



SMD

TECHNOLOGIES

EMPLOYEE ONBOARDING

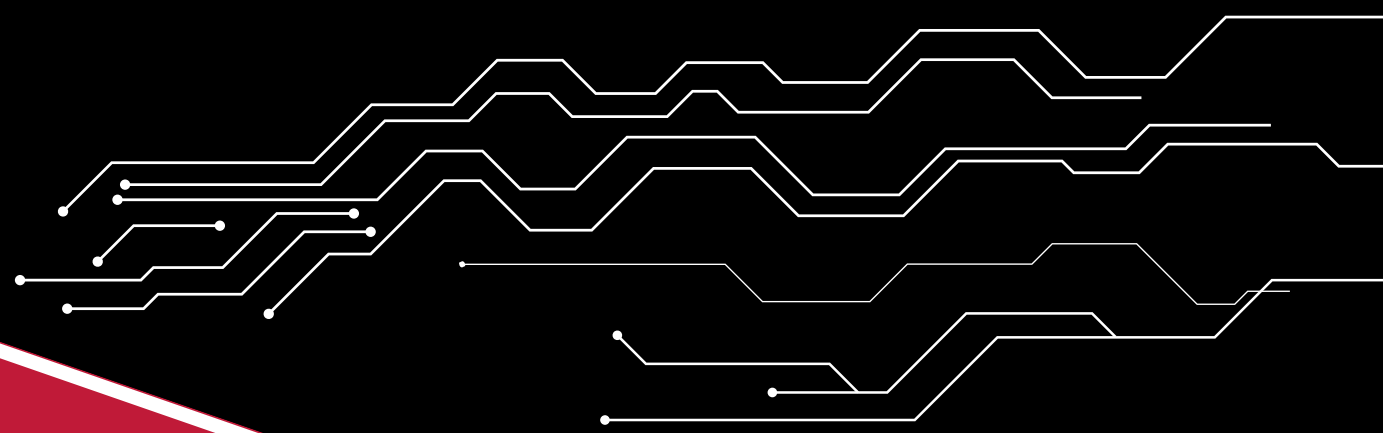
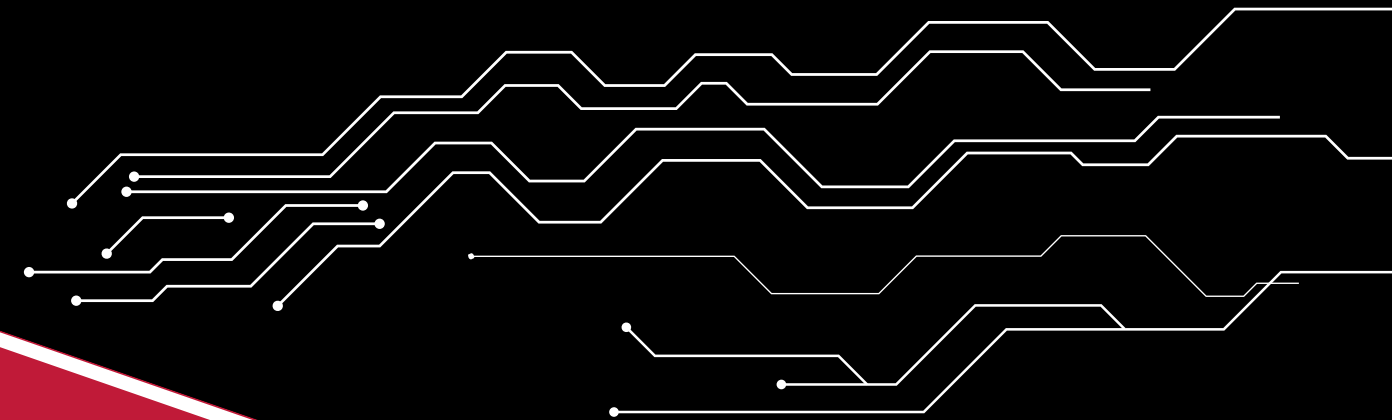


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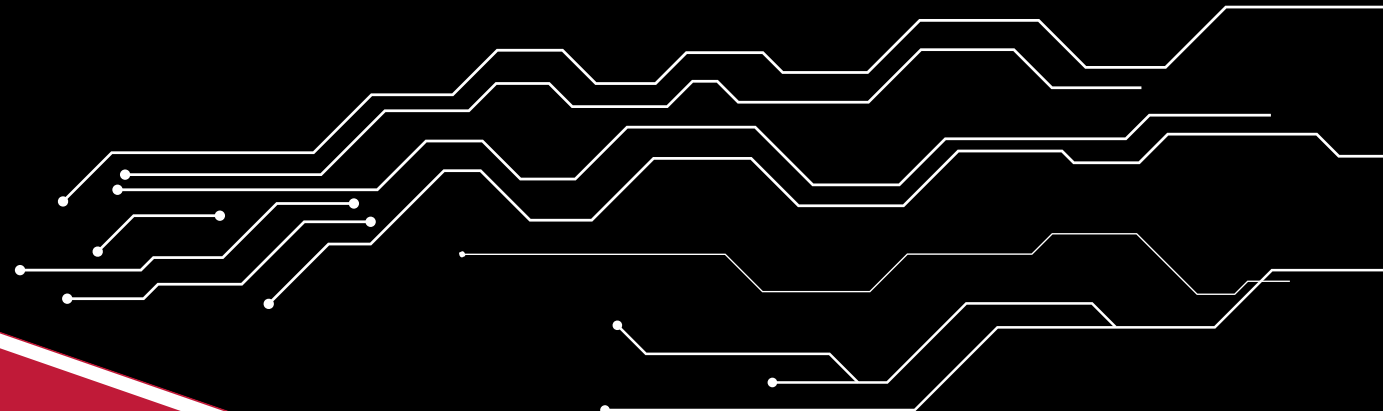
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WELCOME



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Director's Note

Welcome to your new journey at SMD!

We, the directors of SMD Technologies, would like to officially welcome you to our amazing team of innovative and passionate professionals.

Here we view each person as having an equally integral role in the vast machine that encompasses SMD Technologies. We would like to thank you for bringing your unique skills, experience, and character on board and hopefully, with your support, we can grow together in so many ways.

From humble beginnings, our company has grown monumentally over the years. Starting from the boot of a car, to the gigantic, globally renowned entity we are today. This success would not have been possible if it were not for the strong individuals that have accompanied us along this journey. We are very excited to have you onboard for our next chapter.

Wishing you only success!

Kind regards,
Clive Sacks, Avi Mishan and Simca Diskin



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HR's Note

Congratulations for joining the winning team! We look forward to your contribution in making a meaningful impact on how we conduct our business.

An exciting three month's awaits you and we will help you navigate all the requirements of your new role. In order to help acclimate you into your new professional environment, we have put together this induction pack that should help you to navigate through the essentials.

While you will be debriefed on policies, code of conduct, and other such bureaucratic necessities, above everything the essence of what makes SMD a unique and innovative experience is the dynamic individuality of each member of our rapidly growing team. With this in mind, please always feel free to voice any concerns and know the HR is here for you!

Kind regards,
Charne Moller, Quinton Ferreira and Prishany Reddy



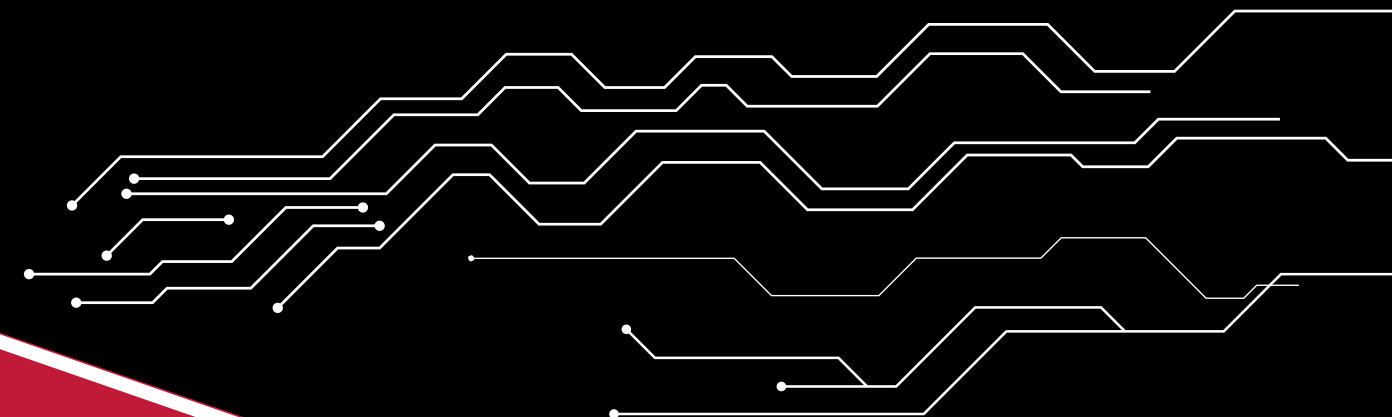
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ABOUT SMD TECHNOLOGIES



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OVERVIEW



Founded in 2005, SMD Technologies was humbly started by students selling calculators from their cars in a university parking lot. Identifying that there was opportunity to expand into other consumer electronics led to the founding of SMD Technologies Asia for the purpose of sourcing, product development, quality assurance and global sales.

With the world getting smaller and pressure continuing to build on retail margins, SMD realized that they needed to add significant value to their customers at a marginal cost in order to be relevant to their customers in the long term. This was made possible through their hands-on approach to every element of product development together with their global scale and business model of pushing mass volumes on lean margins.

“We ensure that our customers have the same cost benefits of working directly with manufacturers but without all the product development, MOQ, quality assurance and other complexities”

The company’s rapid growth from 5 core staff, to the current 650+ employees can be directly attributed to the relationships SMD have built with their suppliers and customers – SMD proudly boasts that they have never lost a single customer in their history, and they continuously work towards bringing in new ranges and building new relationships, showing no signs of slowing down anytime soon. Quality and reliability is what they have built their business on. This has resulted in SMD offering the best service and the lowest prices in the markets the world over.

“We are constantly looking at the best brands and distribution solutions globally and then ask ourselves – how do we make ours better?”

OUR ORIGINAL BRANDS



OUR PARTNER BRANDS



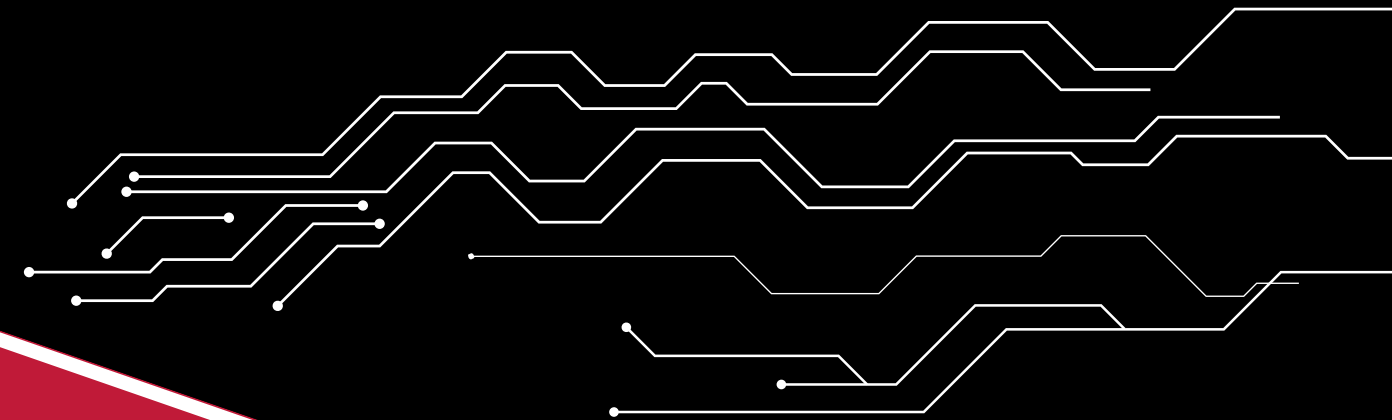
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IMPORTANT INFORMATION & DOCUMENTS



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IMPORTANT INFORMATION

Induction

In your first two weeks at SMD, you'll complete our induction program, giving you all the tools and information needed to succeed in your role. For the first three months, you'll have monthly performance reviews with your manager and HR to ensure you're fully supported in meeting your KPIs.

Working Hours

- Monday - Thursday: 8am - 5pm
- Friday: 8am - 4pm
- You are entitled to an hours lunch break, please let your manager know if you are leaving the office for lunch.

Dress Code

- Dress Code is smart casual for regular days, if you have meetings, you are expected to dress professionally.
- Ladies - no revealing clothing
- Gents - no shorts

Wi-Fi Password

- You can connect your phone to the following wi-fi network:
- SMD -Guest - SMDGu3sts
- Please keep in mind that streaming during working hours is not allowed.

Food and Drinks

- Tea and coffee is available in the canteen and downstairs kitchen, please keep these areas clean.
- There is a tuck shop in the canteen that operates Monday to Thursday 11am to 3pm. Pies, hot chips as well as cooldrinks, crisps, chocolates and biscuits are sold.
- On a Tuesday, the company provides fruit which will be available in the canteen.
- Wednesday is popcorn day, an email will be sent out when popcorn can be collected from the canteen.
- On a Friday there is a team lunch in the canteen at 12:30/13:00. An email will be sent out when the lunch arrives. One week pizza will be provided and the alternate week, bagels will be provided. Please note there is a limit of 2 slices of pizza and 2 bagelhalves per person.

IMPORTANT DOCUMENTS

HR Documents

- Please ensure that either before your starting date or on your first day that HR has the following:
 - Signed Offer
 - Signed Contract of Employment
 - Personal Information Form
 - Signed Code of Conduct
 - EEAI Labour Form
 - POPI Consent Form
 - ID Copy
 - Bank Confirmation Letter
 - Your tax number
- HR will also give you any important documents with regards to your induction training, please make sure that these are completed and returned:
 - Onboarding Checklist
 - New Employee Training List

IT Documents

- When receiving your company assets from IT, ensure that you have signed and returned an asset register.
- You are responsible for keeping all your company assets safe and will be charged for loss or damage of company assets.

Important Links

- **Phone Extension List** - https://smdhk-my.sharepoint.com/:x/g/person/ari_smdtechnologies_com/EU9SaiBEvM9OgA2QyEAOI5IBOzUXfzw0NkB-AM8MM3CO8A?rttime=3RfGyZFa20g
- **Travel Form**- <https://forms.office.com/r/PY4nSB7Pmb>
- PaySpace Registration (**login with your SMD email address for this at the end of your first month**)-<https://reypath.co.za/login-portal/>

ADDITIONAL INFORMATION

FNB Funeral Plan

To support your journey to protect you and your family, SMD has appointed FNB as the group risk benefit provider.

This benefit is a funeral cover and pays out a lump sum amount for burial related expenses. Your immediate family (spouse and children) are covered under your policy.

For more details, please visit the Moodle home page and access the FNB Funeral Policy folder.

Kaelo - Ask Nelson

AskNelson is a programme that SMD offers to all employees to assist them and their immediate family members with valuable psychological, legal and financial support and advice.

For more information, please visit the Moodle home page and access the Kaelo Ask Nelson training.

SMD CORE VALUES

HONESTY

RESPECT

ENTREPRENEURIAL SPIRIT

CUSTOMER ORIENTATION

TEAM VALUES

At SMD Technologies, we believe that every team member is an essential part of our success. To create a positive and productive environment, it's important that we show mutual respect and courtesy to one another. By treating each other with kindness and professionalism, we can build strong relationships, work effectively as a team, and support each other in our growth. Together, we can foster a culture of collaboration, where everyone feels valued, heard, and empowered to contribute to our collective goals.

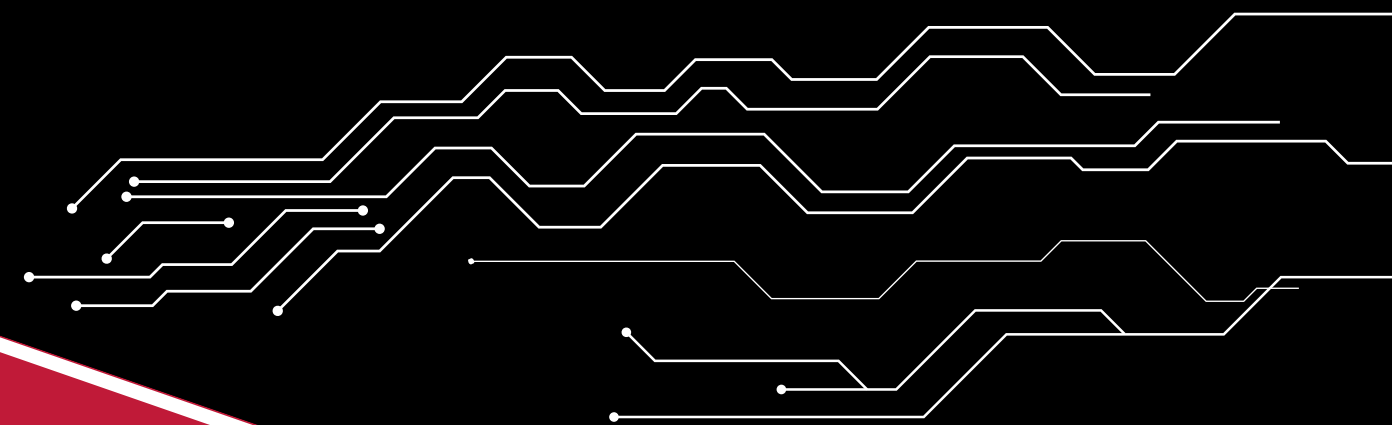
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DEPARTMENTS & DESIGNATED CONTACT PEOPLE



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DESIGNATED CONTACTS

Retail Sales:



Brian Welman - Sales Manager
Brianw@smdtechnologies.com



Ross Kirschner - Retail Sales Manager
Ross@smdtechnologies.com

OUR DEPARTMENTS

Key Account Management:



The Key Account Management department is instrumental in nurturing and maintaining relationships with key retailers and strategic partners. Our dedicated team of Key Account Managers collaborate closely with buyers and planners to understand their unique needs and objectives, ensuring that our products and services are aligned. By serving as trusted advisors, our team identifies growth opportunities, addresses challenges, and develops solutions that deliver exceptional value.

In addition to relationship management, our Key Account Managers drive revenue growth and profitability by developing strategic account plans, forecasting sales opportunities, and negotiating mutually beneficial agreements. They serve as the primary point of contact for key clients, coordinating cross-functional teams within our organization to ensure seamless execution and delivery. With a keen understanding of market trends and industry dynamics, the Key Account Management department provides valuable insights to inform strategic decision-making and reinforce our commitment to long-lasting partnerships.



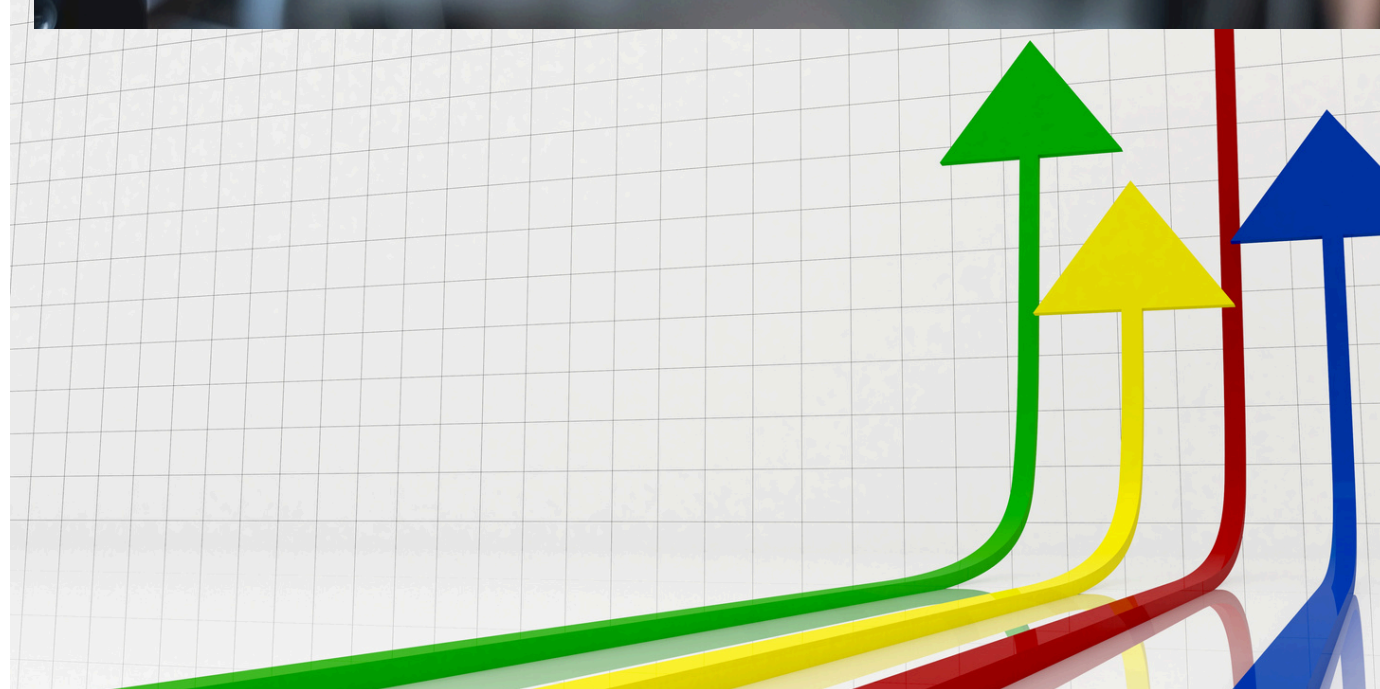
OUR DEPARTMENTS

Independant Sales



The Independent Sales department plays a vital role in building strong, lasting connections with individual customers and sole purchasers. Our dedicated Independent Sales team works directly with customers to understand their specific needs, preferences, and goals, ensuring our products and services meet their expectations. By acting as trusted advisors, our team identifies opportunities to provide tailored solutions, address customer challenges, and deliver exceptional value.

Beyond customer relations, our Independent Sales representatives are committed to driving growth by developing personalized sales approaches, accurately forecasting individual purchasing trends, and negotiating agreements that benefit both the customer and the company. They serve as the primary point of contact for sole customers, coordinating with other departments within the organization to guarantee a seamless purchasing experience. With an in-depth knowledge of market trends and customer behavior, the Independent Sales department offers valuable insights to support strategic decision-making and reinforce our commitment to customer satisfaction and loyalty.



DESIGNATED CONTACTS

Independant Sales:



Michelle Baxter - Sales Manager
michelle@smdtechnologies.com
072 355 0440



Cornelia Small - Sales Manager
cornelia@smdtechnologies.com
061 470 1054

OUR DEPARTMENTS

Product Development & Sourcing:

Our Product Development team spearheads our innovative initiatives by collaborating closely with our international partners, particularly in China, to conceptualize, source, and bring new products to market. Comprising skilled professionals in project management, sourcing, and market research, our team works diligently to identify emerging trends and consumer demands, guiding our product selection process. Leveraging our global network and expertise, we meticulously evaluate potential suppliers, negotiate favorable terms, and oversee the manufacturing process to ensure product quality and compliance with our standards.

With a keen focus on market dynamics and consumer preferences, our Product Development team plays a pivotal role in shaping our product portfolio to meet the ever-evolving needs of our customers. By fostering strategic partnerships and leveraging international resources, we streamline the product development lifecycle, enabling us to introduce innovative and competitive products to the market efficiently. Our collaborative approach, combined with our dedication to quality and agility, positions us as a leader in delivering cutting-edge solutions that resonate with consumers worldwide.

volcano

AMPLIFY

ROCKN

BOUNCE

SWITCHED

DESIGNATED CONTACTS



Steven Winer - PD - Accessories & Cellular
steven@smdtechnologies.com
076 550 7242



Martin Kotze- PD - Appliances &
Personal Care
martinK@smdtechnologies.com
076 955 4667



Danny Dee - PD & Compliance
Lead
danny@smdtechnologies.com
083 464 4591



Anthony Linford - PD - Lighting & Electrical
anthonyL@smdtechnologies.com
082 070 7739



Lee Iser - PD - Appliances &
Personal Care
lee@smdtechnologies.com
072 990 3837



Martin Gleeson - PD - Australia
martin@smdtechnologies.com
082 563 3333



Ryan van Rooyen - PD - Furniture
ryanvr@smdtechnologies.com
084 592 2222

OUR DEPARTMENTS

Brand Management:



At SMD Technologies, our Brand Management department serves as the custodian of our partner brands, working tirelessly to uphold their integrity, relevance, and market positioning. Our adept team of brand managers collaborates closely with our partner brands to develop and execute strategic brand initiatives that drive awareness, engagement, and loyalty. By immersing themselves in the essence of each brand, our brand managers craft compelling brand narratives, messaging, and visual identities that resonate with target audiences across diverse markets.

With a deep understanding of market trends and consumer behavior, our brand managers employ data-driven insights to inform brand strategies and optimize brand performance. From product launches to marketing campaigns, our team meticulously plans and executes brand initiatives that captivate audiences and drive brand equity. By fostering strong relationships with our partner brands and aligning our efforts with their objectives, our brand management team ensures that each brand's unique value proposition is effectively communicated and amplified in the marketplace.

SONY

logitech 

pigeon

TCL

DESIGNATED CONTACTS

Brand Management:



Kenneth Watt - Sony Brand Manager
kenneth@smdtechnologies.com
072 037 4656



Clara Kruger - TP Link Brand Manager
clara@smdtechnologies.com

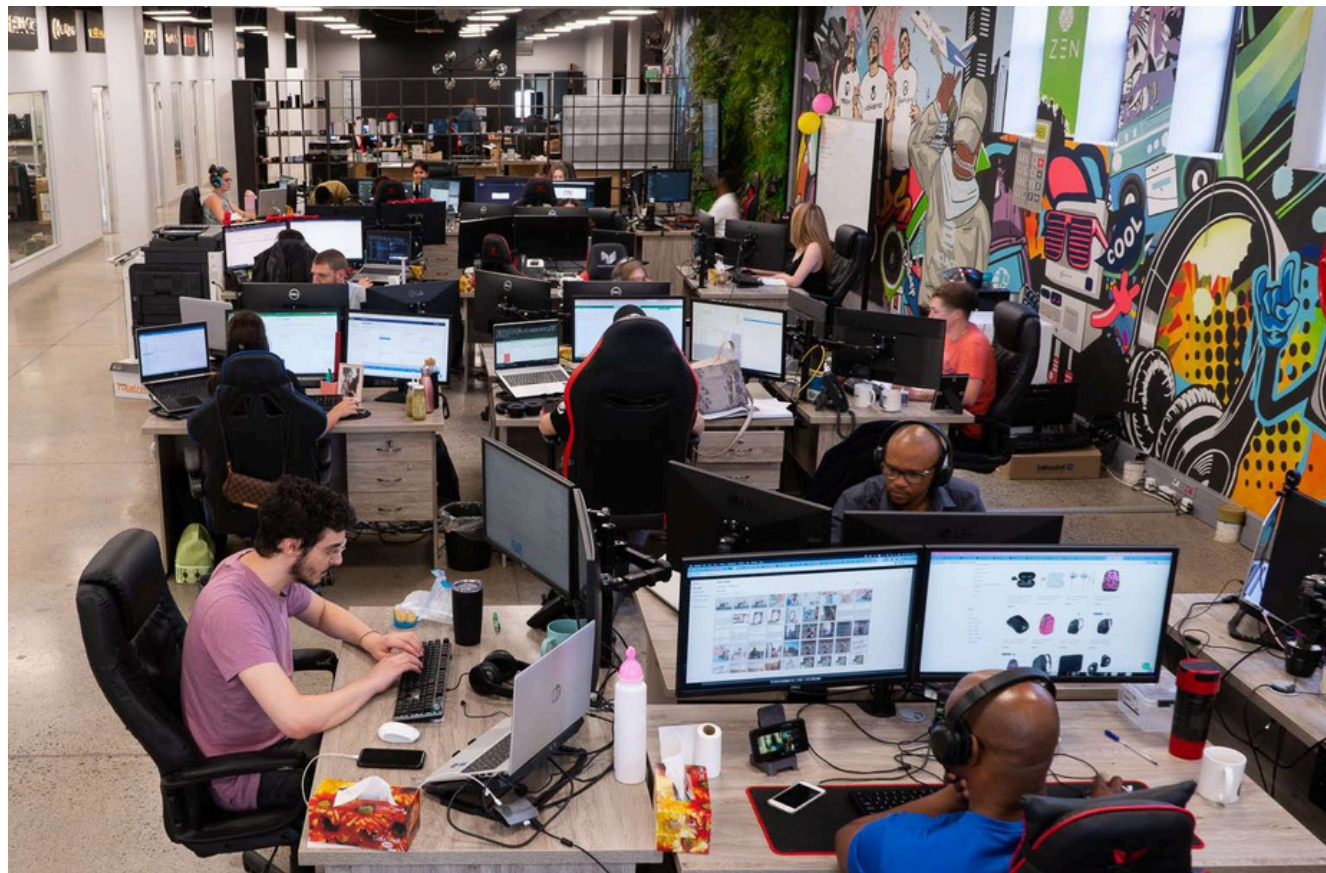


Erin Hannaway - Character Category
Manager
erin@smdtechnologies.com

We manage various distribution brands across South Africa, with a strong focus on meeting our clients' expectations in terms of quality, pricing, and stock availability. Additionally, we support our distribution channels by ensuring our brands are marketed effectively and that our after-sales service stands out as exceptional, providing a superior customer experience.

OUR DEPARTMENTS

Marketing:



At SMD Technologies, our Marketing department is the driving force behind our brand's visibility and growth. Through strategic marketing campaigns, targeted advertising, and comprehensive market research, our team works tirelessly to ensure that our brand remains top-of-mind for consumers. From traditional channels to digital platforms, we leverage a diverse range of marketing strategies to reach our audience where they are and inspire them to engage with our brand.

In addition to traditional marketing efforts, our Marketing department places a strong emphasis on digital marketing and web development. With a dedicated focus on leveraging digital channels such as social media, email marketing, and search engine optimization (SEO), we aim to maximize our online presence and engagement. Collaborating closely with our Web Development team, we ensure that our digital assets, including websites and e-commerce platforms, are optimized for user experience and conversion. Together, these efforts empower us to connect with our audience on a deeper level, drive brand loyalty, and fuel our continued growth in the digital age.



424 posts
8 246 followers
111 following

Volkano
Electronics

LIMITLESS POSSIBILITIES 🌟
🌍 🇿🇦 Leading brand of electronic & multimedia accessories. 🎧 🖥️



332 posts
2 077 followers
645 following

Amplify Electronics
Electronics

🎧 Electronics designed for you to live out loud
⚡ Amplify your Gear... more
🔗 linktr.ee/amplify_electronics



472 posts
3 714 followers
771 following

Rocka Electronics
Electronics

Your Sound. Your Style. 🎸
🇿🇦 Artist Range
📷 Cameras... more



269 posts
4 419 followers
97 following

Lifestyle Innovation

Shopping & retail
Premium appliances designed to elevate your everyday living
🛒 Now Available at @makro_sa, @gamestores_sa & @builderssa

DESIGNATED CONTACTS

Marketing:



Ari Guinsberg – Head ,
E-commerce & Special Projects
ari@smdtechnologies.com
072 111 1015

I oversee all marketing activities for SMD Technologies across a variety of platforms, ensuring that every aspect of our marketing strategy is aligned with our brand's objectives. This includes crafting product packaging that captures attention, designing advertising that speaks directly to our target audience, and creating marketing campaigns that not only resonate with consumers but also drive demand for our products. By understanding market trends and customer preferences, we aim to position our products as top choices in the market, enhancing brand visibility and increasing sales. Additionally, we ensure that our marketing efforts consistently support the overall business strategy, contributing to the long-term growth and success of SMD Technologies.

OUR DEPARTMENTS

Graphic Design:



At SMD Technologies, our Graphic Design department is the creative powerhouse behind our visually stunning packaging designs. With a keen eye for detail and a passion for creativity, our talented team of graphic designers transforms concepts into captivating visuals that speak to our brand identity and resonate with consumers. From product packaging to promotional materials, our designers infuse each design with innovation and artistry, ensuring that our products stand out on the shelves and leave a lasting impression.

Beyond creating aesthetically pleasing designs, our Graphic Design department plays a strategic role in communicating our brand message and values. By leveraging design principles, typography, and imagery, our team crafts cohesive and impactful visual narratives that convey the essence of our brand and inspire consumer engagement. With a focus on innovation and excellence, our Graphic Design department continues to push the boundaries of creativity, driving brand recognition and loyalty for SMD Technologies.

DESIGNATED CONTACTS

Graphic Design:



Beverly Domer - Head of Arts
Beverley@smdtechnologies.com

What I can assist with:

- How the nucleus system works - process of briefing jobs to job completion
- Communication within the Arts Departments
- Production requirements (package samples & POS)
- Creative input and guidance

OUR DEPARTMENTS

Data & Business Analytics:



At SMD Technologies, our Data Analytics department serves as the backbone of our decision-making process, leveraging the power of data to drive strategic insights and actions. Through advanced analytics techniques and technologies, our team dives deep into complex datasets to uncover valuable trends, patterns, and correlations that inform key business decisions. From sales forecasting to market segmentation, our data analysts provide actionable insights that enable us to anticipate market trends, identify growth opportunities, and optimize operational efficiency.

In addition to data analysis, our data analysts also play a critical role in monitoring and evaluating sales performance. By closely monitoring metrics such as revenue, profitability, and customer acquisition, our analysts provide real-time visibility into business performance, enabling stakeholders to make informed decisions and drive continuous improvement. With a focus on data-driven decision-making, our Data Analytics department empowers SMD Technologies to stay agile, competitive, and responsive in today's dynamic marketplace.

DESIGNATED CONTACTS

Data Analytics:



Jon Jacobson - Data Analyst
jon@smdtechnologies.com

What we can assist with:

- Forecasts - loading bulk forecasts, access to forecast groups, etc...
- Price changes and pricelists
- Bulk orders, Quotes, Sales Orders - zero-price products, changing delivery dates and shipping methods, etc...
- My stats - linking accounts and users.
- Products - assigning components to bundle costs
- Sell through date - deleting sales data and clearing retailers maps
- Clients - changing pricelists and forecast groups
- Shipping - tracking containers
- General - assigning SMD User permissions and access

OUR DEPARTMENTS

E-commerce:

At SMD Technologies, our E-commerce team plays a pivotal role in driving our online sales strategy and maximizing our presence across various digital platforms. With a keen understanding of the evolving e-commerce landscape, our team meticulously manages our online sales channels and third-party platforms to ensure a seamless and engaging shopping experience for our customers. From our own website to leading online retailers in South Africa such as Takealot, Makro, and Loot, our E-commerce team strategically positions our products to reach a wider audience and drive sales.

By leveraging data-driven insights and digital marketing strategies, our E-commerce team optimizes product listings, enhances product visibility, and implements targeted promotional campaigns to attract and retain customers. Through continuous monitoring and analysis of sales performance and customer behavior, our team identifies opportunities for improvement and innovation, driving continuous growth and optimization of our online sales channels. With a customer-centric approach and a focus on delivering exceptional online shopping experiences, our E-commerce team is committed to driving SMD Technologies' success in the digital marketplace.



takealot **com**

loot.co.za



DESIGNATED CONTACTS

E-commerce:



Ari Guinsberg - Head of Digital,
E-commerce & Special Projects
ari@smdtechnologies.com
072 111 1015

What we can assist with:

- Processing Online Platform orders
- Transferring stock from online retailer forecasts
- Listing any of your products online
- Creating and Logging Nucleus briefs for needed imagery and videography
- Editing and enriching your product listings online
- Briefing Sponsored Product Ads to digital team (applies only to e-commerce/online listed products)
- E-Commerce has many google sheets and trackers we use that could potentially be shared with others to improve their processes.

OUR DEPARTMENTS

Human Resources:

At SMD Technologies, our HR department oversees vital functions to ensure a vibrant and cohesive workforce that drives our company's success. From talent acquisition to workforce planning, our team is dedicated to cultivating a positive, supportive work environment where employees can thrive. We recruit individuals aligned with our core values, fostering a workplace where people feel valued and encouraged to grow. Through comprehensive training, mentorship programs, and ongoing professional development opportunities, we empower our employees to advance in their careers and continuously add value to the organization.

Beyond talent acquisition and training, our HR team excels in creating a collaborative culture by championing employee engagement, diversity, and inclusion initiatives. We ensure that every team member feels heard, respected, and motivated to contribute their best work. Additionally, our HR professionals play a critical role in conflict resolution, performance management, and employee wellness, helping to resolve challenges constructively and maintain a high-performance culture.

By strategically planning our staffing to meet evolving business objectives, our HR department not only fulfills immediate needs but also positions SMD Technologies for sustainable growth. Through investing in our employees' development and aligning our human resources with business goals, the HR team is integral to the long-term success and competitiveness of SMD Technologies in a dynamic market landscape.

DESIGNATED CONTACTS

Human Resources:



Charné Moller – Assistant HR Manager
charne@smdtechnologies.com
084 205 7215



Quinton Ferreira – HR Manager
hr@smdtechnologies.com
061 603 7504



Prishany Reddy – HR Administrator
prishany@smdtechnologies.com
062 876 5258

What we can assist with:

- Payroll queries
- Leave queries
- Training queries
- Grievances & conflict resolution
- Company policies & procedures
- Performance management

OUR DEPARTMENTS

Finance:

At SMD Technologies, our finance department serves as the cornerstone of our fiscal operations, ensuring the financial health and stability of our organization. Responsible for a myriad of functions, including budgeting, financial reporting, and analysis, our team maintains a meticulous approach to financial management. Through careful budget planning and allocation, we optimize resource utilization to support strategic initiatives and drive sustainable growth. Additionally, our finance professionals are adept at preparing accurate and insightful financial reports that provide stakeholders with valuable insights into our performance and financial position.

Moreover, our finance department plays a strategic role in driving informed decision-making through comprehensive financial analysis. By leveraging data-driven insights, we evaluate performance metrics, assess risks, and identify opportunities for improvement. Whether it's forecasting future trends or analyzing investment opportunities, our finance team ensures that our business decisions are grounded in sound financial principles. With a commitment to excellence and integrity, our finance department remains dedicated to upholding the financial integrity and success of SMD Technologies.



DESIGNATED CONTACTS

Finance:

Jonathan (Jonti) Hetz - Financial Manager
JonathanHetz@smdtechnologies.com
083 424 3966



OUR DEPARTMENTS

Warehouse:

At SMD Technologies, our warehouse department is the logistical backbone of our operations, playing a pivotal role in ensuring seamless inventory management and efficient distribution processes. With a keen focus on meeting customer demand, our dedicated team of warehouse professionals employs best-in-class practices to optimize storage space, streamline order fulfillment, and minimize turnaround times. From receiving and storing incoming inventory to picking, packing, and shipping outgoing orders, our warehouse team operates with precision and efficiency to ensure timely delivery and customer satisfaction.

Moreover, our warehouse department utilizes advanced inventory management systems and logistics technologies to track inventory levels, monitor stock movements, and optimize warehouse workflows. By implementing innovative solutions and process improvements, we enhance operational efficiency and reduce costs while maintaining the highest standards of accuracy and quality. With a relentless commitment to excellence and customer service, our warehouse team plays a crucial role in supporting the overall success and growth of SMD Technologies in the competitive marketplace.



DESIGNATED CONTACTS

Warehouse:



Jacques Taaljaard- Warehouse Manager
Jacquest@smdtechnologies.com



Deon Coetzee- Senior Warehouse Manager
Deon@smdtechnologies.com

What we can assist with:

- Warehouse operations
- Orders
- Dispatch & Deliveries
- Returns
- Repairs
- Technical
- Health & Safety

OUR DEPARTMENTS

Merchandising – Retail Dynamix:

At SMD Technologies, our merchandising department, known as Retail Dynamix, is dedicated to enhancing product visibility and presentation to drive sales and elevate the customer experience. With a strategic approach to product placement and presentation, our team meticulously curates retail environments to maximize the appeal of our products and attract customers' attention. By leveraging data-driven insights and market trends, Retail Dynamix ensures that products are strategically positioned to capture customer interest and drive purchasing decisions.

Moreover, Retail Dynamix is committed to creating immersive and engaging retail experiences that resonate with customers and reinforce our brand identity. From eye-catching displays to interactive product demonstrations, our merchandising team employs creative strategies to showcase our products in the best possible light. By focusing on both aesthetic appeal and functionality, Retail Dynamix cultivates an environment where customers are inspired to explore our offerings and make informed purchase decisions, ultimately contributing to the overall success and growth of SMD Technologies in the retail marketplace.



DESIGNATED CONTACTS

Retail Dynamix



Jarrid Wynne - Retail Dynamix Director
jarrid@smdtechnologies.co.za
082 894 9135

What I can assist with:

- In store support
- Brand Ambassadors and Merchandising support
- Store displays
- Product placement
- In store demo's and events
- Store display analytics
- Point of sale assistance

OUR DEPARTMENTS

Legal:

At SMD Technologies, our in-house legal department serves as the cornerstone of our legal compliance and risk management strategies. With a dedicated team of legal professionals, we ensure that all aspects of our business operations adhere to applicable laws, regulations, and industry standards. Our legal experts provide comprehensive guidance and support across a wide range of legal matters, including contract review and negotiation, intellectual property protection, and corporate governance. By staying abreast of legal developments and proactively addressing potential risks, our in-house legal department plays a critical role in safeguarding the interests and reputation of SMD Technologies.



DESIGNATED CONTACTS

Legal:



Nicole Stanton-Jones - Head of Legal
nicole@smdtechnologies.com

What I can assist with:

- Review of Terms & Conditions of dealer applications
- Reviewing of agreements
- Only directors are authorised to sign agreements on behalf of the company, the legal team can assist with this (letters, agreements, applications).
- Avi Mishan's Executive Assistant reports to me, she can assist with the following:
 - Booking of meetings in Avi's calendar
 - Booking of flights & accommodation
 - Snacks for meetings with clients (an email needs to be sent at least two days prior)

OUR DEPARTMENTS

IT, Technical Support & Maintenance:

At SMD Technologies, our IT department serves as the technological backbone of our organization, ensuring the reliability, security, and efficiency of our digital infrastructure. With a team of skilled IT professionals, we oversee a wide range of functions, including network administration, system maintenance, cybersecurity, and technical support. Our IT experts work tirelessly to keep our systems running smoothly and securely, implementing best-in-class solutions to protect against cyber threats and safeguard sensitive data. By staying ahead of emerging technologies and industry trends, our IT department ensures that we remain agile and adaptable in the ever-evolving digital landscape.

In addition, our Technical Support and Building Maintenance departments play critical roles in ensuring the smooth operation of our facilities and providing essential support to our employees. Our Technical Support team is dedicated to resolving technical issues promptly and efficiently, providing assistance with hardware and software problems, troubleshooting network issues, and ensuring that all IT systems are functioning optimally. Similarly, our Building Maintenance team ensures that our physical infrastructure is well-maintained and conducive to a productive work environment. From routine maintenance tasks to emergency repairs, our Building Maintenance professionals work diligently to address facility-related issues promptly and ensure the safety and comfort of our employees. Together, these departments collaborate seamlessly to support the day-to-day operations of SMD Technologies and contribute to our overall success.



DESIGNATED CONTACTS

IT, Technical Support & Maintenance:

Jacob Amber - Head of IT
jacob@smdtechnologies.com



Adriaan Cilliars - Technical Support Team
Lead
adriaan@smdtechnologies.com
Ext: 266

What I can assist with:

I manage the SMD Ticket system, if you have any technical issues, please send an email to tickets@smdtechnologies.com



Mike Freitag - Showroom & Maintenance
Manager
michael@smdtechnologies.com
Ext: 288

What I can assist with:

I can assist with any maintenance issues, if you need assistance, please send an email to facilities@smdtechnologies.com

OUR DEPARTMENTS

Devices, B2B and Education

Our department is a vital force within our organization, focused on fostering strong, long-lasting connections with business clients and driving sales growth with our devices, B2B and education experience. This team actively identifies new business opportunities, optimizes leads, and maintains close partnerships with existing clients to ensure sustained engagement and satisfaction.

With a robust approach to market research and strategic planning, our sales experts continuously refine strategies to stay competitive and meet our organization's sales goals. They conduct product demonstrations and training sessions, particularly for educational tools and laptops, helping clients understand the full value of our offerings. By representing our company at events and exhibitions, this team enhances our market presence and builds brand awareness.

In addition to managing the sales pipeline and ensuring seamless on boarding for new clients, the team also provides detailed sales forecasts, reports, and market insights. By staying responsive to client needs and focusing on relationship-building, our department effectively supports our broader business objectives and contributes to our company's growth trajectory.



DESIGNATED CONTACTS

Devices, B2B and Education



Eric Cotton- Department Head
eric@smdtechnologies.com
082 335 8670



Shakeel Madni- Department Head
shakeel@smdtechnologies.com
082 938 5184



**The strength of the team is each individual member.
The strength of each member is the team**

We wish you the best of luck in your new role at SMD Technologies!