

East Africa is **Ready** for Digital Transformation

With cost saving prioritization being the main focus of many businesses across the globe, it has become imperative to find the right tools to better understand different business operations as well as ensure that big data delivers on customer understanding. The Internet of Things (IoT) has been positioned as a tool that can promote efficiency through providing clearer visibility of operations and flagging potential disruptions. Vodacom Business Kenya has made significant inroads in delivering services that enable customers to measure success in an effective way through the various IoT services that are offered across different business sectors - from financial services to the agricultural sector.

In a recent study conducted by Vodafone, 73% of respondents agreed that IoT is critical to the success of organizations in EMEA. Further to that, 89% of the respondents claimed to have increased IoT projects in their organizations in the 12 months prior. This shows a high level of consideration for better automation of services across the region. More customers are making enquiries regarding how to adopt this service and enjoy its associated benefits. Vodacom Business Kenya has a solution orientated team of experts who ensure that each business adopts the right solution for its particular needs. A full suite of IT services that are required to support internet connectivity and the IoT mobility can also be delivered through this team. Vodacom Business Kenya connects thousands of multi-national organizations to East African countries, including Kenya, Rwanda, Tanzania, Uganda, Ethiopia, Southern Sudan and Burundi. As a company within the Vodacom group, Vodacom Business Kenya gives access to global connectivity as well.

Internet connectivity is an empowering tool to promote economic development and better access to education, health and productivity. A study conducted by Deloitte UK proves that in the long run the productivity in developing countries increases by 25% (Value of connectivity: economic and social benefits of expanding internet access). The 4th industrial revolution has necessitated that companies consider digitization at a holistic level instead of fragmented solutions across different business units. In order to leverage this current transition to digital deployment, CIOs need to address different IT & automation requirements in a more integrated manner. Vodacom Business Kenya facilitates the end to end solution and works with the customers' legacy issues through understanding the current architecture and ensuring better operational agility. "Our aim is to ensure that we empower businesses to participate in economic activity through access to the internet. With our robust understanding of the local environment, we are well equipped to serve our customers in a knowledgeable manner and with deeply informed ICT implementation," says Marika Gecaga, Country Manager Vodacom Business Kenya.

Vodacom Business Kenya's MPLS Network reach spans across Africa with on-the-ground presence in over 16 countries and a network footprint which provides reliable connectivity to over 42. Wherever your business operates, with Vodacom your communication is seamless, efficient and productive. We use a robust core network which ensures service stability as we have invested in reliable backhaul connections via three submarine cables; SEACOM, TEAMS (north-bound) and EASSY (south-bound), ensuring maximum uptime on the MPLS backbone, internet capacity through the fiber optic gateways and VSAT technology. The access network is built on diverse fibre networks to enhance service levels as well as ensure stability of the links with redundancy on the international backbone. Many global organizations have regional offices and sites across the African continent, each with their own performance challenges and budgetary limitations. No matter how rural the landscape, our massive footprint and unique solutions can connect any office across Africa.

For more information visit us on www.vodacom.co.ke or call us on +254 795 757 585