1. **About Us**

1.1 Introduction

28East provides a range of location intelligence and marketing services and products to assist clients in improving their performance. We enjoy challenging projects that stretch the imagination and encourage out of the box thinking. We have extensive experience in providing world-class service to private and public organisations, locally as well as internationally and we strive to build long-term lasting relationships with our clients.

1.2 What makes us different?

Our clients tell us that the experience working with 28East is distinctly different in a number of ways.

1.2.1 Win-win

At 28East we follow a win-win approach to ensure that we provide value to our clients. Win-win means that we respect each other, that we are upfront about challenges and that we are passionate about improving of clients’ business performance.

1.2.2 Expertise

The 28East team consists of experts with many years’ experience, both in a technical and managerial capacity. Our associates are carefully selected and have a deep understanding of the industries we operate in. It is also a priority for us to stay abreast with the latest technologies and methodologies.

1.3 Broad-Based Black Economic Empowerment

The 28East management accept that the legacy of apartheid excluded the majority of South Africans from ownership and/or control of productive assets and resources as well as severely restricting the acquisition of advanced skills and generally the effective participation in the economy. We support the Broad-Based Black Economic Empowerment (B-BBEE) initiatives of the South African Government aimed at promoting economic transformation in order to enable meaningful participation of black people in the economy.

28East complies with all relevant B-BBEE acts including [Broad-Based Black Economic Empowerment Act 53 of 2003](http://bee.thedti.gov.za/docs/The%20Broad-Based%20Black%20Economic%20Empowerment%20Act%2053%20of%202003.pdf). 28East is a level 4 B-BBEE contributor.

1.4 Why 28East?

The name 28East was inspired by the book *Longitude by Dava Sobel, A True Story of a Lone Genius Who Solved the Greatest Scientific Problem of His Time.*

During the great ages of exploration, "the longitude problem" was the gravest of all scientific challenges. Lacking the ability to determine their longitude, sailors were literally lost at sea as soon as they lost sight of land. Ships ran aground on rocky shores; those traveling well-known routes were easy prey to pirates.

In 1714, England's Parliament offered a huge reward to anyone whose method of measuring longitude could be proven successful. The scientific establishment--from Galileo to Sir Isaac Newton--had mapped the heavens in its certainty of a celestial answer. In stark contrast, one man, John Harrison, dared to imagine a mechanical solution--a clock that would keep precise time at sea, something no clock had been able to do on land. And the race was on....

At 28East it is also our goal to find innovative solutions for your business problems.

1. **Services**
   1. Marketing Services

2.1.1 Tender Services

28East provides a complete turnkey solution to companies participating in government and parastatal tenders. Tailor-made tender services are also offered for companies requiring assistance in particular areas of the tender process. 28East provides the following tender services:

* + - Tender Spotting and Sourcing
    - Tender Preparation
    - Supporting Documentation
    - Tender Technical/Price Preparation
    - Tender Delivery
    - Tender Presentation
    - Tender Negotiation

2.1.2 Event Planning and Management

28East provides a full professional and cost effective solution for your corporate events. We achieve this by:

* + - working in close partnership with our clients so that we understand the objective of the event, the profile of the audience and the benefits to be derived from the event;
    - providing a complete turnkey solution for your event, from conceptualisation, invitation management, event planning and management, and on the day facilitation;
    - leveraging our panel of trusted service providers, we can negotiate not only the competitive prices, but ensure that quality of service is not compromised;
    - a passionate team with extensive experience in planning and management of corporate events, from golf days to black tie gala evenings.

28East will ensure that your corporate event is a memorable one where you can spend time with your guests and enjoy the show.

* + 1. Copywriting

28East provides a comprehensive service for creating and maintaining marketing content. Once developed, this content can be reused in various forms to promote the company’s services and products. We follow a simple but structured copywriting methodology to extract the relevant information from your company and tell your story in an accessible, professional manner.

* + - Company profiles
    - Media releases
    - Success stories / case studies
    - Product or service content
    - Curriculum vitaes
    - Website content
    - Presentations
    - Social media content (Facebook, Twitter, LinkedIn)
    - Slogans / payoff lines

28East will ensure that your company’s documentation and marketing material are of a professional and world-class standard, and updated on a regular basis. Better content used on your website will also ensure that search engines are more likely to find your website resulting in increased visits by potential customers. Let us create the content you have always longed for.

* 1. Consulting
     1. Project and Programme Management

28East has extensive experience in managing large complex projects, from conceptualisation to implementation and support. We follow the trusted PM Bok project management methodology to ensure that we deliver quality projects on time, within budget and at a low risk.

* + 1. Geographical Information Systems (GIS)

It is our objective to provide value to your business through the application of geo-spatial technologies and Geographical Information Systems (GIS). We have an in-depth knowledge of the geo-spatial market in South Africa, including available datasets, technologies and role players. We strive to understand your business needs and how the application of geo-spatial technology can improve your bottom line. Through our vast network of technology, data and service suppliers, we can offer comprehensive geo-spatial solutions, including but not limited to spatial vector datasets, aerial, oblique and satellite imagery, 3D models, geo-spatial software, expert human resources, data services (geocoding, capture, create, quality assurance), location based services, spatial analysis, terrestrial and mobile scanning.

* + 1. Strategic Marketing

Our strategic marketing services are focussed on delivering optimum value through the concentrating its limited resources. We create a tailored marketing strategy for your business to target your market, ensuring that we communicate the right message to the right audience at the right time. Your marketing plan will be closely aligned to the strategic objectives of your business to reach your goals, consisting of activities to enhance client loyalty and to increase your market share.

* 1. Software Development

28East development team is well versed in deploying various system development life-cycle (SDLC) methodologies, including Waterfall, V-model, Spiral, Scrum and Rapid Application Development (RAD). We understand that in many cases there would not be the luxury of creating all the specifications (users, functional, technical) first before developing commences and we are comfortable to adjust to suit our clients’ needs. Our development team has a solid track record in developing software applications for both web and mobile use, using various software development languages to suit multiple operating platforms.

1. **Products**

3.1 Software

28East is the local partner for Google Geo products in South Africa. Contact us for any technical, commercial or legal queries regarding these products.

* + 1. Google Maps API for Business

Adding interactive Google Maps to your website can increase user engagement by helping your customers and employees find exactly what they’re seeking on a customized map. Retail businesses can direct shoppers to store locations, sales managers can analyse regional sales data at a glance, and employees can track stationary and moving assets from their desktops or mobile devices.

Internal-use only sites, sites with paid business models, and sites with more robust requirements (such as enhanced geocoding) all benefit from using Google Maps API Premier, and must use Google Maps API for Business to take advantage of these capabilities. If your site is available to paying customers or your maps are available exclusively within your company or intranet, you must use Google Maps API for Business. Google Maps API for Business also delivers the service and support enterprise organizations need when building richer feature sets or incorporating maps into mission-critical applications.

For more information, visit www.google.com/enterprise/maps

* + 1. Google Earth Enterprise

Google Earth Enterprise helps organizations makes imagery and other geospatial data visible, accessible, and useful to decision makers and front-line employees. With via an intuitive, visual, and fast application. Developed to publish your content in 2D Google Maps or in as a 3D Google Earth globe, Google Earth Enterprise can distribute your location and mapping data securely. Google Earth Enterprise is the ultimate mapping mashup tool, adding value to existing GIS data systems by creating an intuitive visualization tool. It is easily applicable to situations where internet connectivity is scarce and in online mapping applications for internal employees or to external users. With a fully customizable API, Google Earth Enterprise turns complex geographic data into a fast, accessible resource that your entire organization – even non-technical users – can use to understand and make business decisions.

For more information, visit www.google.com/enterprise/earthmaps/enterprise

* + 1. Google Earth Builder

Streamline geospatial data management and mapping requirements with Google Earth Builder. Google’s new mapping platform maintains your entire data catalogue in the cloud and equips users with powerful, web-based tools to easily create map layers. With Google Earth Builder, you can securely publish maps layers to Google Earth and Google Maps on the Web or via Mobile devices, for easy access on desktop and mobile devices. Google also provides a robust set of APIs to integrate geospatial content into a wide variety of applications.

For more information, visit www.google.com/enterprise/earthmaps/builder

* 1. Spatial Data

28East is unique positioned to advise clients on the availability and suitability of spatial datasets in South Africa, both vector and raster. We have an in-depth knowledge of the spatial data industry in the country, their quality and deficiencies of various datasets, from both public and private organisations. We are currently involved various industry specific initiatives for example the StanSA SC71E technical working group for development of the SANS1883 – Standard for Addresses in South Africa, ISO/TC 211/WG 7 for ISO/WD 19160-1: Addressing. Our team also has practical experience in implementing other standards such as SANS 1880: South African Geospatial Data Dictionary (SAGDaD) and SANS 1878: South African Metadata Standard. We are also well versed in all relevant legislation for example:

* + - Professional and Technical Surveyors Act 40 of 1984
    - Spatial Data Infrastructure Act 54/2003
    - Promotion of Access to Information Act 2/2000
    - SA Geographical Names Council Act 118/1998

**4 Contact Us**

Tel: +27 83 388 4839

Fax: +27 86 670 8201

Email: [info@28east.co.za](mailto:info@28east.co.za)

**Postal Address:**

PO Box 605554

Pierre van Ryneveld

0045

South Africa

**Physical Address:**

18 Forest Glen Drive

Irene X44

Centurion

0133

South Africa