



Davel Botha, Comztek Namibia.

During the next 12 months, Allela expects to see a lot of traction within the SME space. "A lot of the smaller companies are moving into entry-level ERP systems and there is a pent-up demand for Microsoft technologies like SQL and Small Business Server. We have also witnessed a spike in PC shipments as a result of duty and VAT being removed as government starts to support the local ICT industry."

Through the BSA (Business Software Alliance), vendors like Microsoft have embarked on a strong anti-piracy drive and Allela says the results of this are coming through the channel now.

"Comztek East Africa plans to increase its product portfolio and increase its territorial footprint into East Africa to address revenue gaps and tap into previously underserved markets in Tanzania, Ethiopia, Rwanda and Uganda," he says.

The Namibia branch of Comztek, with its staff complement of six people, has about 250 resellers on its books.

Branch manager Davel Botha explains that the user base in the area consists mainly of SMEs, and this is mirrored in the make-up of the resellers, most of which are one- or two-man operations.

Because of its proximity to South Africa, Namibia tends to be very competitive and Comztek, with its R1-million stockholding, is a growing player in the Namibian market.

Self-sufficient in KZN

Chris Davies, regional director: kwaZulu-Natal

How many people are in your team, and what do they do:

I have 10 staff members: Thembeke who looks after the office (stock, reception etc); Nikiwe and Meegan are call centre agents; Kubendri and Swasthi (Swasthi heads the call centre and telesales division) are telesales agents; Quinton looks after mid-market customers; and Jenny looks after the top 12 customers. They are backed up by Tersia who is their internal sales assistant. Stuart looks after our technical requirements and does our internal training.

How big is the reseller base that you're responsible for:

We have over 600 active resellers on our books.

What are the hottest technologies that you're seeing a demand for in your region: Convergence and IP telephony.

In your experience, what is the biggest challenge that resellers in your area are facing: The skills shortage is a major problem.

How are you working to help them in this regard: We are busy in the process of setting up certified training courses with some of our vendors for our customers.

In your experience, what is the biggest challenge that distributors are facing today: Our vendors going direct to customers; and the exchange rate.

What do you think the solution is: Holding the right stock at the right price.

How is your branch at Comztek changing and growing to meet current and future demands:

When I joined Comztek two years ago we were six people. We have now grown to 11 people to meet our customers' demands.

How does your branch work with the rest of the organisation to offer the dealer a complete solution:

We have harmony between our branches and pull in the required recourse when the need arises. We are very self-sufficient in KZN.



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