

ODYSSEY

Elytis newsletter - March 2022

FROM THE COO



Vincent Bourelly

I am really glad to share with you these few words in our second issue of Odyssey. By sending this newsletter each quarter, we wish to let all our partners across Indian Ocean Islands and Sub-Saharan Africa know what is happening at Elytis. New additions to our portfolio of brands, new employees, new products: we will always have something exciting to announce. So, please stay tuned !

Elytis always prides itself to be a regional distributor and not just a Mauritian one. We are therefore happy to be able to travel again, after two years. We will slowly resume our visits to different countries and we can't wait to be able to see our partners outside Mauritius face to face again.

We will also give herein to our hardware partners an idea of what were the fastest

moving products during the last quarter to give everyone a better understanding of the market trends from our perspective.

I am looking forward to the next issue. It will be an opportunity to share more about the performance of our fiscal year ending 30 June 2022. I hope that you enjoy reading this edition of Odyssey as much as we enjoyed putting it together.

WHAT'S NEW

Elytis expands portfolio with Letsignit smart email signature

Elytis always strives to add innovative and efficient solutions to its portfolio. We are now an official distributor for Letsignit, an email signature management package that connects seamlessly to Outlook and Microsoft 365 to open a world of possibilities for communication and marketing.

During the ten years since its inception, Letsignit has demonstrated its efficiency and ROI, and it has garnered the trust of organisations of all sizes, including major international groups. Its clients' list includes LVMH Group, Sephora, Pernod Ricard, Suez and Eurovia Vinci.



Letsignit makes it easy to create appealing, branded corporate email signatures - including different signatures for reply/forward emails and specific signatures for internal recipients - with a twist of personalisation and access to analytics tools. In addition to providing an agile solution for crafting signatures, for inserting banners and for announcing events and meetings,

Letsignit helps to multiply the impact of marketing campaigns. « The email signature is one of the best levers to reach your target effectively. The ItoI email opening rate is close to 100% with a click rate close to 3% versus only a 20% opening rate for traditional mass emailing », the company's website reads.

The reliability and flexibility of the Letsignit solution contribute to its reputa-

tion as a very powerful tool for internal and external communication, with easy deployment across organisations as well as quick updates of individual information and contact details. Elytis is itself embracing the Letsignit technology. All our departments will soon make the most of the huge potential of this new signature management solution.

Training like Olympians!



JABRA PANACAST 50



Installed in Elytis' Athena room, the Jabra Panacast 50 smart video bar solution provides a unique experience in online interaction, with unrivalled video and sound quality as well as strong AI capabilities, which make conversations and demos close to real life.

The Jabra Panacast 50 boasts eight professional-grade microphones, an array of four powerful speakers and three 13-megapixel cameras offering 180° field of view in Panoramic-4K. Thanks to its embedded AI tools, the system automatically and immediately focuses the sound source and camera frame and angle on each speaker during a meeting. It also removes residual echo and static noise.

Elytis has given added impetus to its training efforts in the past year by designing and setting up new training rooms, especially targeting dedicated partners and internal staff.

With a broad, multi-brand and multi-technology portfolio catering to the needs of dozens of territories, our company needs to support its networks in their knowledge of the various products and solutions that we represent - be it for first presentations and demos or for updates.

In line with our concept of getting inspiration from Ancient Greece for naming different aspects of our company (please refer to the COO's message in

the first issue of Odyssey), we have named our four training rooms in reference to gods and other mythological characters related to the Olympian realm. Our four training rooms hence bear the names of goddesses Athena and Artemis, of the god Poseidon and of Atlas the famous Titan.

These rooms are the meeting points for efficient and useful group training, webinars and one-to-one discussions.

These opportunities for professional interaction within the channel and among Elytis team members, as well as the clean and cosy atmosphere of our training rooms, are all conducive to building

and enhancing trust and engagement between us and our partners. In this Covid era, online capabilities are also key for training and for meetings. Our Athena room houses a Jabra Panacast 50 system that provides unparalleled videoconferencing capabilities (see sidebar).

Elytis has also set up a specific Demo room. Its purpose is to showcase some of our hardware products to our stakeholders. Well-run product demos allow our partners to see products in action to fully grasp their value and potential. They also provide a more immersive experience to understand the features of each product.

Jabra Evolve 20 headset tops our hardware sales



Results for Q4 of 2021 confirm the attractiveness of the broad range of Elytis hardware - which caters for the needs of SOHO markets, of medium to large corporations and of individuals embracing today's nomadic and digital lifestyle. No two products on our Top 5 list for that quarter's sales figures are in the same category of usage.

Topping this list is the **Jabra Evolve 20 headset**, a professional device for call centres and offices. Certified for Microsoft Teams, Avaya and

Cisco, this headset can be connected seamlessly to any traditional desk phone and is compatible with all softphone and web clients. Jabra's engineers have tested the Evolve 20 headset system with a long list of platforms and they have ensured that it is future-proof. High grade sound and comfort are not the least of the qualities of this headset. Thanks to its noise cancellation features, users can have clear conversations even in noisy environments. And to top it all, the Jabra Evolve 20 has world-

class speakers, which makes it possible to shift easily from a business conversation to relaxing to the tune of one's favourite music...

At the second place, the **ViewSonic VA2215-H full HD monitor** delivers stunning image quality with low power consumption. ViewSonic's eye care technology helps to eliminate eyestrain from extended viewing periods and adaptive sync means no tearing or stuttering even when gaming. Merging build quality and performance with atten-

tion to eco-friendly features and user-friendliness for refilling, the **Epson L3150** printer was the third highest-selling product. **Belkin's 20W PD USB-C wall charger**, ranking fourth on this list, is a very small yet highly efficient device for rapidly charging smartphones, laptops and other digital equipment. The **Transcend StoreJet 1TB Portable hard disk drive**, which completes this Top 5, provides very high resistance to shock, temperature and vibration, with a capacity of 1TB.

Our Top3 ranking for Q4 2021 sales

The Top 3 ranking for the total sales per territory during Q4 of 2021 in the Elytis network is a showcase of the diversity of those territories. Mauritius tops

this ranking thanks to its strong hub character and is followed by Botswana. Reunion, another Indian Ocean island, completes this Top 3 list. All territories

have contributed to the company's performance for the last quarter and for the past year. Details of this annual performance will be revealed in our next issue.

FOLLOW US

ViewSonic M1 Mini Plus Projector stars in December social media campaign

Some devices punch above their weight... The ViewSonic M1 Mini Plus Projector is certainly one of them. This pocket-sized accessory is more than a projector - it packs an all-in-one solution for enjoying a great cinematic experience at home or anywhere, or for making impactful presentations for business.

The end of year festive season is one that provides more opportunities for families and friends to meet and to enjoy some great time together; though in small groups because of the Covid restrictions. The M1 Mini Plus is a perfect fit for entertainment on the go and to enjoy any movie, sports event or music video on a big screen.

Three Mauritian influencers - fashion designer Melissa Blackburn, blogger and confectioner Kitty Philips and singer AnneGa - were



hence selected to promote the ViewSonic M1 Mini Plus last December, showing their Instagram and Facebook followers the convenience and simplicity of

using this compact projector. Customers were also rewarded with a voucher of Rs 500 from MariDeal

for each M1 Mini Plus they bought. One of them was the lucky winner of a giveaway sponsored by Kitty Philips.

The Swiss Army knife of projectors

Packing many useful features in a compact size, the ViewSonic M1 Mini Plus is as versatile and handy as a Swiss Army knife. Lightweight and measuring only 10cm x 10cm, this tiny projector can be carried in a backpack or purse or any bag. Such small proportions do not impact performance, thanks to powerful

LED lighting, built-in battery with power bank compatibility, HDMI, USB and Bluetooth connectivity and integrated Wi-Fi. Using its connection options, the ViewSonic M1 Mini Plus can source content directly from the Internet, or from any device (laptop or smartphone) or even from a dongle. An integrated



smart stand provides for flexible setup, while also doubling as a lens cover. The M1 Mini Plus boasts a built-in JBL speaker with

Bluetooth, for users to enjoy a crisp and clear sound as well as hassle-free connection to audio sources.

15+ years at Elytis for Yogin and Imteaz



For over 15 years now, both Yogin Varma and Imteaz Buckus have been supporting Elytis' efforts in building the leading Mauritian distribution channel for digital equipment and software across Africa, Indian Ocean Islands and Pacific islands. Yogin spearheads our Microsoft Sales team after moving up to the position of Senior Manager, while Imteaz has been at the helm of the Accounts department since he also joined the company in 2006.

As Yogin rightly puts it, « Elytis has grown from being a local distributor with a few employees to a regional and international distributor with a team of 45 ». He remembers how the company's ambitions were already high when he joined it in March 2006

as a sales representative, two years after graduating with a BSc (Hons) Business Management and Information Technology. Yogin was then the twelfth person to be part of the Elytis team.

He was promoted to the position of Sales Manager in 2009 and had a greater opportunity to contribute to the company's growth. Some of the notable accomplishments for him are the strong development in Microsoft distributorship - with Elytis moving from being a local distributor to a regional and African one and receiving accolades for Best Microsoft Distributor for some parts of Africa several times.

Seeing Elytis step up its performance and expand its regional and international

footprints is also one of the great sources of satisfaction for Imteaz. « All of this came with its challenges, and not the least for our finance and accounts department! », he recalls. « The amalgamation with DistriPC and being appointed as Microsoft IOI Distributor and later as a Distributor for Africa, meant that we had to put on a larger operational and financial structure that remained as sound and efficient as it was, to be able to serve our customers ». Learning, always improving and being able to listen to other people's point of view and inputs for improvement have been key takeaways of working at Elytis all this time, according to Imteaz.

Yogin concurs: working for the company has been a

rich experience in understanding the virtues of learning, growing, innovating and adapting.

Both of these colleagues, who have been among the first ones at Elytis, commend the dedication and shared vision that guide the company's operations and that bring together all members of its team. « There is that human touch, which makes a difference », says Imteaz. « The Covid situation has been particularly testing for all, but the Elytis culture, the team's willingness and ability to quickly adapt to changes, have made it easier to deal with this challenge without affecting the service level »

OUR PEOPLE



Aakash Banipersand heads to new horizons

New year, new places, new challenges... Career moves very often coincide with the start of another year and such is the case for our Regional Development Manager, Aakash Banipersand.

After six years working at Elytis and sharing with us his expertise, dedication and

friendliness, he has flown to Australia in February 2022, heading for new horizons.

During his time at Elytis, Aakash has greatly contributed to managing our Hardware department and was later offered the position of regional business development manager for Jabra - in which he thrived

and led him to be promoted to the Regional Development Manager function.

Aakash's legacy to Elytis is one that will further flourish. We thank him for his contribution to our company's endeavours and we wish him the best for his own projects.

New recruits



Rama Gurriah is our new Enterprise Sales Executive in the Symantec and Veritas Department. He is certified in various technologies (Symantec, Veritas, Micro-

soft, Dell) and brings to Elytis several years of experience in security solutions deployment for leading banks in Mauritius and mainland Africa. Rama is responsible for all Enterprise solutions for our managed and unmanaged partners. He supports our customers' and partners' implementation of Symantec and Veritas products while also providing training and product demonstration to clients and to our own staff.



Farheen Jauffur has joined the Symantec and Veritas Department, as Senior Sales Representative, after working for six years in sales and marketing functions, mainly

in the travel industry. She has successfully completed her IATA diploma courses and is now studying for a degree in Business Management. In her new position, Farheen's responsibilities include selling solutions, providing assistance to resellers, interacting with partners and monitoring monthly sales (as compared to budget), delivering product presentations, and providing accurate and timely management information.

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!



When was Letsignit founded?

- A. 2010
- B. 2014
- C. 2012
- D. 2013

When was Belkin founded?

- A. 1993
- B. 1983
- C. 1884
- D. 1990