

Q-KON launches online sales facility

[Q-KON](#), an engineering group and provider of managed network services and turn-key solutions to the growing Africa telecommunications market, has launched an online sales facility to extend its distribution service to the continent.



The facility is accessed via the company's website and houses details of products available through Q-KON. It is also the primary component of the company's logistics distribution capability strategy, a detailed plan of action that has been developed to help entrench the value of products into Africa's growing satellite and telecommunications space.

"This strategy is based on the strong relationships we have in place with suppliers and service providers. It takes into account the many projects that we have completed - as well as those in progress - across the continent. This experience and our in-house expertise ensure that we are positioned to assist clients in leveraging off emerging and existing telecoms trends with reliable, quality product," says Frank Ward, logistics executive at Q-KON.

Existing and prospective customers, including service providers, can log in to view and purchase products directly from the company.

Dieter Gribnitz, web developer at PixelBrick, says the company is proud of the service offering to Q-KON and of the product that has been put in place. They are confident of the value this solution will offer, specifically with regard to the generation of real time data from the built-in shipping calculator.

"This is a completely new and custom-designed e-commerce solution. The emphasis is on straightforward navigation to ensure hassle-free transaction. We have also developed and integrated a DHL plug-in facility that automatically calculates shipping rates dynamically prior to making a purchase," says Gribnitz.

The first product set to be made available online is that of the NET (Network Equipment Technologies, Inc.) line of VoIP gateway solutions. Q-KON has been an authorised distributor of NET products in Africa since 2002.

Ward says the product line was a natural choice for the first offering available online because of its strong market acceptance, the equally strong background and the company's understanding and acquired experience.

According to Ward the idea for an online sales service has been on the cards for some time, but the company was waiting to refine the model, combine all the necessary elements and launch a service that will add immediate value.

"We have an established business model that enables us to provide a fulltime service to projects and address the contracts, time-to-execution and other specialist requirements. We ensure success through our expertise and experience. From an ad-hoc, independent procurement of product point of view, we now have a service that can accommodate all clients and also meet their needs," says Ward.

For more, go to www.qkon.com/shop.

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