

MagentaSoft to build Pan-African print network

MagentaSoft (Pty) Ltd plans to offer its online print procurement application throughout Africa within the next year.

The decision to implement the initiative has come from customer demand mainly from multi-national companies whose South African subsidiaries are responsible for marketing and sales across Africa.

MagentaSoft says companies with representation across Africa will be able to automate the procurement, fulfilment, distribution, and logistics of all print and promotional collateral that is ordered on its enterprise software application.

Simon Haskell, MagentaSoft's MD, says that companies will be able to print brochures in eight different languages and distribute them to various African countries with just a few clicks of a mouse.

One of the key factors that convinced MagentaSoft to extend its fulfilment network into Africa was the enormous growth in telecommunications sector - multi-channel communication is paramount for MagentaSoft's business model.

Print partners will first be set up in Morocco, Nigeria, Kenya and Angola. Then after some internal evaluation and feasibility analysis the company plans to extend its network to Mozambique, Malawi, Tanzania, Cameroon, Ivory Coast, Senegal, Tunisia and Egypt.

Jason Frichol, MagentaSoft's strategic and marketing director, says: "We plan to take a systematic approach to African development. Local knowledge is key and we have to adapt to each respective market. What works here in SA won't necessarily work in another region. We need to embark on a mutual knowledge and skills exchange programme where we can learn from each other. It is our goal to add value across the continent and position MagentaSoft as a leading print provider in Africa."

MagentaSoft customers will have the option of either fulfilling in the country of their choice or alternatively fulfilling high volume/low unit cost jobs in SA and distributing the collateral throughout the African continent. For more information contact Jason Frichol on +27 11 803 4289 or .

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