth of cloud-based services is a trend that we have already embraced and we anticipate will become more widespread and entrenched.

We also believe that Swicon360, as part of the Britehouse stable, is well positioned to ensure that clients really do benefit from their investment and that technology is applied to really offer genuine solutions.

On this note we would like to welcome on board Peter Couvaras as our sales manager. His core duties include business partnership management, the sale of Swicon360's offering to the market, maintaining a close eye on competition and establishing a strong presence in the market by building a formidable sales and marketing strategy.

Whilst he is aware of the level of competition that exists within the local market, Peter believes there are few fully integrated HR systems that are scalable and robust.

We are very proud to have Peter as part of the Swicon360 team. This is a team that collectively has extensive years experience within the HCM and SAP infrastructure application space.

A finely-tuned, well organised team is imperative to our efforts to compete and retain a leadership position in the market. I return to the point being raised at the beginning of this foreword – is the technology you have incorporated really providing value? What of the partnerships you have in place – do these make a lasting difference?

As issues such as skills development, employment and the need for businesses to do more with less continue, so too will the relevance of our position and offering in the market.



Grant Tate, Chief Executive
Officer of Swicon360

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Swicon360 takes firm steps to strengthen sales force

Shareholders visit SAP Germany



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Swicon360 takes firm steps to strengthen sales force

Peter Couvaras has recently been appointed as the company's sales manager.



He has twenty years experience in IT sales, gained through appointments at Compuware; MGX; Pinnacle Micro, Sybase, among others.

The move to Swicon360 is aligned with the company's growth strategy within the Outsourced Payroll and Human Capital Management environments.

His core duties include channel management, the sale of Swicon360's offering to the market, maintaining a close eye on the competition and establishing a strong presence in the market by delivering a formidable sales and marketing strategy.

Peter is confident that the company's presence in the market and the caliber of skills and expertise it has in-house will help to sustain a position of leadership as the business grows.

In addition to reinforcing the company's offering and paying attention to sales, Peter and his team is conscious of the need for awareness of the role of HR as part of modern corporate management and compliance with regulation.

"Many managers don't see the HR department as a strategic area within the business and companies don't like to invest money in a fully integrated HR solution. So they invest in a payroll system and believe that this will do the job as far as their HR requirements are concerned," Peter continues.

"We need to let companies know that with the King III Code of Governance is a reality and decision makers must understand that the HR department is a strategic part of their business. A proper system is required to help manage people."

Peter believes that Swicon360 has a compelling offering that is based on the provision of a fully outsourced HR solution to assist clients to effectively manage their HR and payroll functions.

"We are not a box-dropping sales company that sells a solution to an organisation and then walks away. Our people have many years of experience in the HR space and have a passion for what they do – they are a huge asset to our company."

"We are also the only SAP certified partner in Africa who can offer customers one of the best HR systems in the world (SAP) at an affordable price through our business process outsourcing subscription based pricing model," he adds.

Whilst he is aware of the level of competition that exists within the local market, Peter says there are few fully integrated HR systems that are scalable and robust that compare with the SAP HCM application.

"There are hundreds of cheap payroll solutions in the market – but very few fully integrated HR systems that are scalable and robust to handle large workforces with complex ecosystems".

"Swicon360 has secured business through referrals and partnerships, but we have not done enough direct selling into the marketplace. We are in the process of gearing ourselves up to do more of this going forward," he says.

Markus Bucher, Director of Business Development at Swicon360 recently hosted a trip with the company's shareholders to SAP Germany. Between the work, they also had time to practice their skiing!

