

# Saicom reaches into Zimbabwe

While furthering its objective of capturing market share in the field of electronic vending services in Africa, Saicom, the telecommunications company and providers of GSM Community Service Telephones has concluded an agreement with Zimbabwe based Electronic Automation Systems and Integration (EASI).



EASI, headed up by Phil Rusch, aims to provide the Zimbabwean public a convenient, turnkey solution to their prepaid electronic vending, and account payment requirements, through the use of Saicom' proprietary management platform and hardware.

Rusch commented on the goals for EASI as they enter the vending sector, "we are excited to be able to switch into large corporate vendors, such as supermarket chains directly and value adding all of our content. We also wish to provide a solution for change at shop level, whereby we intend to sell vouchers using pin-less recharge in denominations as low as US 1 cent".

This paves the way towards the launching of a new brand of both prepaid and post paid electronic services (airtime, electricity, DSTV, insurance etc) in Zimbabwe.

With 15 years experience within the telecommunications sector, Saicom, which develops and utilizes cellular and wireless technologies aimed at providing access to voice and data services to people throughout the emerging economies of Africa has gained an in-depth understanding of the requirements of these markets.

Through the deployment of its proprietary Content Ready platform, together with POS terminals, PC and Mobi applications, it is able to provide appropriate and cost-effective access to prepaid services and account management and payment, access which will now be available in Zimbabwe.

## The agreement with EASI in Zimbabwe

CEO of Saicom, Martin Wright says, "The agreement with EASI in Zimbabwe marks our entrance into our seventh African country with our Kazang Electronic Vending Solution. It's essential that we have the right operating partner in each country and after months of search and negotiations we are confident that Phil and his team will be successful in this important market for us.

Our ability to offer more than just prepaid airtime but also services such as prepaid electricity vending, DStv payments as well as money transfer and a variety of custom bill payment solutions have allowed us to expand rapidly into Zambia, Kenya, Ghana, Morocco, Nigeria, Mozambique and Tanzania.

We are also on track to open Angola and possibly Botswana in the first quarter of this year - so it's not been a quiet holiday season for us! In fact our South African Kazang vending footprint which consists of more than 11 000 active vendors delivered record sales of over R85 million in December."

For more, go to [www.saicom.co.za](http://www.saicom.co.za)

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