

ODYSSEY

Elytis newsletter - October 2022

FROM THE COO



Vincent Bourelly

Dear readers,

The first quarter of our fiscal year is already behind us and brought as usual its fair of good news. We are delighted to welcome new team members, one of them even outside Mauritius.

Many open positions are still under recruitment process, so expect to see more new faces in the next edition! We are not only welcoming new people but also new brands

to continue growing and diversifying our portfolio for the benefit of our resellers and their customers, from consumers to corporate.

It was also a real pleasure to resume full-fledged in-person events (I mean, with no restrictions). We really missed those enjoyable moments and we have already planned quite a few for the next months.

And as usual, we like to support our staff members outside work to help them enjoy their passion too. You will see in this issue how the coolest member of our Finance team can also turn into a fierce competitor when it comes to motor racing.

Enjoy the read !

WHAT'S NEW

Eufy and Barracuda Networks, two new leading brands at Elytis



Always on the move to bring innovation and reliable products to our markets, we have recently added Eufy and Barracuda Networks to the Elytis offering in security solutions. Our resellers and staff have already started to get acquainted with the technological advantages, user-efficient qualities and market-boosting value of Eufy's and Barracuda Networks' devices and systems.

Eufy is owned by Anker Innovations, which has also developed a set of avant-garde devices for entertainment, travel and smart homes. An emerging home security company, Eufy seeks to give users the ability to customise their device's settings - which translates into their motto, "Smart Home Simplified". Eufy has designed a new generation of connected devices and appliances that work seamlessly

together, from laser-guided robotic vacuum cleaners to wireless security systems.

Barracuda Networks is a cybersecurity company specialising in email and web security with industry-recognised web application firewalls (WAF) and next-generation firewalls (NGFW). With nearly 20 years of expertise following its inception in 2003, the U.S. company has developed solutions that cater for the ever-changing landscape of IT security. More than 200,000 global customers trust Barracuda to safeguard their employees, data, and applications from a wide range of threats, thanks to comprehensive and affordable solutions for email protection, application and cloud security, network security and data protection and backup.

Thrilling and relaxing moments for our resellers in September



We always say 'Thank you' and we like to treat our partners for the great job they do and their commitment.

In partnership with Jabra, Epson, Fujitsu, Veritas and Lexmark, we invited Top 15 resellers for a memorable weekend on 16-17 September, in the gorgeous setting of the 5-star Heritage Le Telfair Golf & Wellness Resort in the south of Mauritius.

Our guests attended a half-day conference at the hotel, to get the latest updates about the range of products of

our partners, and were thereafter invited to unwind and to enjoy the activities prepared for them and for our partners' representatives. They were hosted at the hotel overnight and had lots of fun in the various outings prepared for them - introduction to golf and quad or buggy rides being the most exciting ones for their mix of challenge and amusement!

A cocktail dinner concluded that weekend, which was also a great opportunity for all to connect or reconnect and to strengthen our collaboration.

OUR EVENTS

Partners get insight into Epson printers' efficiency for SMBs



Elytis showcased the efficiency and operational gains of the Epson EcoTank printers to a select group of owners and executives of Small and Medium Businesses (SMBs) during a workshop at the Caudan Arts Centre on 17 June. Our account manager for Epson, Emilie Dialava, performed the presentations and demonstrations and answered the

questions from our guests. She had the support of a dedicated Elytis team.

It was a great opportunity for SMBs to know more about the cost-saving and eco-friendly qualities of the Epson EcoTank printers, which fit the typical needs of businesses of that size - and of many others.

Fujitsu and Elytis team up for partners' presentation



Elytis organised a special event on 22 July at Hennessy Park Hotel in Ebene to co-host a presentation and networking session for Fujitsu products. We welcomed representatives from the

regional office of our vendor Fujitsu, who shared with the partners in our Mauritian network all the great features and the advantages of Fujitsu products available to our channel. John Stadden,

Oliver Delachapelle and Kris Comarasawmy, the representatives from Fujitsu, did a fantastic job at delivering an insightful presentation, interacting with our partners throughout the Q&A

session, and showcasing our demo products displayed in the room. The event was also a great opportunity for networking.

Embracing hybrid work with Jabra



How can Jabra solutions enhance hybrid work and be an asset for today's - and tomorrow's - new work habits? Great presentations and cool demos about Jabra's audio and videoconferencing solutions provided the right insights to our resellers during the session that took place on 14 September at Caudan Arts Centre.

Kamilia El Badsy and Hamid Ramz from Jabra's North & West Africa and Indian Ocean islands office did a fantastic job at making that half-day session a very interactive and interesting one, with support from the Elytis team.

Being a global company with a solid research arm, Jabra has detected the shift in working habits, organisation culture and employee expectations for better

engagement and productivity in recent years. The growing importance of a mix of in-office and work-from-home professional activities has brought about the need for reliable, user friendly, portable and cost-efficient

solutions for voice and video communication in any location and at all times. Jabra notes in a recent global report that we are now at a pivotal moment in the change observed in the world of work. "Though more

gradual and planned than the pandemic-induced shift to remote work in 2020, the shift to hybrid work is likely to be the biggest permanent shift in work culture for an entire generation", reads Jabra's website.



Holger Reisinger, Senior Vice President at the Danish company, states: "At Jabra, many of us have been working flexibly for years, and with hybrid work we're excited to be navigating this at greater scale (...) We're used to collaborating in meeting rooms, virtually, in hybrid situations, through time zones, and across borders. If you couple this attitude with the right technology and train your leaders how to effectively manage hybrid teams, you can attract top talent from anywhere in the world by promising them the flexibility they're looking for."

FOLLOW US

Viewsonic targets views with multiple campaigns



A diversity of gear from Viewsonic was the focus of our social media campaigns in August and September. Monitors blending performance and style, as well as the small-yet-powerful MI Mini Plus Projector, featured prominently in those online communication actions.

With its curved screen for optimal peripheral vision, sharp display and boosted refresh rate offering flawless animated graphics, the VX2458-C-MHD monitor is a game-changer. It makes any gaming experience as immersive and fluid as it can be, thanks to its intrinsic display quality and low input lag. Facebook and Instagram were the main platforms for that campaign that was especially aimed at hardcore gamers who are always on the lookout for that special equipment that can provide an edge and lead to a glorious win.

Elytis also used its social media accounts to reach out to the corporate and SOHO worlds and showcase some of the best monitors that suit their needs. Lightning speed for refreshing the display is not as important in the office, but

high performance, dependability, image sharpness and a design that makes a statement in the workspace sure are. With that in mind, Viewsonic has developed the Professional Workspace Solutions ViewSonic VA2932-MHD and ViewSonic VX3276-2K-MHD. The latter is the perfect blend of style and performance. Its features include a sizeable 32" frameless bezel and eye-catching looks, IPS-type technology, and WQHD (2560 x 1440) resolution - with blue light filter and anti-glare coating that enhance even more the viewing experience. The VX3276-2K-MHD is slightly smaller in size but packs as much technology and performance, in an enticing ultra-wide 21:9 aspect ratio that makes multitasking easier... and can be a killer for viewing movies!

With the winter school holidays on at that time, we were also back online in August with the MI Mini Plus Projector - which we also pushed in our social media in December last year. Despite its pocket-sized format, it 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!

We support that extra drive!

When our staff goes into “drive” mode, we give it our full support... not only at work!



Fabrice Groeme

Fabrice Groeme is an Account Supervisor at Elytis and has a long-standing passion for motor racing. He has been holding the wheel and playing with the gas and brake pedals in numerous races in Mauritius, with the support of his co-pilot and mech team.

In June and July 2022, with the additional sponsorship of Elytis, he was one of the contenders at the 'Slalom MRC' and the 'Course des champions' respectively, both events being held in the parking of Anjalay Coopen stadium in Belle Vue in Mauritius. Though he did not make it to the podium, Fabrice gave it all and did a nice show of skills in both races.

A slalom race is well known to most - it is about clocking the best time on a short circuit with a great number of bends, each car being on the track alone.

The 'Course des Champions' is quite different, as two cars start at the same time on a circuit, but with each car staying in its own lane (with two lanes running in parallel). The winner of each of these duels is qualified for the next round, until the two best drivers try to win the final race.

OUR PEOPLE

New recruits



Francis Loïc Ternel is our new Cloud Business Development Executive. He has a professional background in sales and business development in the IT, media and automobile fields and holds a Master 2 Stratégie Commerciale et Marketing Relationnel as well as a Bachelor's degree in

Business Administration and Management, both from French institutions. Loïc will be mainly responsible for promoting our cloud offering in the channel, in coordination with managers.



Game Motshwaedi now leads the Elytis operations in Botswana. Game is an experienced digital transformation professional, with over ten years working for important companies, including the last six years as an Account Manager for a multi-national systems integrator. He has strong experience in sales, bid manage-

ment, commercial operations, customer relationship management, account management and project management. Game will work with the team at our HQ in Mauritius and with the network of partners and resellers in Botswana to enhance the customer experience and boost sales.



Anthony Thomas has joined Elytis in October in the position of Pre-sales engineer. He will work in collaboration with SPILOG Caledonia and French Polynesia for support on our products and solutions, for selling of products, solution design and as well as for sales, administrative and operational matters. He will also partici-

pate in solution design for specific projects in the Indian Ocean region. Anthony has had several years of experience in various engineering and management positions before becoming one of the Elytis team members - including expertise in cloud solutions.

GAME TIME



And the winner is...

Muhammad-Ali Panchoo

He is the lucky winner of our game, with a string of correct answers to the questions that appeared in the past issues of Odyssey.

Elytis is pleased to offer a Belkin Power Bank to the winner.

You could be the next winner! So, have fun and check some easy-to-find

answers to participate in our game and win amazing prizes (surprise!).

The winner will be announced in September 2023. 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!

1. How many geographic markets does Dropsuite serve?

- A. 10
- B. 8
- C. 9
- D. 20

2. In how many countries does Belkin sell their products?

- A. Less than 50 countries
- B. More than 50 countries
- C. Less than 45 countries
- D. More than 60 countries