

**Advertorial: Skygistics (PTY) LTD**

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WHAT KEEPS YOU AWAKE AT NIGHT?**

Are the following factors preventing you from focusing on your core business? Is it the effort of trying to comply with government regulations?

Could it be the costly misbehavior of staff?

A consumer demand that can not be balanced against supply?

Or the realization that only some of the company's assets are documented and traceable?

Everywhere in business, owners and managers- ordinary people are trying to resolve problems that just won't go away. It is what keeps them awake at night. By providing the solutions, Skygistics gains not only customers, but friends! Recognizing this opportunity is the drive behind the Skygistics vision:

Bring together relevant IT systems and software into one integrated and powerful solution.

“The core focus of Skygistics is to empower our clients, allowing them to transform their business by using the information that our systems provide in a manner that both increases efficiency and decreases operational costs” explains Andre Naude Head of Sales and Marketing-SA. “Skygistics does this by supplying a wide range of innovative and technologically superior asset management products which combine state of the art Internet, Satellite and GSM communications systems with GPS and Electronic Tagging technologies”, he says. Skygistics provides an all-weather, around-the-clock, two-way communications systems which utilizes state-of-the-art technologies to allow clients to track, manage and control both fixed and mobile remote assets, in near and real time. The Skygistics product line and brand is proving to be extremely valuable to the transport and asset management environment, offering a real time tracking, monitoring and communication solution available via satellite and GSM throughout Africa, Australia and the Middle East, twenty four hours a day, seven days a week.

Skygistics is the exclusive regional operator for the Globalwave Satellite system. In addition they are the only South African Tracking Company with coverage of both Africa and Australia and surrounding coastal waters. Skygistics constantly seeks to examine all aspects of the service experience to find ways to improve its customer satisfaction. In addition, all employees are rigorously trained and retrained to think about customer satisfaction in order to create a self-sustaining company culture that revolves around the customer. The most common use of the companies' products is to track the movement of road vehicles, ships and trains while monitoring key use and performance criteria such as speed and engine performance. Skygistics offers a complete remote monitoring and communications solution for the transport industry, which offers operators huge competitive advantages in increased operating efficiency as a result of cost saving, increased equipment uptime and emergency communication. With Skygistics comes an easily installable and user configurable software package with the option of displaying your information on a website accessible from any computer with your unique username and password. “With the Skygistics range, a client can from anywhere in the world, by simply accessing the internet, locate anything from a laptop computer which is being moved from one location to another, to large earth moving equipment which may be located in Tanzania. All the information is presented in a user-friendly application, which includes maps with street-level detail,” he says.

Skygistics' objectives as a company are to always provide products and solutions to industries where there are no specific solutions to cater for their needs.

“Skygistics' competitive edge most definitely lies in the vision of our Dealer Partners, who are appointed selectively and exclusively. Skygistics Dealer Partners understand that the solution that they provide to their client does not just consist of a courtesy call - it encompasses the TOTAL solution. The end result is a satisfied client, who appoints a business partner for life. explains Myrtle Du Preez, Business Development Executive of Skygistics. Skygistics constantly endeavours to keep abreast of technology and introduce unique solutions to the market“. A very good example of this is our latest invention, the all new MT 3300 Container Terminal. This small tracking device is attached to shipping containers within minutes. Once the unit is activated, a client can track where a specific container is, be it somewhere at the docks in Durban, or en route to Cape Town or anywhere in Africa. The integrated lithium battery pack provides at least a five- year life at two reports per day”, she explains.

The Skygistics products are VESA (Vehicle Security Association of South Africa), DO160 Aviation and ICASA approved. The products have also been accredited by Spoornet for locomotive management and have received the coveted Defence Force data communications service provider accreditation. “Let us exceed your expectations and provide you with a solution that makes you sleep easier at night. Let the Skygistics range of products work for you,” says Naude. More information about the Skygistics products and solutions is available from [www.skygistics.com](http://www.skygistics.com) or by contacting the head office on (012) 682-1600. Released by:

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