

# COMPANY PROFILE

Bringing people and  
technology together

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24**

## About Tarsus Distribution and Our Heritage

Tarsus Distribution is an innovator in Africa's technology supply chain. Partnering with the world's leading IT vendors and the continent's top value-added resellers and systems integrators to deliver customer-centric solutions.

Over the past decade, Tarsus has transformed into a value-added distributor for the digital age. Our diverse and entrepreneurial team leverages advanced technologies to optimise the supply chain, deliver efficiencies to a growing community of resellers, and help channel partners retool their business.

Established in 1985, Tarsus has a rich history in the IT distribution industry. We enable channel partners to deliver world-class business solutions to their clients, focusing on building a more inclusive ICT industry, creating opportunities for previously excluded people to join the mainstream economy, and building a skills base and business ecosystem to support South Africa's socioeconomic development.

Recognised as a Level 1 broad-based black economic empowerment entity, we are the channel's foremost black-empowered technology solutions partner. Recognised as black-owned, black female-owned and black-designated businesses under the Amended ICT Sector Codes.

As we continue to drive innovation and bring our partners top-tier brands and products worldwide, we solidify our leadership in the ICT and distribution industry by investing in emerging technologies, cloud, as-a-service models and more.

With a history that spans over 35 years, we still embody that entrepreneurial spirit. This is made possible by an approach of flexibility, adaptability, and high levels of collaborative effort up and down the value chain.



## Sustainability at Tarsus Distribution

Every day changes make a meaningful impact. From recycling and refurbished technology to renewable solar power and implementing energy efficiencies at our facilities, we work every day to make the planet a better place.

As distributors of computing products in South Africa, we're contributing to sustainable e-waste management in our landfills by complying with the E-Waste Recycling Authority Programme on behalf of our partners.

## We live by the values that drive us

Our values are at the heart of how we do everything. We follow five fundamental principles that embody our commitment to our people and partners: living with integrity, adapting, collaborating and striving for excellence through respect.

## Our vision, purpose and tagline

Since we operate in an ever-changing world, we have crafted a purpose statement that captures the essence of why we exist, a vision statement that casts an inspiring outlook, and a tagline that every stakeholder can resonate with.

### Our vision

A digital and collaborative business that delights our customers.

### Our purpose

Making a lasting difference in the lives of our stakeholders by realising the power of our people.

### Our tagline

Your gateway to your future.



## The nature of our business

Tarsus Distribution has been a leading value-added distributor of computing hardware, software, enterprise products, cyber security, accessories, energy solutions, hyper-convergence, networking, print, storage and more for almost 40 years.

Whether our partners own a small tech start-up or a large-scale enterprise implementation partner for multimillion-Rand deals, the role of Tarsus as a value-added distributor is crucial.

We have the experience, knowledge, and people to do the job well. We offer comprehensive solutions, technology, and run-rate support for any business.

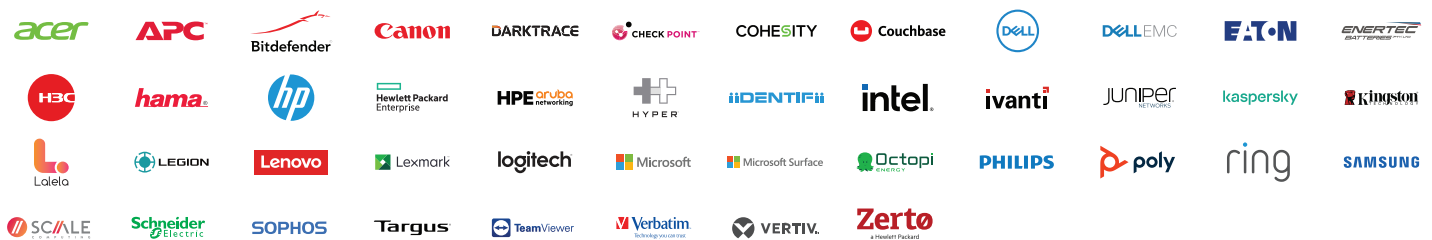
We are uniquely positioned to meet our channel partners' needs for tier-one products, supply chain management, stock availability, and efficient logistics so that resellers can deliver the best possible service, support, and overall solutions to end-user customers at the lowest possible cost.

## The brands we distribute

The backbone of our business is distributing computing devices such as notebooks, tablets, desktops, and print solutions throughout South Africa and SADC.

By distributing these tier-1 brands, we assure partners and their customers of consistent quality, which can lead to customer satisfaction and loyalty. We leverage these brands' reputation, quality, and market demand.

We've recently expanded our security, software, enterprise, and energy solution portfolio to include solutions for the home user, small to medium businesses, and larger-scale implementations.



## The solutions we provide

For many years, we've been supplying our partners with high-quality data storage, servers, networking, security and print solutions, keeping up with the fast pace of technological development to continuously provide the best devices and solutions.

We offer industry-leading supply chain solutions and a world-class warehouse management system, allowing reseller partners to rely on optimised logistics. We also offer a wide range of configuration services.



Compute solutions



Print solutions



Cyber security



Data storage



Servers



Networking



Configuration



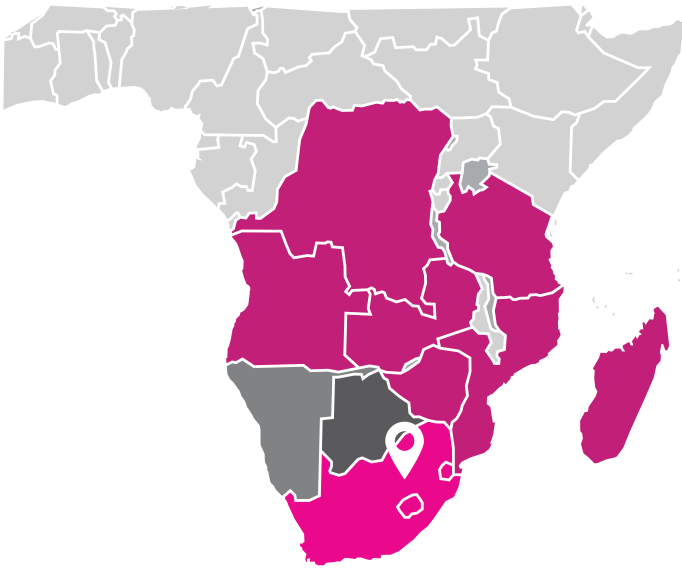
Supply chain



Third-party logistics



Optimised logistics



## Our geographical reach

Tarsus Distribution's head office and centralised warehousing are in Gauteng. It has physical offices in Cape Town and Durban and virtual teams across South Africa. Tarsus has also extended its footprint into Africa with physical branches in Botswana and Namibia and a focused sales team that services the other SADC territories in Africa from the head office in Johannesburg, Gauteng.

## Industries and sectors we support

Through our channel partners, we help deliver our products and solutions to all major industries, including retailers, e-tailers, education, corporates, QSEs, enterprise, financial, medical, insurance, mining, entrepreneurs, startups, and government sectors.



# Journey

**We endeavour to journey with every single one of our stakeholder groups every step of the way toward their envisioned future state.**

Gary Pickford | Managing Director



## Our core competencies

Every digital capability, strategy, service, marketing plan, edge solution offering, or partnership stems from our focus on delivering world-class supply chain services, relevant technology services and innovative solutions.

We keep the partner in mind when we build our courier integrations, master data management strategies, data insights, seamless integrations between platforms and systems or vendors, reverse logistics, omnichannel and support strategies and teams, marketing automation and more.

Harnessing our core competencies in account management, partner development, training, supply chain services, corporate special bid pricing, credit solutions, and the utilisation of alliance partner portals (KLIK) alongside cutting-edge offerings in cloud solutions, device-as-a-service, and more positions us as a comprehensive and innovative B2B technology distributor.



A sales force of 130



Specialised BDMs



Product Specialists



Financial and credit services



Warehousing and storage



Inventory management



Demand planning



Transportation and logistics



Supply chain solutions



Value-added services



E-commerce fulfilment



Online self-help



Marketing in a digital age



Gateway: PRM



Device-as-a-Service



Tarsus-as-a-Service: Private Cloud, DaaS and BUaaS



## A sales force of 130

Tarsus Distribution sets itself apart in the market by our resolute belief in placing the customer at the centre of every strategy, plan and solution formulated. Our omnichannel sales and support strategy engages our partners in a seamless customer experience across multiple channels and platforms.

With centralised data and support teams, resolution is faster through integrated online and offline sales support channels and processes. This leads to better user experiences, partner retention, more meaningful relationships, automation efficiency and accuracy.

This is achieved through a national call centre, pre-sales and sales team, dedicated account management, and certified technical and post-sales support centre. All sales and support teams are equipped to build and maintain relationships with our partners, facilitate transactions that contribute to mutual success, and offer high product knowledge to marry the partners' and their client's needs with our offerings.

## Specialised business development managers

Our team of skilled business development managers identifies opportunities, builds partner and vendor relationships, negotiates, and supports sales teams with deals, oversees growth projects and marketing activities, keeps up with industry trends and developments, and helps develop our partner base based on their needs and capabilities.

## Product specialists

We have a team of 30 brand specialists who bridge the gap between vendors, manufacturers, our partners, and sales teams. They ensure we have the latest and most up-to-date product offering and negotiate the best prices. They use a combination of business and analytical skills to develop, strategise, and ensure the success of a brand and products throughout their lifecycle.

## Financial and credit services

Through consulting, we help our partner base manage large-scale deals with custom financial solutions via integrated credit underwriting partnerships.

## Order fulfilment

From receiving and fulfilling orders, backorder management, collections and deliveries, and direct-to-end-user deliveries, Tarsus Distribution implements the highest standards at every step.

## Inventory management and demand planning

Our experienced team plans demand and stock in advance with advanced technologies supporting product teams in their data-driven decision-making. Our supply chain management process uses digital tools to assist with the prediction and planning of stock, sell-out and demand with granularity. This ensures we have the right stock at the right time and price, balancing supply and demand without a surplus.

## Supply chain solutions

We provide consulting services and implement technology solutions for inventory tracking and management, third-party logistics, roll-out management, and optimising supply chain processes to reduce costs and improve efficiency.

## Value-added services

Tarsus Distribution provides a wide range of configuration services from its centrally located, purpose-built facility in Woodmead to prepare manufacturer hardware and software installation and configuration ready for use as soon as they arrive at the partner's customer, all at reasonable prices.

We offer various value-added services that ensure that equipment is pre-configured to organisational needs, freeing up your IT department, significantly reducing

## Transportation and logistics

Multi-carrier and last-mile management, specialised retail backdoor and document management, and returns management.

## Warehousing and storage

We specialise in secure storage, picking, packing, and shipping technology goods.



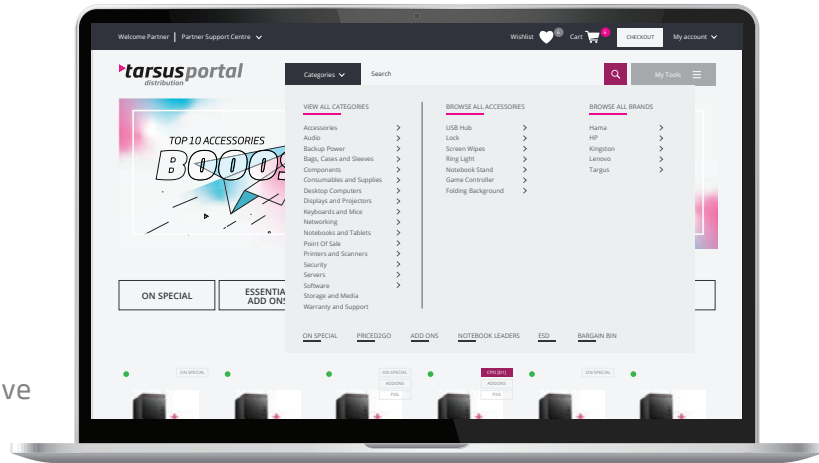
project delivery timelines and overcoming logistical challenges.

We cover services like device staging, printer staging, image deployment, software installation and configuration, technical configuration, asset tagging and management, custom packaging and labelling, bundling, blistering, USB duplication, and other custom offerings.

## E-commerce fulfilment

The Tarsus Distribution Portal empowers reseller partners to serve more customers better and faster; it's a B2B tool that feels like B2C, and partners save time by ordering online safely from anywhere, anytime. Partners can streamline their sales and purchasing process with fast access to competitive pricing, stock-check, document and order management, vendor tools, and more.

TDP continually grows and integrates innovative features, enhancing the user experience and incorporating more tools to enable partners to achieve their business goals with efficiency and speed.



## Marketing in a digital age

We employ a dynamic marketing mix encompassing traditional and digital channels. We meticulously craft go-to-market plans for each brand within our portfolio. With support from our vendors, we strategically engage the right audience at the right moment, delivering content that resonates. This approach generates valuable leads for our partners and cultivates future demand for our partners and Tarsus.

Our overarching objective is cultivating a profound understanding of our partners and their clients,

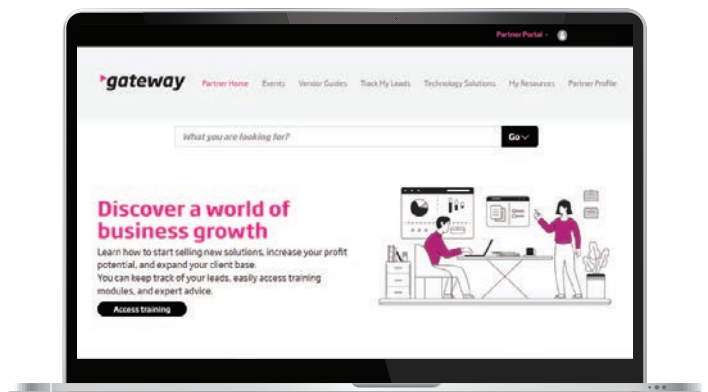
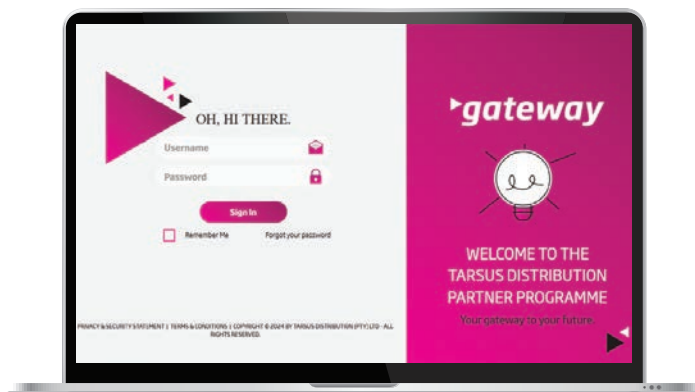
discerning their unique needs, and aligning them with fitting products or solutions. Through a holistic strategy encompassing partner enablement, vendor training, content marketing, email campaigns, digital outreach, activation events, and participation in trade shows, we ensure our partner base stays well-informed. This proactive approach empowers our partners to address challenges for their customers, fostering enduring relationships adeptly.

## Gateway: Partner relationship management

Our partner programme is designed to support our partners with onboarding, engagement, relationship management, opportunity management and distribution, and training and education. Our partner relationship management platform, Gateway, powers this programme.

We're committed to helping our partners grow their businesses, stay relevant, focus on resilience, and

close deals faster. To achieve this, our sales and marketing teams run a broad customer success programme that helps partners increase sales, collaborate throughout the sales funnel, and provide them with all the necessary tools to succeed.



## Device-as-a-Service

We're expanding our market for premium devices through device-as-a-service that provides partners with a comprehensive solution for their technology needs. Instead of purchasing devices outright, such as computers, laptops, tablets, or smartphones, on a traditional capital expenditure model, they can subscribe to a DaaS plan through Tarsus Distribution.

Beyond just hardware, DaaS encompasses a range of services, including device deployment, management, maintenance, and support. This subscription-based model replaces the traditional one-time purchase

approach, allowing our partners to spread costs over time for a more predictable operational expenditure.

DaaS offers scalability, allowing businesses to adjust their device needs based on changing workforce sizes or evolving technology requirements. Additionally, through unique partnerships and in-house capability, we handle the entire lifecycle of devices, from procurement and deployment to ongoing maintenance and eventual retirement or replacement, offering a hassle-free solution for our partners seeking efficient and up-to-date technology management.

## Tarsus-as-a-Service cloud offering

Empowering partners to deliver tailored solutions to their clients, achieving business objectives and fostering ongoing revenue streams and mutual success. We provide a robust platform built on leading OEM technologies, allowing our partners to offer a seamless cloud experience to clients without the inherent risks and concerns associated with traditional hyper-scale approaches. Our platform combines the advantages of a "private" or "hybrid" cloud, including control, security, and data sovereignty, without the drawbacks such as infrastructure maintenance, upkeep, power concerns, or complex licensing.

Partners to pay for usage, scale as needed, and reduce resources as required. With minimised exposure to ROE

fluctuations, our partners can bill their clients in SA Rand, ensuring predictability. The platform's flexibility allows partners to grow or reduce resources dynamically, facilitating self-provisioning for faster time-to-market. The support structure is bolstered by an SA support desk attuned to the language and unique challenges of the local market.

We assume responsibility for the intricate infrastructure and licensing complexities, freeing partners to concentrate on their clients. Partners can focus on creating value, strengthening client relationships, and solidifying their position as trusted customer advisors.







# Grow

**Tarsus is more than just a place of work; it's where people come together to make a difference, innovate, laugh, learn and, most importantly - grow.**

Maria Bruyns | Logistics Manager



## Diversity within Tarsus Distribution



We actively seek out and welcome individuals with disabilities, including those from disadvantaged backgrounds, into our development and learnership programs. Over the past five years, we have permanently employed 150 of these learners.



We have set clear goals of actively seeking diversity, boldly pursuing equity, and promoting inclusion. We aim to build equitable systems and be transparent about our progress.



We have 700+ employees across South Africa and Africa, with 20% supporting our supply-chain capabilities in the warehouse, 20% being black females, and 12% being under 35 years old.

Our diversity empowers us to make better decisions and be a true reflection of our country and future.

## Employee benefits

Investing in well-being and success and recognising that our employees are our most valuable asset, we are committed to providing benefits packages that support their overall well-being and success. From competitive salaries and healthcare coverage to

flexible work arrangements and professional development opportunities, we ensure our employees have the resources to thrive in every aspect of their lives.

## CSR

As a responsible corporate citizen, we prioritise giving back to our communities. Through our corporate social responsibility initiatives, we focus on childhood development and addressing key social challenges.

We maintain long-standing partnerships with communities in Johannesburg, Cape Town, and Durban, dedicated to driving meaningful change.

## Lifelong learning: Empowering development and growth

We believe that learning is a lifelong journey, and we are committed to empowering continuous growth and development among our employees. Through various learning and development programs, including workshops, training sessions, and study assistance, we support our team members in acquiring new skills, expanding their knowledge, and advancing their careers.

## Our company culture

At Tarsus Distribution, we prioritise the success of our business and the well-being and growth of our employees and the communities we serve. Our commitment to excellence extends beyond the boardroom, encompassing our workplace environment, employee benefits, corporate social responsibility initiatives, and lifelong learning opportunities.

## Workplace environment

Fostering collaboration and innovation: At the heart of Tarsus Distribution lies a dynamic workplace environment where collaboration, creativity, and innovation flourish. We believe in cultivating a culture of respect, diversity, and inclusion, where every voice is valued, and every idea is encouraged.

Through open communication channels and supportive leadership, we strive to create an atmosphere where individuals can thrive personally and professionally.



## Our leadership team

Get to know the team responsible for driving innovation - our leadership team offer over 100 years of combined experience, IP, and expertise. Each member of the OPSCO team plays a crucial role in managing and driving specific aspects of our business, ensuring a well-rounded and strategic approach to our operations.



**Gary Pickford**

Managing Director



**Emile Burger**

Chief Financial Officer



**Gary Gradwell**

Chief Digital & Marketing Officer



**Jamie Scott**

Chief Technology Officer



**Shirlinia Jacobs**

General Manager: Channel Sales



**Bernice Hynard**

General Manager: Print Solutions



**Johannes Groenewald**

General Manager: SADC



**Laurence Friedman**

General Manager: Retail Sales



**Alan Hawkins**

General Manager: Enterprise Solutions



**Trys Nel**

Senior Financial Manager



**Maria Bruyns**

Logistics Manager



**Sikie Choonara**

ERP Program Manager

## The vision for our future

In envisioning our company's future, we foresee a transformational journey from traditional to digital and from transactional to solutions-driven. We aim to pioneer a new partner-centric era, leveraging cutting-edge digital technologies to offer comprehensive solutions that address evolving client needs. Embracing the digital landscape, we envision a seamlessly interconnected ecosystem where every interaction is intuitive, personalised, and impactful.

Our transition to digital will fundamentally redefine how we engage with partners, vendors, and stakeholders. By shifting from transactional to solutions-oriented, our focus will transcend product offerings to provide holistic value propositions tailored to solve partners' challenges. We aspire to become trusted advisors, creating innovative solutions with clients to drive tangible results.

We aim to empower businesses to thrive in an ever-changing marketplace, fostering long-term partnerships built on trust and innovation.

We aim to be recognised for our technological prowess and commitment to customer success while positively impacting the society around us.

Looking to the future, we envision solid partnerships across Africa's dynamic regions, driving economic growth and sustainable development. Our commitment extends beyond business objectives to make a meaningful impact on people's lives throughout the region.

Committed to leading towards a more sustainable world, we aspire to catalyse a shift towards environmental stewardship, social equity, and economic prosperity. Our vision is to cultivate a workplace of excellence, inclusivity, and continuous learning, where every voice is heard, and diversity is celebrated.

Together, we embark on this journey with passion and purpose, delivering unparalleled value and shaping a future where possibilities are limitless.



# “ Our goal

**is to lead a new era of partner-centricity, utilising cutting-edge digital technologies to offer comprehensive solutions that meet the evolving needs of our clients.**

Gary Gradwell | Chief Digital Officer



# Broad-Based Black Economic Empowerment (BBBEE)

Through actively engaging in BBBEE initiatives, we aim to create a more equitable and integrated economy, fostering sustainable development and ensuring that a broader population segment shares the benefits of economic growth. Here is a breakdown of our contributions through our group company, Alviva Holdings:

BBBEE Level 1 Contributor | Black Owned 51%  
Black Women Owned 30% | Black Designated Group 40,10%

[Download certificate](#)

## Get in touch

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**An Alviva Holdings company**



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Executive Directors: GJ Pickford, E Burger, H Liebenberg.

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