



39 Van praagh Milton Park Harare

04762485/6

PMC Africa Company Profile

PMC Africa was formed in 1994, with a clear mission to provide high quality communications solutions and has over time, grown to become one of Zimbabwe's leading network solutions' providers. We have also been instrumental in the development of new technologies and their introduction into the Zimbabwean and regional market. For example:

- First Zimbabwe structured Cabling Solution provider - Cable Once
- First Category 5/6 UTP structured cabling solution provider - CableNET 100
- First MOLEX Registered Installer, giving the customer 20 year warranty on cabling and a lifetime warranty on all MOLEX products
- First MOLEX Business Partner
- First 3Com Advanced Systems Partner
- Cisco approved reseller
- Compaq/HP Reseller
- Leaders in Branch Network implementation
- Leading Approach with Open Integration
- Partnerships with World Class Network equipment manufacturers.
- Licensed VSAT and Wireless communications systems installer

In all other areas PMC Africa has maintained a technical leading position within the market place. Equally important to PMC Africa has been our constant quest for quality and maximisation of customer satisfaction.

Since PMC Africa's inception 20 years ago in Zimbabwe, technological advancement has witnessed a rapid development, and without exception, PMC Africa has applied these new technologies for our customers' benefit. Throughout the years, PMC Africa has become a truly international IT integrating Company with installations in Zimbabwe, Mozambique, Zambia and Malawi.

In addition to our major corporate projects, we have also focussed on multi-site roll-out networking projects. In this area in particular, the service offered is, to a considerable extent, based on facilities' management principles in addition to our technical solutions' ability.

It is because of the approach taken, and the services offered, that PMC Africa has won and retained many major clients, and indeed a large proportion of our customer base consists of blue chip organisations.

Approach to Solutions

PMC Africa's approach is that of a top down solutions approach, rather than a bottom up methodology from any product area. This is more than just a product approach but a philosophy that runs throughout the company. This philosophy has a number of major benefits to our customers. It ensures that we take a very broad view of the total solution which our clients are seeking, and from the overall objectives, we can develop product and service based solutions. It also focuses our attention on each specific area of the service which we offer to our customers.

To achieve this goal we have been investing heavily in our product and service portfolio, developing new products and services and enhancing existing ones. Our approach in this area has been quite radical, and one, which we believe, has resulted in PMC Africa having the leading products and service portfolio of any communications solution organisation.

PMC Africa's goals, and objectives are summarised in our Vision and Mission statements.

Vision

"To become the leading communication solution and related services organisation within our chosen markets in terms of Value, Service and Quality."

Mission

"To provide comprehensive World Class network, communication and systems integration solutions and related services which provide our clients with strategic, competitive, operational and cost advantage within their own business areas."

Business Areas

PMC Africa has historically focused on two main business areas; Branch Solutions (these being multi-site roll-out projects) and Corporate Solutions (these being one-off building or campus projects).

With the advent of inter-networking, one of PMC Africa's key growth areas has been the ability to link multiple sites into complete network solutions. Our solutions' portfolio ensures that we are able to offer the optimum solution for each business area, by concentrating individually on each of these two areas, while at the same time ensuring that they are totally open and inter-operable.

In addition to our expertise in the direct products and services involved with the provision of a direct solution system, we have also developed very quickly in other related service areas. Training is one such example. We believe that training should be considered as part of a solution system. As systems become more diverse, it is imperative that all systems managers and other relevant personnel have a detailed understanding of the technologies and products involved to ensure optimum benefit to the customer from its investment.

Consultancy and system auditing are also areas that we see as being increasingly important as networking technology becomes ever more complex and test apparatus becomes ever more

expensive. This is relevant in all areas, but particularly VSAT systems which may require monitoring to ensure that they are being used to best advantage.

Perhaps most significant of all however has been our progress on support services. Ranging from maintenance and support through to full facilities' management, PMC Africa have now developed what we believe to be the most comprehensive and cost effective support portfolio available.

All of these, we believe, are central parts of the communication solutions' arena, when one takes an overall customer focused, top down approach.

Products and Services

PMC Africa's products and services portfolio is one which has been, and continues to be, highly complex and has led to a major investment to get to the position we now have achieved.

In terms of product portfolio we have of course seen many influences. Many organisations provide a single vendor solution platform; they only sell one manufacturer's equipment, in a particular technology area. Others take a completely different approach and attempt to sell all of the products that are available in the market place. We believe that both of these approaches lead to less than optimum solutions to meet the customer requirements.

In the case of the single vendor solution this removes the ability on the part of the supplier of offering genuine open consultancy, and strategic recommendation based on the systems requirements. The multi-vendor suppliers attempt to overcome product competition by supplying whatever may be requested, which may not be the best solution available and which may also prove highly difficult in terms of knowledge, skills base and onward support.

Alongside these trends, there has been a major growth in the different types of systems required. The global implementation of internet and web based services has necessitated systems to be fully scalable and expandable. There has been a proliferation of different protocols with many new technologies emerging for both LAN and WAN communications which need to be considered in a future proofed networking architecture.

PMC Africa's approach has been to develop a highly considered portfolio, addressing all of the scalability issues, expandability and manageability, through the range of protocols, WAN and LAN systems, etc. such that for any given requirement we can provide the optimum solution for those needs.

It is important to stress that each of these areas has not been developed in isolation; the common theme in the entire range is that the systems are completely open and can work with one another.

The products within our portfolio include those previously used, though in many cases these have been discontinued, updated or enhanced very significantly. Products are sourced from a range of manufactures, each representing the leaders in their particular field.

A similar approach has been adopted for services, with each of these interrelating to one another for the associated products supplied.

Information Technology Solutions

PMC Africa core areas of activity are in the provision of cabling system solutions, LAN and WAN solutions, fibre optic technology, radio and satellite systems, mission critical high-end and desktop computers and maintenance support services. PMC Africa was, in 1994, one of the first organisations in Zimbabwe to launch a vendor independent structured cabling system.

This philosophy of leading the field by technical innovation continues as described later in this document. In recognising and satisfying the varied needs of our customers however, PMC Africa also has the capability and experience of designing unstructured (native) cabling systems for a wide variety of vendors' equipment.

Full design consultancy and technical advice is provided as well as project management during the installation stages and onward maintenance support, all adding value to our proposed solutions.

Structured Cabling - PMC Africa specialises in complete structured cabling systems and associated hardware to provide comprehensive telecommunications infrastructures for our clients to serving a wide range of uses, such as to provide telephone service or transmit data through a computer network without being proprietary device dependent.



All installations carried out by PMC Africa are unique many factors such as the architectural structure of building which houses the cabling installation, the cable and connection products required, the function of the cabling installation, the types of equipment the cabling installation will support, present and future, the configuration of an already installed system (upgrades and retrofits), specific customer requirements and the manufacturer warranties.



The methods we use to complete and maintain cabling installations are uniform and standard which is necessary because of the need to ensure acceptable system performance from increasingly complex arrangements and conform to ANSI in conjunction with TIA/EIA international standards.

PMC Africa is a certified MOLEX Registered Installer and Business Partner which means that we are in a position to offer a 20 year MOLEX System Guarantee on all installed systems, as well as a lifetime warranty for MOLEX products used in that system.

We also provide Krone, Trendnet and Kuwes cabling products according to customer preferences, all covered by the manufacturer's warranties and performance guarantees.

LAN and WAN Hardware - PMC Africa is accredited as a registered reseller for a wide range of leading brand products which Cisco, HP Procurve, 3Com and Trendnet switches and routers, Motorola and Datum Systems.



include



We are in a position to offer manufacturer warranties on all equipment supplied, and ensure that our world class solutions fit any IT requirements. PMC Africa is licensed by POTRAZ to supply and install wireless communications solutions and the range of products include Alvarion, Breeze Access, Netkrom, Ubiquity, TP-Link,

VSAT and Wireless Solutions - With developments in the global market, PMC has developed as an ISP with strategic partnerships with local and foreign partners in the VSAT and wireless arenas. Currently, we provide VSAT service through leading upstream providers which include Sat Space and Avanti, Bentley Walker and Sky Vision.

Through these partners, we are able to provide solutions include Internet services, point to point connectivity, VPN's, hotspot and internet Café solutions, Email and Web hosting facilities.



which

More recently, because of the physical remoteness of most VSAT sites, and the demand for high speed broadband services brought about by today's dependence on web based services and applications, PMC has established a separate business entity trading under the name Broadsat (Pvt) Ltd. Broadsat is focussed on creating opportunities in the VSAT market for both organisations and is responsible for ensuring that all VSAT sites are registered with the authorities, and that all matters concerning licensing and contractual obligations with upstream providers are met.



Broadsat is also responsible managing all PMC Africa satellite related which includes accounts, invoicing, licensing fees, stock control and customer queries. In so doing, this compliments PMC Africa's core networking business allowing them to focus their attention on project planning, integration of existing networks with the VSAT services and provide full technical support capabilities.



issues

PMC Africa licensed by POTRAZ to deal in VSAT systems and the supply and installation of wireless communications solutions and the range of products include Alvarion, Breeze Access, Netkrom, Ubiquity, TP-Link, iDirect, Hughes, Datum Systems, Comtech and Prodelin.



Our Satellite Internet solutions are able to provide for fast, reliable internet, voice or email connectivity directly into teleports in Europe. We are able to provide service using leading brand products such as iDirect, Hughes, Datum Systems and Comtech on Ka Band, Ku Band, C Band and SCPC platforms.

These technologies are not only ideal for internet and e-mail, but are also the most reliable means of providing interoffice connectivity and video conferencing facilities using dedicated data tunnels.

Our satellite technology is particularly attractive to commercial operations, retail stores, banks, NGO's and international organisations that have offices in foreign countries, or branches situated in remote areas.

PC Hardware - PMC Africa are agents for leading hardware manufacturers and are able to supply, install and repair most hardware, including HP/Compaq and Dell PC's and servers, Acer, Epson, Canon, APC to name a few, and associated software applications.

PMC are registered suppliers for the above brands through distributors in South Africa and the UK and can offer all warranties offered by the manufacturers.



Through our agency arrangements, PMC Africa is also registered to sell the full range of software applications most commonly used today in office environments. These include the Microsoft suite of products, Linux mail and server software, Anti-virus software, and most other open systems software applications and consumables.



Our workshop is ably prepared to carry out repairs on most servers, desktop PC's, Laptops, printers, scanners, UPS systems and peripheral devices and attachments.

Expertise in all of these areas is a key differentiating factor between organisations offering only cable installations and PMC Africa which is a total solutions provider. As LANs are vital to business success, so too is the need to interconnect networks locally or remotely. PMC Africa's product set and expertise base reflects this and provides yet another level of total solutions provision.

Total Business Solutions

It is important to set out PMC Africa's definition of Total Business solutions:

"Providing solutions which recognise and anticipate the client business's objectives as well as those at a technical level, and are managed by one supplier organisation to the highest standards of quality and professionalism ensuring completion of each project on time and to specification, first time every time."

Providing solutions of this type is of course highly demanding, requiring that the supply organisations account managers understand the industry sector in a considerable degree of detail. It requires a high degree of flexibility in solution provision, it requires experienced project managers and it requires that all areas of activity apply total quality management principles. In summary the right vision, the right mission, the right people, the right products, the right services at the right time, place and price.

Organisational Goals

PMC Africa has grown very successfully, constantly achieving growth targets. We have now achieved the strategic mass to develop, and to offer even greater value to our customers. It is intended that at this stage, growth will be organic, capitalising on our present and developing strengths.

In order to attain the company's corporate and market ambitions, it is recognised from Board level down, that great emphasis needs to be paid to all areas of activities to ensure the right solutions at the right time and place. Central to this philosophy is the organisation's quality policy, which strives to ensure that every single area of the organisation performs to the highest possible standards.

This philosophy does not merely extend to the operational divisions of the organisation, but through the organisation in its entirety. PMC Africa is committed to providing the right products, the right services, the right strategies and the right people to deliver the most cost effective solutions for our customers needs and hence to achieve our own objectives.

Critical to the implementation of this commitment and the achievement of the organisation's objectives is the recruitment and development of highly skilled, professional and motivated

personnel. Without personnel of this calibre, the delivery of the organisation's objectives would be severely impaired. Our policy of recruiting and developing key personnel ensures the delivery of complete customer satisfaction.

Organisational Capability: PM Communications Africa

PMC Africa believes strongly in the need to provide total business solutions. As such it is important that we have the product and services capability to fully integrate communications infrastructures and IT solutions.

Core to most solutions is a cable, or networking solution, and a server and workstation. From this technical solution PMC Africa can, if appropriate, also add augmented products and services such as maintenance plans, training, hot staging, facilities' management (at start up or on going), design consultancy, etc. To complement these and further enhance the overall solution, other areas can also be integrated into the total business solution.

This may include the installation of a VSAT or radio system, power system, UPS, trunking, etc. which is all provided through in-house capability. It may also include other less closely related areas such as false floors and ceilings, halon systems and other infrastructure items required to provide a total solution.

In the latter case, PMC Africa would call upon the services of accredited subcontractors who would be controlled through the nominated project manager to ensure the timely completion of the project to specification and to budget.

Personnel

Organisational capability is provided through many means; products, services, strategies etc. but by far the most important of these are the people within the organisation. As such, PMC Africa places a very high emphasis on the recruitment of highly skilled, motivated and professional personnel. In the case of sales, the recruitment of Account Managers with experience of running industry leading accounts and who are technically highly competent has proven highly successful and this approach is applied throughout the organisation to ensure that all Account Managers are backed up by highly skilled technical support specialists.

Management Structure

Alex Chidindi	Chief Executive Officer
Donald Kinnaird	Managing Director
Lesley Kinnaird	Operations Director
Trust Hove	Projects Director
Abraham Manyangwira	Sales & Marketing Director
Victor Chakufora	Technical Support Manager
Kudzayi Murimirwa	Technical Support Engineer
Ronald Budiyo	Technical Support Engineer
Beauty Nyahunzwi	Administrative Assistant

Company Culture

PMC Africa is a dynamic and progressively expanding organisation. Despite the economic hardships experienced over the last decade, very tight managerial control is maintained over all areas of activity and in particular growth management.

Throughout the organisation, a team culture ensures that all areas work closely together to ensure complete customer satisfaction is delivered. This is closely linked to the organisation's total quality policy and culture.

Markets and Customers

PMC Africa operates in all major sectors of the Zimbabwe market. These include Central Government, Finance, Manufacturing, Commercial, Research and Technology, Retail, Leisure and Hospitality. The company also operates throughout the Sub-Saharan area.

PMC Africa's approach to solutions provision recognises the different requirements in these various sectors and the company has the necessary proven track record and expertise to deal with the challenges presented by all of the different sectors.

For example, the requirements of the Retail and Leisure markets are in several key instances different from those of large corporate solutions. In summary, these require the installation of multiple sites with cabling systems in accordance with roll out procedures, they place different requirements on LAN switching systems, require different installation, project and organisational management techniques, require maintenance as a critical area and so on.

PMC Africa has developed all of these capabilities, bringing also the wealth of experience gained from providing systems to a wide variety of clients in many different business sectors.

With a major presence in all significant market sectors in Zimbabwe, PMC Africa is the leading player in multi-site network cabling solutions.

PMC Africa Customer Base

Our customer base reads as a 'who's who' of network users in Retail, Finance, Government, Manufacturing and IT. It is also testimony to the quality of the service offered that most of our customers are long term clients. Many solution systems have been supplied to these customers and together we have become integrated communications partners.

Some of P.M.C.Africa customers to name a few include:

Meikles Limited

National Foods

Tongaat Hulett/Triangle Sugar Estates

J.Mann Harare

Arrupe College

BAT

Credit Insurance Corporation

Mkwesine Sugar Estates

BancABC

UZ Medical School

Central Registry Office

CABS H/Office and Country branches

Barclays Bank H/O & branches

Lever Brothers

Heritage School
Mashonaland Tobacco Zimbabwe
Mkwasine Sugar Estate
National Foods
National Oil Company of Zimbabwe
Old Mutual
WFP
Humana People to People
Northern Tobacco
Wholesale Spares
Chinhoyi Municipality
University of Zimbabwe
UTI
Astra Paints
National Parks Authority
TIMB
GIZ
National Parks Authority

Cargill
Export Leaf Tobacco Zimbabwe
Zimplats
UNDP
UNFPA
Omnia Fertilizer Zimbabwe
IOM
Tianze Tobacco
Tobacco Processors Zimbabwe
Auto Control
Ministry of Water
ZETDC
Turnall Asbestos
PG Industries
TM Supermarkets
Reserve Bank of Zimbabwe
Zimpapers
Mkwasine Estate