

ODYSSEY

Elytis newsletter – December 2021

FROM THE COO



Vincent Bourelly

When our founders had to find a trade name for the company, they looked for something that would make people think of the word “elite” as they wanted the best of brands and the best of professionals. The name Elytis was then chosen.

By coincidence Elytis is also a Greek name and the most famous person called Elytis was Odysseas Elytis, known to be one of the

most praised poets of the second half of the twentieth century.

With our company name’s Greek heritage, we decided last year to give names of ancient Greek Gods to our four meeting rooms: Artemis, Athena, Atlas and Poseidon. Another funny coincidence is that the supplier of our Microsoft CSP Platform is a Greek company too.

This is why when we had to choose a name for our newsletter, we immediately wanted a name that would make our readers travel with us and that has a Greek name. Odysseas made us think of Odysseus (Ulysses) the main character of Homer’s epic poem The Odyssey, and as an odyssey is by definition a long journey full of adventures, our newsletter’s name could not be anything else...

OUR HISTORY

An exciting journey for over 20 years



elytis



eLYTIS

The change of logo of Elytis was in line with the company’s development

It all started in 1999 with ten people and two brands. That year, DistriPC – that was to adopt the commercial name of Elytis with a new structure a few years later – was founded as a hardware distributor for Mauritius, managing the Lexmark and ViewSonic portfolios.

In 2021, Elytis has a team of over fifty dedicated members and is a top-class distributor for more than seventeen leading global brands in IT equipment and software in over 40 countries and territories in mainland Africa, the Indian Ocean islands and the French Pacific.

That journey from the inception in 1999 to today’s

achievements has been a long and exciting one – with hurdles overcome and rewards collected.

Along the way, DistriPC has merged with another company of the same Leal Group, named Elytis, to combine the strengths of hardware and software distribution and to benefit from the new dynamics of a growing team of experts endowed with a unique blend of technical know-how, business knowledge and training abilities.

The new Elytis, hence born from this merger in 2008, extended its footprint across the African/Indian Ocean Islands region and reached out with more drive

to the French Pacific islands. Some of us have witnessed the growth of Elytis since then, or even as from the first DistriPC era more than twenty years ago, like Saroja. Others like Imteaz, Yogin, Megha, Oliver, Jean-Noel and Bashir (who retired last September), were part of the original Elytis team.

With a turnover of about USD 18 million for FY 2020–2021, Elytis is one of the leading companies in terms of revenue for the IT Cluster of Leal Group.

There is more to come, to pursue this odyssey with the smart moves that are part of the DNA of Elytis.

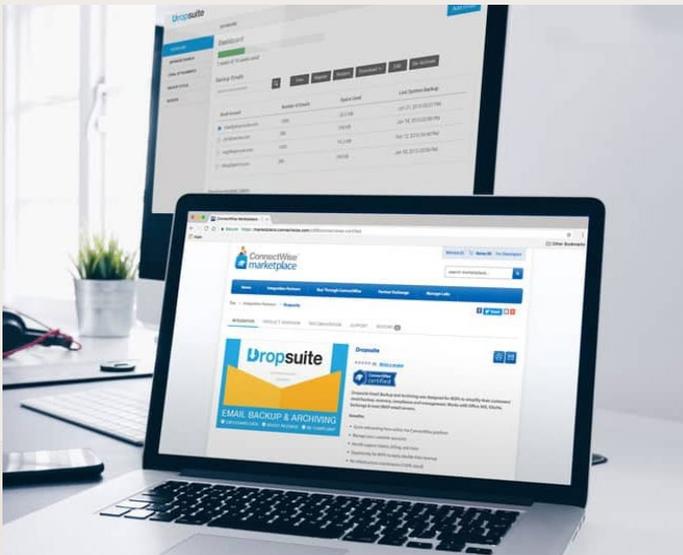
CrowdStrike and Dropsuite join Elytis' portfolio of leading products



Elytis has recently added CrowdStrike and Dropsuite to its list of partners. This move bolsters our company's capacity in offering a wide range of strong, reliable and flexible security solutions to our markets, with the unique Elytis expertise and guidance.

CrowdStrike, a major cybersecurity company protecting customers from all cyber threats thanks to its Security Cloud, is in our portfolio of leading solutions since September 2021. Founded 10 years ago, this American enterprise offers

next-generation endpoint protection, delivered as a single integrated cloud-based solution. Leveraging on its expertise and proven systems, the company has provided assistance in several international high-profile cases of cyberattacks, uncovering flaws and pointing to the cyber-criminals' tracks. «This is in line with our mission at Elytis to enable our resellers to provide world-class IT solutions to their customers», the Chief Operating Officer of Elytis, Vincent Bourelly, says about this addition to the Elytis lineup of solutions.



The same vision has prompted our company to strike a partnership with Dropsuite to enrich our offering with powerful and protected email backup packages. With 10 years of tested and proven operations, Dropsuite's cloud services protect users' information

with extremely high levels of encryption and email archiving capabilities. Its email solutions are compatible with most key technologies and services such as Microsoft Office 365, G Suite Gmail, Open-Xchange, Hosted Exchange and IMAP/POP servers.

FOLLOW US

We get more social on the corporate and customer fronts



www.elytis.mu/



One of the highlights of the social media action on the B2C front has been the launch of influencer marketing activities. The first one, on Facebook and Instagram in June, was used to promote Belkin's range of power banks, car vent mount, car charger and charging cable. This whole set of accessories is very useful for smart mobile users who indulge in today's typical live-work-play life with car driving, outdoor activities and numerous meetings out of the office. AnneGa, a young Mauritian pop artist, was the influencer chosen to showcase the great convenience, reliability and all the coolness of Belkin accessories.

Elytis has beefed up its social media presence during the last months with a series of corporate, B2B and B2C campaigns, tapping into the proper platforms' opportunities and engaging into more influencer marketing actions. Since February we have been more active on Facebook, Instagram and LinkedIn in order to boost our image and to bring more effectiveness to our internal and external communica-

tion and marketing efforts. The outcome has been positive, with more followers and more opportunities for engagement.

Our 'Focus On' corporate campaign on LinkedIn was crafted and launched at the start of the 2021 Covid-19 confinement, in March. Knowing the impact of the crisis and of the confinement on businesses, we wanted to showcase how Elytis was

managing the situation, while still serving our partners and clients and - importantly - fostering deep connection of our own team members and of partner's teams with our company, its culture and its values.

The momentum of this campaign has kickstarted a series of activities for even more interest and for increased interaction with our audiences.



In August and September, the ViewSonic M1 Mini Plus LED projector's ability to make friends or family enjoy big screen entertainment anywhere (thanks to its power and ultra-compact size) was promoted on Facebook and Instagram by the Mauritian photographer and video director Joël Capillaire.

OUR EVENTS

Elytis rewards Mauritian Webcup winners and participants

In line with its dedication in supporting the development of IT related skills and networking in this field, Elytis was a proud sponsor of the 2021 edition of the Webcup (Mauritius).

This annual event is organised by the Federation of Innovative & Numeric Activities in Mauritius that comprises the OTAM, MITIA, and CCIFM.

This 24-hour non-stop competition in web development hosted teams of young and older developers from the territories of the Republic of Mauritius on 30 May, with the DDR4 team winning the national finals after decision from a jury on which sat Emily Laroche (Marketing Manager of Elytis). Our



company rewarded all participants to this Mauritian edition with Belkin headphones during the prize giving ceremony held in Ebene on 31 July.

The Mauritian team coded against the champion teams from Réunion island, Mayotte, the Comoros and Madagascar in September 2021. The participants from

Madagascar won the finals, giving a third win to a team from this country since the inception of this regional competition in 2013.

One year for Belkin and Linksys @Elytis



Elytis has been the sole distributor for the range of customer and SOHO equipment from Belkin and Linksys for one year now. The presence of these two famous brands in our company's portfolio

has enriched our digital B2C offering with attractive and efficient products in this category. Belkin is renowned for its extensive range of accessories that give computer and mobile users seamless usage



and integration on the go thanks to power banks, chargers, headphones and other equipment. Linksys is a leader in home and small business Wi-Fi equipment and solutions, with a range of Wi-Fi routers, mesh Wi-Fi

systems, Wi-Fi extenders, access points, network switches, Wi-Fi networking and smart home automation products. Its systems offer faster data transfer and top cybersecurity features.

LET'S DO IT

World Cleanup Day: Elytis wastebusters in action

Elytis is a corporate citizen with a drive to helping as far as it can in the protection of the environment. We could not miss the opportunity to contribute to the World Cleanup Day effort, on Saturday 18 September.

For this special event, a team of Elytis and Veritas employees as well as some of their spouses followed the road between Goodlands and Poudre d'Or, scouting the roadside and bushes for any type of waste, for over five hours as from 9am. Wearing gloves and hats to protect themselves from contamination and from the sun of the northern plains, the team picked up kilos of bottles, tins, cans and bags thrown away by unscrupulous people.

The result was as appalling – for what it shows of the cavalier attitude of some of our fellow citizens – as it was satisfying thanks to the duty done by the volunteers. At the end of the day, they had filled 33 bags of mixed waste, 11 bags of plas-



tics, 3 bags of glass and had collected enough tins to fill 3 more bags.

After some cleaning up – themselves this time! – the whole group met for a nice and friendly lunch... without leaving any waste behind, of course.

World Cleanup Day is a social action event that

was launched in 2018, to be an annual happening focusing on cleaning places around the world and hence raising awareness about mismanaged waste. That special day is held on the third Saturday of September each year. In 2021, 25 million people participated in its registered events in 190 countries and territories.



Time to play

Have fun and check some easy-to-find answers to participate in our game and win amazing prizes (surprise!). Winners will be announced on the 1st of July 2022.

Send us your answers by email and win points. Each participation will make you win 1 point and each good answer to the questions in this game section will make you win 5 points.

The answers should be sent to: odyssey@elytis.mu Please specify your full name.

There will be two questions in each issue of our quarterly newsletter.

Good luck to all!



Where are the headquarters of CrowdStrike located?

- A. New York City, USA
- B. Florida, USA
- C. San Francisco, USA
- D. Sunnyvale California, USA

When was Linksys founded?

- A. 1998
- B. 1997
- C. 1980
- D. 1988

New recruits



Thanusree Bucktawar has joined Elytis' Marketing department in February 2021 and is our Marketing Assistant since July. Her experience in a freight company and her university qualification will help her in supporting our Marketing department in its various duties.



Ruth Teepoo comes from a freight company background and holds ACCA Level 1 and IATA qualifications. She is our new Sales Administration officer since May 2021 and assists the Hardware department for all administrative tasks.



Visham Beersing is a member of the Microsoft department since August 2021. Holding a BCS qualification and having experience in sales and customer care, he is guiding and assisting partners for developing their Microsoft software markets in his position as Sales Representative.



Akshaye Dhurawa is a new Sales Representative in our Hardware department, having joined the team in September. He brings to Elytis 5 years of experience in the retail market and provides customer service and sales coordination support to the department's commercial efforts.

Goodbye Bashir

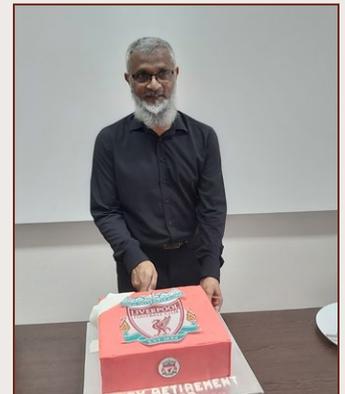


He has been one of the first members of our great Elytis team! Bashir Lalloo has retired and left our company on 30 September 2021, after eighteen years of unflinching support to our sales and admin teams.

Bashir's large smile is an open window to his joyful character, which matches his many professional qualities. As a Store & Admin Officer, he was one of the key players in a team that ensures that everything goes well, behind the curtains, for our sales and consultancy specialists who serve our clients and partners in numerous territories.



His attention to detail and dedication to completing all tasks with flawless results, his communication skills and «can-do» attitude, all make of Bashir a well esteemed and helpful colleague. We had a small party with the



Elytis team to say goodbye and thank you!

Elytis wishes him the best for the years to come - surely with some relaxing time after all those fruitful years in our company.