ANALOG

Simplifying the digital world

COMPANY PROFILE

ABOUT US

Trendtech (Pty) Ltd t/a Analog is a **level 1 BBBEE contributor** and one of South Africa's leading ICT and business solutions specialists, definitively placing itself at the forefront of **Innovation, Creativity, Value-for-Money, Leadership and Customer Service** as the cornerstones of the company.

Analog's value proposition is that it is uniquely positioned to enable both private and public sector entities to achieve their business goals. Through effective use of our business model which encompasses **People, Process** and **Technology**, Analog is capable of effectively and efficiently driving the value chain within the organisation.

OUR VISION

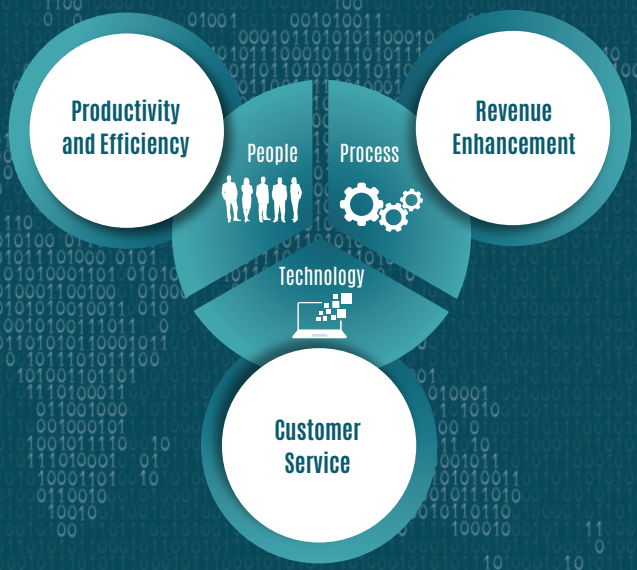
To ensure service excellence via our customer centric approach to delivering unique, innovative and holistic business solutions by empowering people through the effective linking of human interventions to blue chip processes and leading edge technologies.

OUR CORE VALUES

- **Customer Centric**
- **Leadership**
- **Service Excellence**
- **Simplifying the Digital World**
- **Social Responsibility**
- **Eco-friendly**

OUR BUSINESS MODEL

Through years of experience and strategic learning, Analog has adopted a 3 pillar business focus model based on **People, Process** and **Technology.**



OUR SERVICES

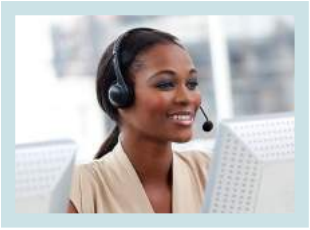
Municipal Solutions

Analog has developed its unique and flagship product, **CITICALL,** which is uniquely positioned to enable municipalities to achieve their business goals through effective management and monitoring of service delivery.

Smart City Solutions

Analog provides a wide range of Smart city solutions such as Smart Governance to drive efficient service delivery, Smart Resource Management, Energy efficiency Solutions, Healthcare systems, ICT infrastructure, etc.

Contact Centre Services

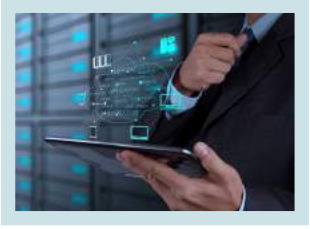


Analog has an extensive track-record of successfully delivering customer contact centres for a variety of blue-chip organizations. We are able to service both new and existing Contact Centres.

Business Solutions

Analog's Business Solutions is primarily a strategic business development wing which aims to provide high level, professional consulting services.

ICT Management



Analog will be able to provide your company's ICT needs on a fully **Outsourced Basis**, or you may choose from our vast array of ICT support and development services.

Infrastructure & Network Management Services

Analog provides professional ICT services such as Infrastructure and Network design, application development, database management and other services.

Software & Web Development

If an 'off-the-shelf' application does not meet the customer's requirements or is too expensive, Analog will create a customized solution.

Mobile App Development

Analog offers innovative cutting-edge mobile app development solutions for iPhone, Android, Windows and Hybrid applications for businesses and private individuals.

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