



DEE SMITH

I.T. consulting, training and service aggregation

Company Profile

Dee Smith and Associates (Pty) Ltd

Registration number: 2010/007854/07

Business Profile

Dee Smith and Associates is a South African company founded in 2010. We provide I.T. consulting, training and service aggregation. We have an array of skillsets and a reputation for high levels of expertise. We strive to be the trusted information technology partner of choice. We continuously deliver results.

The majority of our team each have more than 20 years' experience in multiple I.T. disciplines supported by a proven track record of successful delivery. This makes Dee Smith and Associates a strong I.T. implementation partner. Coupled with an extensive network of partners established across industries over many years, we are well positioned to deliver on our promises.

Our organisation currently operates across Africa and in multiple industries such as property, telecommunications, financial services and public sector. Our principal consultants have international working experience and are well versed in their respective fields of expertise with the ability to apply their acquired skillsets in any environment across the world irrespective of location, complexity and size.

"Passion for excellence and visible results are key to successful execution. These principles are core to our company. We are a niche, agile company - passionate about doing I.T. right first time. We listen. We act. We learn. We serve our clients. We succeed. Clients are our partners with whom we forge long-lasting relationships founded on mutual trust."

(Deidré Smith, Managing Director)

Service Offerings

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| <p>Service Aggregation</p> | <p>Project and Program Execution</p> | <p>Data Centre Design, Consulting and Assessments</p> |
| <p>Internationally accredited and recognised training</p> | <p>Network Solutions Architecture and Optimisation</p> | <p>I.T. Service Management</p> |

Service Aggregation

We have managed and audited in excess of 60 outsource contracts on behalf of our clients. Service aggregation as a model requires us to manage not just the appointed outsource service provider, but also to manage subcontractor and non-subcontractor third parties hired by the client.

The high level services offered as aggregator include:

- definition of requirements for obtaining third-party services
- identification of functions that might be effectively outsourced
- procurement management services, including:
 - Preparation of RFPs, due diligence, selection, evaluation, negotiation
 - Transition management, assessment of the effectiveness of the implementation,
 - Optimisation planning and realignment / re-design of functions and services to be outsourced
- oversight and integration of the other service provider's activities into the client's business
- management of legal and contractual deliverables

We create the framework that is required to deliver the services. We establish teams with the relevant skills to manage the operations and execute on the transformation/transition project. We manage the contractual deliverables and changes.

Managing change from one state to another requires a special set of skills and understanding of the environment in which this change must be executed. Our team has expert skills in this arena and our track record speaks for itself. We use our skills in sourcing, project management and subcontractor management as catalyst to implement the client's vision. This model allows us to enter into a contractual joint venture with a defined scope for mutual benefit by giving the customer better management of external services.

We add value to our clients because of our experience in performing the services and managing others. We follow a cycle of continuous optimisation. We innovate where necessary.

Managing innovation over long-term contracts is one of the art forms in outsourcing as a management tool and requires thoughtful planning and implementation.

Project and Program Execution

Through our partnership approach we have a number of strategic alliances within the technology, facilities management, property, telco- and engineering industries. We assemble teams of highly qualified experts with proven track records to consistently deliver solutions for clients - regardless of the nature, complexity and size of the project.

We will help you define an executable strategy supported by roadmaps and execution capability.

We are able to establish your Project Office or optimise the functioning thereof through the creation of

- Formal governance structures for project prioritisation
- The required methodology and templates that are fit for purpose
- Customised monitoring and reporting
- Delivery-focussed processes

We have extensive capability to manage multi-billion rand execution projects and have done so for international companies.



Data Centre Design, Consulting and Assessments

i²DCMS – Integrated and Informative Data Centre Management Strategy

Whether it's small in size (<50m² / 550ft²) or large (>1,000m² / 11,000ft²), data centre design and operation today has become a science which is based on established principles, standards and global best practice. The presence of many standards, guidelines and principles can make data centre design a complex exercise.

Our organisation will assist and guide you in navigating the path to a better designed, better built and improved operational and managed data centre. Even if you already have an established data centre infrastructure, we are able to identify your exposure to design and operational risks and subsequently guide you along the path of risk mitigation and the overall improvement of site operational management.

We proudly partner with the most recognised international data centre organisations in terms of data centre design certifications, facility certifications and operations management certifications. We apply the correct standards and guidelines to ensure that you receive the best and most relevant information at hand. Our design and engineering partners have all been involved in previously certified data centres. Collectively we understand the level of investment and commitment required to ensure that a data centre lives up to the expectations of our/your clients. Whether it's a colocation service provider, a bespoke data centre or server room for an organisation, our team members have internationally accredited and recognised certifications in data centre design. Our company boasts the only professional in Africa who carries all the following internationally recognised data centre design and facility operations management accreditations:

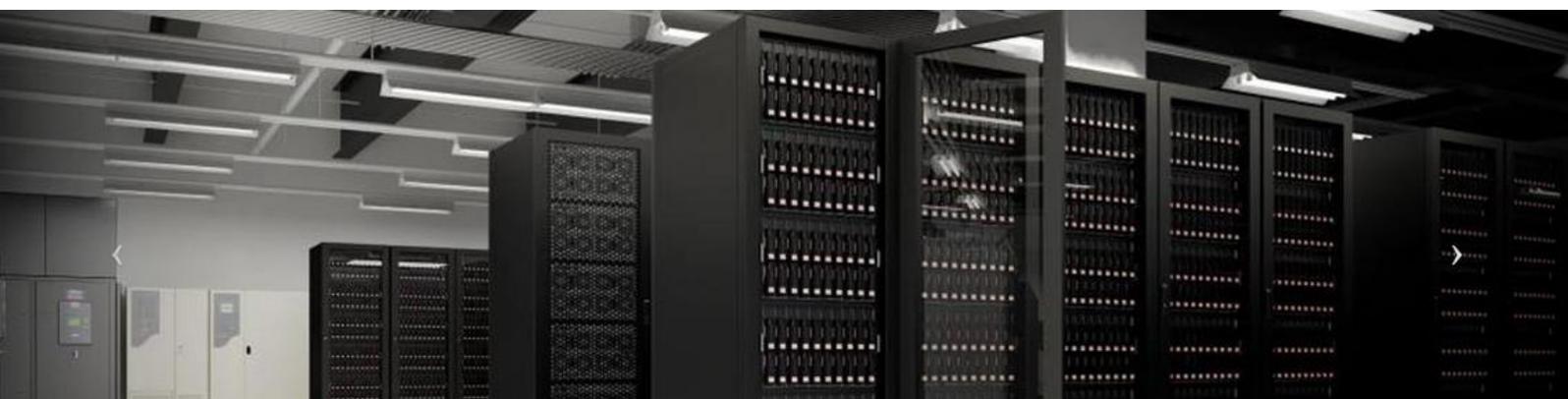


To date members in our team have been formally involved in no less than five Uptime Institute Data Centre Tier Certifications. Our company enjoys very close ties with Uptime Institute. We are also very well versed in the TIA-942 Data Centre Standard. Our long-standing relationship with EPI ensures that we have direct access to the world authority in terms of TIA-942 data centre certifications as well. Irrespective of the certifications standards you may require or the design and site redundancy in your data centre, our organisation is positioned like no other in Africa to provide you with the relevant professional data centre services that you may require.

Professional services we offer within the data centre environment:

- Internationally accredited data centre design and facility management training
- Data centre assessments and audits based on global practice and standards
- Engineering assessments and audits for electrical, mechanical and fire
- Thermo-electrical scanning (through our engineering partners)
- Data centre physical security vulnerability assessment
- Data centre operational management assessments and alignment
- Data centre design and operational management consulting (*includes engineering, architecture and various ICT disciplines*)
- Data centre design and operational management facilitation workshops
- Data centre migration planning workshops, execution and management
- Data centre redesign and refurbishment

We are brand agnostic and we focus on providing fit for purpose, relevant solutions, irrespective of product, supplier or manufacturer. We consider the implication of selected solutions based on many factors within the country, region or geographical location where the data centre or the related service will be deployed. We are exceptionally proud of our track record and we are confident that we will provide the expert consulting services that you require in this highly specialised and complicated area of IT.



Internationally accredited and recognised training



The Kepner-Tregoe (or "KT") methodology was developed to address distinct processes, namely situation appraisal, problem analysis, decision analysis and potential problem analysis. The purpose behind each of the processes is to introduce a systematic approach to trouble shooting, issue resolution and decision making - irrespective of the situation or the environment.

Data centre design and operations management training

Through our well-established and long-standing partnership with EPI, we are able to provide the market with the best level of certification training courses in the data centre environment today. Many thousands have attended these various certification training courses across the world and our company has provided the same courses to hundreds of delegates on the African continent since 2010.



Certified Data Centre Professional® is the introductory course in a suite of data centre design certification courses. CDCP® introduces delegates to the basic principles and considerations around the design of a mission-critical data centre. It covers numerous disciplines such as power, cooling, fire suppression and site selection, to name a few.



Certified Data Centre Specialist® focuses on various data centre design aspects in more depth than the CDCP course, including certain calculations required to ensure a proper data centre design. CDCS® will further specialise attendees to a level whereby they are be able to better engage with suppliers and will be able to verify offers provided by vendors for correctness, effectiveness and efficiency. CDCS is a must have certification for professional data centre managers and personnel. Delegates must have a valid CDCP accreditation to attend this course.

Prerequisite: Delegates must have a valid CDPS® accreditation to attend this course.



The Certified Data Centre Expert® course is the highest level of training. This is a 5-day course which prepares the attendees to be able to scope, design, implement and run a mission-critical Data Centre. A 5-day expert level course prepares participants to analyse a given Business Case and perform a technical evaluation for a project plan and a set of designs for the implementation of a mission critical Data Centre. The course also engages participants in product evaluations and demonstrates how to select equipment, develop equipment test scripts and integrated performance testing. CDCE® builds upon knowledge gained in CDCP® and CDCS® courses. Participants who pass the exam will join the industry's elite Data Centre project design experts.

Prerequisite: Delegates must have a valid CDCS® accreditation to attend this course.



Certified Data Centre Facilities Operations Manager® is a course where participants gain an in-depth knowledge in managing data centre facility operations. This includes important subject matter areas of capacity planning; decommissioning of equipment; compliance to safety standards; statutory standards; people management; vendor management; crisis/incident management; physical security procedures; and the operational knowledge to manage the data centre efficiently. The primary audience for this course is an IT, Data Centre Facilities or Data Centre Operations professional working in and around the data centre who has oversight, accountability or responsibility for achieving and improving high availability and manageability of the data centre operations.



The ANSI/TIA-942 Standard specifies requirements and guidelines for the design and build of a data centre. It is intended for use by designers who need a comprehensive understanding of the data centre design. It encompasses Architecture, Mechanical, Electrical and Telecom requirements and guidelines. Understanding the intent of the ANSI/TIA-942 Standard is of fundamental importance, not only for the successful implementation of the data centre, but also for its sustainable operations. The participant will learn how to design an ANSI/TIA-942 compliant data centre. The Certified TIA-942 Design Consultant® course is well suited for all types of data centres, be it enterprise data centres or multi-tenant, third party data centres such as co-location, managed services and cloud service providers.

Prerequisite: Delegates must have a valid CDCP® accreditation (or suitably recognised equivalent) to attend this course.



For many organisations across the world ANSI/TIA-942 has become the data centre standard of choice. It is imperative for these organisations to verify the correct implementation of the standard through a stringent audit process which is aligned with the ISO guidelines for auditing. It enables participants to develop skills and knowledge to conduct an internal audit program by applying widely recognised audit principles, procedures and techniques which are aligned with the ISO-19011 auditing guideline. Participants must hold a valid CTDC® certificate in order to be able to register for the CTIA® class.

Prerequisite: Delegates must have a valid CTDC® accreditation to attend this course.



Risk management is the process of identifying vulnerabilities and associated threats, followed by estimating the level of risk and its impact on the organisation. Based on international standards and guidelines, the Certified Data Centre Risk Professional course is designed to expose attendants to the overall risk management process. Focus is on the data centre infrastructure, the physical data centre facility and equipment. CDRP® is a must for every organisation that wants to manage their risk.

Network Solutions Architecture and Optimisation

We have extensive experience and expertise in architecting and designing communications networks for multinational organisations in challenging industries (e.g. financial services and telcos). We are able to integrate these networks with hosted and virtualised services. We assist clients to conceptualise and build communications network infrastructure with:

- High-availability
- Modularity
- Scalable capacity
- Ease of operations.

We are able to translate the requirements into a viable and relevant network architecture through the use of our industry-aligned design approach. Furthermore, we align this to the established organisation roadmaps which ensures the correct context is created and subsequently applied. We collaborate with internal and external technical resources to develop and implement the required solutions. We provide networking packet analysis and security consulting. We offer methods and procedures to be followed when implementing complex or new technologies to enhance performance. We actively participate in migrations and implementations on all turnkey projects.

As we are product and brand agnostic, we are able to work across a multitude of products, suppliers and manufacturers to provide our clients with the solutions relevant to their needs.

I.T. Service Management

Our team have all managed I.T. operations on a national and global scale. We understand the importance of providing I.T. services in a consistent and disciplined manner in areas where high-availability and challenges are the norm rather than the exception.

We have a library of ITIL-aligned policies and processes that can be customised to suit your organisation.

Whether it's bid management, crisis management or contract management - we have highly credible experts who are available to establish or remediate your IT operations.

A sample of our numerous training course recipients:



A sample of our numerous clients and business associates:



Thank you for taking the time to view our business profile. Please do not hesitate to contact us should you require additional information.

Business, Administrative and Contact Information:



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