

# AccTech Systems moves into Africa

AccTech Systems, mid-market ERP and CRM solution providers, has signed an Independent Software Vendor (ISV) agreement with Microsoft to provide solutions to the Microsoft Dynamics NAV and GP Dynamics channel in Africa.



The AccTech led African expansion will be conducted under the banner of Dynamics Africa Services (Pty) Ltd and will be headed by AccTech's former Chief Marketing Officer Nick Botha in his new capacity as Managing Director.

"Microsoft is equally excited about the new venture and the opportunities it brings for our customers and partners," says Kethan Parbhoo, Dynamics Director at Microsoft South Africa. "One of our main objectives of signing up Dynamics Africa is to help us grow our already substantial GP and NAV base, not only in South Africa, but also in Africa."

"We believe Dynamics Africa, will allow us to recruit, develop and build some of smaller Dynamics GP and NAV partners to service hundreds of our customers from a sales and deployment perspective. Our smaller Dynamics GP and NAV partners benefit from technical, sales and administration perspective. This is a win-win for all," he adds.

The purpose of Dynamics Africa Services is to, via its range of integrated ISV solutions, develop and grow the Microsoft Dynamics ERP NAV and GP product ranges in Africa through Microsoft's current business partner channel as well as through the acquisition of new partners to the channel.

## Main objective

AccTech Systems CEO Tertius Zitzke says, "the services that Dynamics Africa Services will be offering its partners will be heavily focused on sales and marketing, based on the alliance model that AccTech has been running successfully for many years. "Our main objective is to service the existing partners and to help promote growth of the Dynamics ERP partner channel through new partner acquisition."

Botha is also upbeat about the opportunities that Dynamics Africa Services brings. "We look forward to our new venture

with Microsoft through Dynamics Africa Services. We live on a unique continent with unique challenges, but in these challenges there are great opportunities."

For more than 20 years, AccTech has been driving business innovation on the African continent. It also opened operations in Washington D.C. in 2013 and is seeing massive growth in the region.

"The depth of our knowledge of technology in the markets we serve, has established credibility and respect. We know our customers' business needs, the trends impacting their industries and the processes required to achieve results," says Zitzke.

"Our developers, consultants and project managers have extensive knowledge, skills and expertise in a vast array of industries. We combine our real-world, industry knowledge and expertise with innovative uses of technology to create solutions that bring real, tangible business value to our customers. Satisfied customers are the hallmark of our success," he concludes.

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