

# Retro Rabbit

## Company Profile

17 June 2011

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## **1. Company**

### **1.1. About Us**

Retro Rabbit is a premium ICT solutions provider which delivers quality software development support services to clients in all sectors of industry. Our value proposition builds on customers' needs to successfully implement software development projects within a given set of time, quality and budgetary constraints. Our focus is to provide customers with a full set of products and services to support each phase of the software development lifecycle whilst offering the benefits of flexibility in scaling of resources, cost reduction, improved cost management, access to specialized skills and the ability to focus on strategic business needs.

Our absolute obsession with delivering quality software artifacts on time and in budget is what differentiates us from our competitors. We are able to live out this passion by partnering with our clients to ensure that the correct people, processes and technology are applied to each software development project.

### **1.2. History**

Retro Rabbit opened its doors in 2003 having incubated as a business concept in the founders' minds since 2001. Quickly establishing itself as a trusted provider of valuable skills and resources Retro Rabbit secured its first commercial clients weeks after launch. Coming from a strong academic background, Retro Rabbit leveraged relationships in the academia and quickly established a strong customer base.

By 2006 Retro Rabbit had built strong commercial ties to the software industries, taking the technical lead on several important projects with partner companies. The experience gained from working on many development projects allowed Retro Rabbit to gain valuable insight into the management of software development projects. These insights would later be put to use with the foundation of Retro Rabbit's Project Management Program.

Having successfully traversed the murky waters of the 2008 Global Financial Crisis, Retro Rabbit emerged matured and stronger as a company. Looking to the future the company started to actively pursue the development of in-house products, leveraging the experiences gained from years in the consultation and contracting arenas. The company also refocused its business consulting services, with a strong showing in the project management field.

### **1.3. Organizational Values**

Retro Rabbit has the vision to be the most respected, worldwide provider of software development project support, which significantly contributes to the success of our clients.

Our mission is to become the dominant local provider of integrated organizational support for medium and large scale software development projects allowing our clients to compete successfully and excel in the information age.

Our key organizational values are based on a model of service to our clients through excellence in all our dealings:



- *The highest level of integrity* - Our entire business model is based on trust and integrity as perceived by our stakeholders, especially our customers.
- *Serving our customers* - We do everything in our power to ensure that we provide our customers with the products, services and solutions to suit their needs, provided that everything we do for them is based on sound business principles.
- *Investing in our people* - We encourage and help our people to develop to their full potential and measure our leaders on how well they grow and challenge the people they lead

## 1.4. Board of Directors

### Theo Crous

B.Sc. Computer Science (University of Pretoria), B.Sc. (Hons) Computer Science (University of Pretoria), M.Sc. Computer Science (University of Pretoria), M.Sc. Project Management (University of Pretoria).

Theo co-founded Retro Rabbit in 2003 and has been serving as a managing member ever since. As an aspirant academic his continuous education blended well with the early drivers behind Retro Rabbit's successes, being primarily a research driven ICT provider. Theo has extensive practical and theoretical experience in software development and project management. This experience has extended to working on projects including web, windows and mobile based systems spanning several industries including automotive, banking, education, finance, logistics, communications, hospitality, travel, engineering and retail.

Harnessing technology as a business tool is a discipline in which Theo is well versed. As a published international researcher he has been invited as keynote speaker on several occasions, with topics related to technological advancement. His understanding and insight of the nature of information and knowledge has been instrumental in the design and development of several class leading software systems.

Theo possesses a wealth of experience in the project management arena. With a keen grasp of the differences between small elite project teams and more robust larger project teams Theo is able to lead and manage teams from various disciplines. As a professional Theo has been influential in the successes of several systems projects by leveraging his background in software systems with his background in project management.

### Theo Danzfuss

B.Sc. Computer Science (University of Pretoria), B.Sc. (Hons) Computer Science (University of Pretoria), M.Sc. Computer Science (University of Pretoria).

Theo has extensive experience as software developer in all phases of the software development life cycle. As senior developer, Theo has experience in a number of development tools, languages and platforms, including Visual Basic, C#, .Net Framework 1.0 & 2.0, ASP, ASP .NET, J2EE version 1.2 - 5, SQL Server, Oracle and MySQL.

He has developed software for Windows, Linux, mobile and web platforms. Theo also has experience working with application servers such as Internet Information Server (IIS), Apache, Tomcat and Oracle application server. He also worked with a number of GIS packages including TransCAD, Maptitude and Oracle Spatial and MapViewer.



### **Francois Scheffer**

B.Sc. Computer Science (University of Pretoria), B.Sc. (Hons) Computer Science (University of Pretoria), M.Sc. Project Management (University of Pretoria).

Francois was one of the founding members of Retro Rabbit, and has been a driving force for the company since its inception. Francois is a strong leader with an uncompromising belief in excellence and an unquenchable passion for software development, these beliefs have been instilled in every member of Retro Rabbit and serve as the backbone of what makes Retro Rabbit a superior software company.

Equipped with years of experience in designing and implementing enterprise level software systems, Francois moved from designing software systems to managing the entire life cycle, utilizing his years of experience and theoretical knowledge regarding project management to help shift Retro Rabbit's focus to the business side of software development.

Demonstrating a unique combination of technical and leadership acumen, Francois is able to make the transition between the human aspects of project management whilst being able to negotiate the technical hurdles most project managers struggle to clear.

Francois has a methodical and rational approach to problem solving, making him an indispensable resource on any software project. Moreover, participating in IT management conferences both locally and internationally, he is well versed in communication skills, that are often put to use in the process of managing his projects.

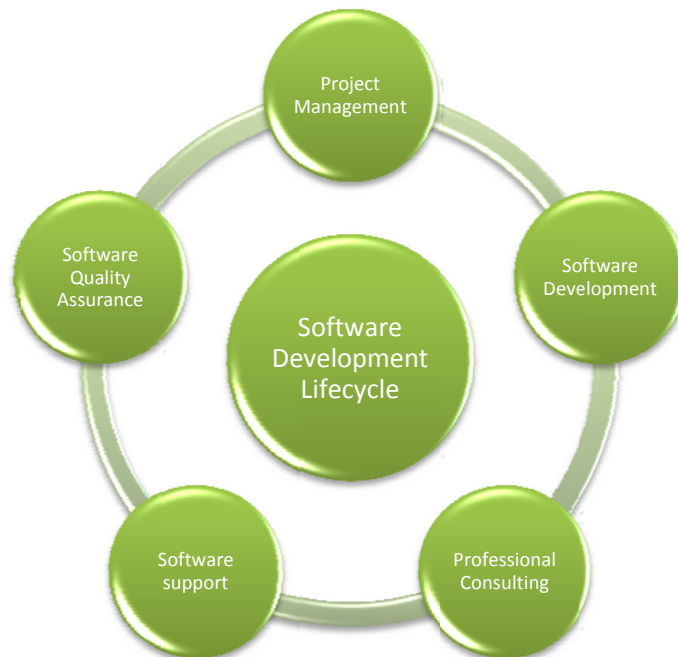
When asked to define himself, Francois stated: "I am a visionary , grounded in a future view"; when asked to explain, he said: "I am an African, and, as such, am aware of the constraints Africa faces, but when we build systems, we need to envision where Africa will be in a decade".

## **1.5. Our Achievements**

Retro Rabbit has had many successes over the years with a predilection towards achieving high expectations from the very start. As a startup company Retro Rabbit excelled as an incubation project by winning several awards for business startup management. Retro Rabbit also made a great success of its early years by graduating successfully from the Softstart incubator. This process provided Retro Rabbit with the initial mentoring and coaching required when starting a business in the information technology sector. Several of the projects that have in later years been developed by the Retro Rabbit team have won awards and laurels from academic institutions as well as the industry at large.

With a constant eye on maintaining the high level of academic expertise that has kept Retro Rabbit on the forefront of the software industry, the company has published several internationally peer reviewed research papers, technical reports and post graduate research thesis. This high level of research involvement has resulted in the Retro Rabbit team being rewarded with several post graduate degrees. The high level of investment in the software development, project management and business management schools have allowed Retro Rabbit to strategically place itself as a premier provider of professional software development and management services for a wide range of technology projects.

## 2. Professional Services



### 1.6. Software Development

Software development is a profession dedicated to designing, implementing, and modifying software so that it is of higher quality, more affordable, maintainable, and faster to build. It is a "systematic approach to the analysis, design, assessment, implementation, test, maintenance and reengineering of software, that is, the application of engineering to software." The term software engineering first appeared in the 1968 NATO Software Engineering Conference, and was meant to provoke thought regarding the perceived "software crisis" at the time. The IEEE Computer Society's Software Engineering Body of Knowledge defines "software engineering" as the application of a systematic, disciplined, quantifiable approach to the development, operation, and maintenance of software, and the study of these approaches; that is, the application of engineering to software. It is the application of Engineering to software because it integrates significant mathematics, computer science and practices whose origins are in Engineering.

### 1.7. Project Management

Project management is the discipline of planning, organizing, securing and managing resources to bring about the successful completion of specific project goals and objectives. It is sometimes conflated with program management, however technically that is actually a higher level construction: a group of related and somehow interdependent engineering projects.

A project is a temporary endeavor, having a defined beginning and end (usually constrained by date, but can be by funding or deliverables), undertaken to meet unique goals and objectives, usually to bring about beneficial change or added value. The temporary nature of projects stands in contrast to business as usual (or operations), which are repetitive, permanent or semi-permanent functional work to produce products

or services. In practice, the management of these two systems is often found to be quite different, and as such requires the development of distinct technical skills and the adoption of separate management.

The primary challenge of project management is to achieve all of the project goals and objectives while honoring the preconceived project constraints. Typical constraints are scope, time, and budget. The secondary—and more ambitious—challenge is to optimize the allocation and integration of inputs necessary to meet pre-defined objectives.

## **1.8. Professional Consulting**

Management consulting indicates both the industry and practice of helping organizations improve their performance primarily through the analysis of existing business problems and development of plans for improvement.

Organizations hire the services of management consultants for a number of reasons, including gaining external (and presumably objective) advice and access to the consultants' specialized expertise.

Because of their exposure to and relationships with numerous organizations, consulting firms are also said to be aware of industry "best practices", although the transferability of such practices from one organization to another may be problematic depending on the situation under consideration.

Consultancies may also provide organizational change management assistance, development of coaching skills, technology implementation, strategy development, or operational improvement services. Management consultants generally bring their own, proprietary methodologies or frameworks to guide the identification of problems, and to serve as the basis for recommendations for more effective or efficient ways of performing business tasks.

## **1.9. Software Quality Assurance**

Software Quality Assurance (SQA) consists of a means of monitoring the software engineering processes and methods used to ensure quality. The methods by which this is accomplished are many and varied, and may include ensuring conformance to one or more standards, such as ISO 9000 or a model such as CMMI.

Quality Assurance encompasses the entire software development process, which includes processes such as requirements definition, software design, coding, source code control, code reviews, change management, configuration management, testing, release management, and product integration. SQA is organized into goals, commitments, abilities, activities, measurements, and verifications.

## **1.10. Software Support**

Software Support or Technical Support (also tech support) is a range of services providing assistance with technology products such as software systems, processes and documentation. In general, software support services attempt to help the user solve specific problems with a product—rather than providing training, customization, or other support services.

Software support may be delivered over the telephone or online by e-mail or a web site or a tool where users can log a call/incident.



### 3. Contact Details

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