



DG STORES

Making Multimillion Rand Manufacturing Investments

PRODUCTION: Manelesi Dumasi

“By laying a foundation of trust, our employees stay longer, our clients stay longer, our suppliers and business partners remain partners longer – and our investors hold their investments longer.” This is the message from Digital Generation (DG) as the innovative IT company looks to continue creating successful partnerships based on trust.

South Africa's IT industry is the largest and most sophisticated on the African continent. Our companies export world-leading ideas and technology all over the world and are known as leaders in their fields. In an industry that changes so drastically, in such short spaces of time, it pays to partner with organisations that are up to date,

cutting edge and have proven experience.

With branches in Johannesburg and Cape Town, DG Store is one of the country's most experienced providers of IT solutions, services and products. As a privately owned and managed AAA Black Woman Owned Level 2 B-BBEE company, DG was founded in 1999 and specialises in IT product lifecycle

management for medium and large companies and the public sector. With approximately 180 employees, the company's product range includes peripherals, laptops, desktops, servers, storage, networks and associated software. Services include design, installation and customisation and Managing Director, Trevor Naidoo says that the company can offer a turnkey IT



//WE MANAGE TECHNOLOGY FROM FACTORY TO DESKTOP AND EVERYTHING IN-BETWEEN TO ENSURE FUNCTIONALITY – IT'S A FULL END-TO-END SERVICE//

service to clients.

"We manage client's information from an IT perspective," he says. "We manage technology from factory to desktop and everything in-between to ensure functionality – it's a full end-to-end service. We also fully manage services that we provide. We also provide technology platform services and this is a key area for our business. Our market place is Africa and South Africa. We work across all industries but we are often working in the financial sector."

In the public sector, enhanced service delivery is becoming more and more important and organisations are looking to better utilise the vast amount of information at their disposal. With many organisations using different storage tiers, including disk, Flash and cloud systems, integration is key to make sure all of the different platforms are optimised and working together.

THE CLOUD

According to global technology market research firm, Vanson

Bourne "over a third of organisations have achieved a competitive advantage as a result of Big Data analytics," and "in South Africa, Big Data is giving rise to markedly improved decision making and is having a significant impact on companies' competitive differentiation and ability to avert risk."

Effective pairing with cloud technology can help you harness the power of big data more quickly while reducing costs and enabling a security-rich environment. This is why DG has identified cloud solutions as a key area of focus as it grows.

"We are busy building around the cloud platform - we're making major investments there," says Naidoo. "We provide the platform as a service and we get our clients

to utilise.

“We have a product which we call DG Vault and it’s a cloud-based platform which is a software and service platform and it focusses around data back up and data recovery.”

The DG Vault protects, manages and maintains all data – and keeps it online for fast recovery. DG deploys onsite infrastructure for short-term storage that replicates to Vault for longer-term storage. Vault optimises and compresses stored data using leading deduplication technology. DG’s Vault service protects desktops, laptops, servers, applications and databases with one solution. Data that is typically stored on this services includes files, directories, databases, and applications.

ORGANIC GROWTH

South Africa’s GDP grew by just 0.2% in the third quarter of 2016. “The main contributors to the GDP growth rate were the mining and quarrying industry, finance, real estate and business services, and

general government services,” said Joe De Beer, Deputy Director-General of Economic Statistics at Stats SA. In an environment like this, it becomes difficult for businesses to grow in meaningful ways but at DG, growth has remained steady and the company will look to continue growing logically in the future.

“It has been challenging” says Naidoo “but with our service offering, we’re finding ourselves coming through that.

“A lot of companies look at growing through acquisition but we prefer to grow organically and build the company internally. We’ve done that successfully over the years but it doesn’t give you the level of growth that you would have with other strategies however it is firmer.

“Each company develops differently,” he adds. “We import, we handle things directly, and we work directly with our clients. There’s no middle men involved and that results in cost efficiencies. There’s a lot of value propositions that we’ve developed alongside our clients and that we now offer to our wider client space. I wouldn’t say we are the leaders in the sector but there has been a good uptake from our clients and they see value from their engagement with us and that is what drives our business.”

There is also scope for growing the business within the existing client base. “We have a large client base that is growing,” says Naidoo. “Within our client base, we may serve a customer in one area but not another, so we can expand our services within our client base. We market our technology throughout the year – we showcase at various events – and that mechanism has been successful for us. We are also finding that, especially with our services, we have more to offer the general market.”

As with any growing industry, technology and IT has a growing number of businesses looking for their

slice and competition is something that Naidoo and DG must face.

“We started our model way back and a lot of the models have consistently stayed but what we see is a lot of industry players consolidating and becoming competitors for us. For example, distributors started buying off other companies and offering what we started with in that space. It’s a natural process – even the biggest companies still buy up other companies in this way,” he says.

Supplying products from world renowned IT names including Dell, HP, McAfee, Microsoft, Samsung and SanDisk to name but a few keeps DG in touch with the most modern developments that the industry has to offer and this is, of course, hugely beneficial for customers. Going forward, the target for this knowledgeable and experienced business is to take advantage of technology developments in order to continue serving clients in the most effective way possible.

“There’s always been a goal for us to become a recognised market player and so we are moving forward with our service offerings,” says Naidoo. “Big data is becoming a priority for us and we’re moving in that direction, managing large data centres and that’s the environment in which we see ourselves in the future. We will also be a big player in the cloud space and these are the developments that we are gearing our company toward,” he concludes. EA

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0(086) 175 9266
www.dgstore.co.za