



Software Colors (Pty) Ltd - Company Profile

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1 Introduction

Software Colors (Pty) Ltd is a Cape Town based external service provider of application software solutions and services.

We are committed to adding value to our clients' businesses by understanding their objectives and translating them into computerised solutions.

Our dedicated approach to keeping sight of our clients' goals, tailor-making their computerised solutions and providing training and a full after-care service, has allowed us to work with such prestigious clients as Safmarine, Eskom, Cape Town Routes Unlimited, Caltex, Sanlam Personal Portfolios, Engen, the V&A Waterfront, Cape Grace and Hylton Ross Tours.

Software Colors specialises in the following areas of application software:

- Online Destination Management systems (official South African partner to Tiscover)
- Meeting Management systems (official African partner to Somacos)
- Implementation and support of ERP software packages (SAP)
- Creation of custom-built software
- Creation of our own products using mainly Microsoft technologies (World Pigeon Racing online for the Internet based administration of pigeon racing and betting worldwide)
- Application outsourcing

2 Why choose Software Colors?

Our track record

Established in 1996, Software Colors has an exceptional track record and has worked with a broad range of clients providing application software products and services. This has been achieved through our combined ability to:

- talk business with business people
- identify top IT professionals for the job
- manage people and projects
- use 'best of breed' methods and technologies to ensure success of the process
- provide value for money
- provide thorough customer care after service



We work daily with the world's premier software development products and have an instinctive understanding of the benchmark for world-class software. The Software Colors directors and staff also have years of international and national experience in building and implementing large software systems for corporate clients.

With 8 years of experience in phased implementations and support of the SAP system, we are one of the few companies in the world with a proven track record of remote implementation and support of SAP in Africa and Europe.

In addition, we understand that a company's management requires the application systems to do what they do effectively, evolve as the company evolves and cost less to operate. The Software Colors team is expert at managing the specific challenges of designing, building and operating a business's application system.

A full history of work done since 1996 is available on request.

The Directors

Celestine Donough, Managing Director

Celestine began his career at Caltex where he started developing IT systems to support its sales and marketing activities. The systems tracked orders, sales and standardised transactions from truckers and service stations through to accounts receivable and the bank.

From there he moved on to become part of the Enterprise Resource Planning (ERP) evaluation team, tasked with sourcing an integrated business system that would cater for all its needs and implemented SAP.

Celestine has extensive experience with installing SAP for other major corporate companies and he was instrumental in developing online gambling software for the pigeon racing industry together with his Europe-based partners. This has equipped him with the skills to fully utilise the Internet to improve a company's bottom line.

Celestine Donough believes in the power of e-business. He sees the core value that Tiscover creates in the access to markets and its ability to create genuine online sales.

Vera Wehrle, Director

Vera came to South Africa in 1993 and met Celestine while she was working for Caltex, implementing SAP.



As director and shareholder and with her strong business background, Vera is responsible for operations, finance and administration as well as heading the SAP division of Software Colors.



Black Economic Empowerment

Software Colors is a fully black-empowered company. BEE partners hold 91.66% of its shareholding. The shareholding is broken down as follows:

Celestine Donough (SA citizen, black male)	83.33 %
Cape Flats Empowerment Trust (a group of 300 black families)	8.33 %
Vera Wehrle (German citizen; SA permanent resident, white female)	8.33 %

3 Our services

Our services include the following:

- System evaluations
- Project management
- Integration management
- Change management
- Business process improvement
- Application design and business analysis
- Programming
- Application system implementations
- Design and implementation of interfaces
- User training
- System, user and training documentation
- Ongoing local and remote support and enhancements of applications
- Helpdesk functions

4 Client feedback

'Our working experience with Software Colors has been one of professionalism and focused service delivery. As the local Tiscover partner, Software Colors has unquestionably proved itself as a leading player in the local IT industry.'

Calvyn Gilfellan - Executive Manager for Visitor and Membership services,
Cape Town Routes Unlimited

'Delivery as promised according to specification and time.'

Goolam Harneker – Manager Finance – Safmarine Pty Ltd



'Software Colors is a team of talented, technically-savvy young people. They have taken a complex, involved marketing challenge and applied a practical, dynamic and sexy solution that is accessible to the entire spectrum of the tourism industry.'

Lindy Rousseau, Director of Marketing for Cape Grace

'Delivery is good. Strong senior management.'

Andre Schutte – IT Manager – Sanlam Personal Portfolios

'Delivery as promised. Viewed as a professional operation. Technical experts in application development.'

Kevin Addison – Process Computing – Eskom Koeberg Nuclear Power Station

5 Contact us

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