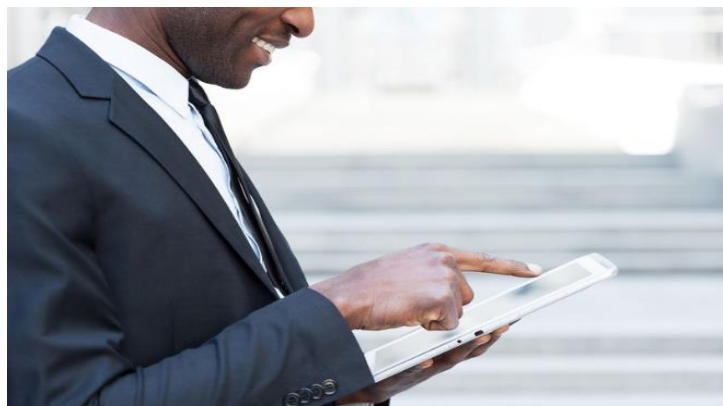




# Tri Continental Ltd.

YOUR IT GATEWAY TO AFRICA

## Corporate Overview



## September 2018

Tricon Plaza, Braintree Industrial Estate  
Braintree Road  
South Ruislip  
Middelsex  
HA4 0EJ, United Kingdom

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## Company Overview

**Tri-Continental has developed an operation spanning 36 countries in Central, East, North and West Africa**, and continues to service an extensive channel of IT partners and Customers. Through its long term relationship with IBM, Lenovo and a number of other IT supplier, spanning close on 30 years, the company has a current annual turnover of over US\$ 55 million. It has also consistently been IBM's strongest performing channel partner over this time.

**Tri-Continental's vision** is to be the largest and most prominent IT distributor covering the CEWA market, with competence and ability to compete and grow in the global IT industry, whilst doing business fairly, and in accordance with our guiding principles.

**Tri-Continental's mission** is to establish a clear and emphatic company presence in the African IT market place as an IT Products distributor of choice, providing the highest levels of service to its Customers and Partners and adding value to the supply chain.

The company is firmly positioned as the premier pan African distributor in CEWA of a selected range of world class technology products, backed by a comprehensive range of Distribution Agreements with major manufacturers including IBM, Lenovo, Canon and Epson.

**Tri-Continental's aim is to provide complete end to end IT solutions.** These solutions may consist of a full range of Computer Hardware infrastructure, Systems Software and Middleware Products. In addition, we engage with Business Application Software Solution providers for clients who seek our guidance on their application selection and implementations and in doing so, develop value nets through a highly motivated Reseller and Partner Channel. The company takes pride in the efficient and effective way in which it brings together relevant business partners and skills in the marketing, development and fulfilment of IT solutions in its chosen market place.

## Regions and Branch Offices

The company has its executive management, administrative services and call centre based in the **Head Quarter in London, UK**. There are regional Sales Offices in three major hubs, **Lagos, Nairobi, Addis Ababa, Tanzania and Johannesburg**.

## Training

Tri-Continental, through our education **Academy** is able to deliver client education, in any of the CEWA countries, on our client's premises as need and significantly is **6 Training facilities** based in our branch office locations.

We strive to employ a business culture that not only considers the present requirements of our partners, but also the evolution of their requirements over time in support of their clients. Tri-Continental is responsive to the needs of its channel, and projects itself as part of a channel's success and an extension of their sales and support teams.

Tri-Continental has an established an extensive network of credible, complementary partners, represented locally, throughout Africa and South Africa. These span traditional IT Dealers and Resellers, Value Added Resellers, Independent Software Vendors (ISVs), Consultancy Organisations and Service Providers. Backed by globally recognised IT Suppliers, and together with its partners, Tri-

Continental is ready and able to provide our customers with complete, comprehensive, and cost effective world-class IT solutions.

## Academy Overview

The Tri-Continental Academy develops and delivers an extensive curriculum of courses focused on System Administration, System Management & Automation, Programming Languages; Internet/Intranet related Development, Databases, AIX/Unix, Mid-range & Client/Server technologies.

Our **Vision** is to empower Africa Business Partners and customers with knowledge and skills on all IBM platforms including middleware, hardware and software and in doing so help our clients improve the skills and productivity of their resources by providing world class training solutions that adds real value.

our **Mission** is :

- To set up, operate & grow a professional skills development organisation across Africa.
- To provide professional, high quality, affordable courses to customers across Africa
- To provide professional training to partners to meet IBM certification requirements.
- To train & certify as many customers as possible to increase customer satisfaction.

In order for our instructors to be invited to join our team, they must first display a career commitment to providing professional training and mentoring. They also must possess an expert knowledge in their area of specialty. The Tri-Continental Academy requires a minimum of five years of experience in these professionals. On average, our instructors have over ten years' experience in the industry. We follow these strict requirements in order to ensure our clients' satisfaction. Above all, each of our expert instructors are excellent communicators whose expertise and dedication to customer satisfaction ensure that your time and money will be well spent. Our trainers are hands-on implementation experts and have the ability to customise course work to your specific needs.

**Our Model** varies based on client need. We offer our education at our premises as set out in the available class schedule. In addition, we work with clients to develop specific skills programs to be delivered on our client's premises to address your specific needs.

## About Us

### Our Staff

Tri-Continental aims to provide an environment for employees where **excellence** is highly regarded, respected and rewarded. We have an enthusiastic, creative and diligent team of skilled IT professionals who bring unique qualities to our organisation and hence to our Partners and Customers.

### Our Customers

We are committed to our channel, both Business Partners and Customers, and earn loyalty by being responsive to and serving their daily and strategic needs and challenges.

### Service

Our after Sales Service and Delivery is a cornerstone of our success which we measure through our partners results and loyalty, and ultimately through Customer Satisfaction.

## Integrity

Open and honest communications is valued and encouraged both within the Company and with our Business Partners and Customers

## Values

At the heart of everything we do these are our company values:

- Results Oriented
- Quality Focused
- Integrity & Honesty
- Customer Satisfaction
- Exceeding Expectations
- Commitment to Excellence

## Tri-Continental Head Quarters

### United Kingdom

#### **Tri Continental Ltd.**

Tricon Plaza  
Braintree Road, Industrial Road  
Industrial Estate, South Ruislip,  
HA4 OEJ, UK  
Tel: +44 (0) 2088 424 644  
Fax: +44 (0) 2088 458 792

#### **Contacts:**

**Israel Lwanga: CEO**

**Joseph Musisi: General Manager**

**Joy Lwanga: Director Marketing and HR**

Date Established: 29 September 1987  
Company Registration and Tax ID Number: 2170268

Bankers: Barclays Bank  
Harrow Branch  
355 Station Road  
Harrow, Middlesex HA1 2AN  
UK

## TRI-CONTINENTAL AFRICA REPRESENTATIVE OFFICES

We support the 36 countries in Africa with 36 regional and 10 Branch offices in many locations including:

Region	North Africa	West Africa	East Africa	Central Africa
Region Office	South Africa	Nigeria	Kenya	South Africa
Branch Offices & Academy Locations		Nigeria Ghana	Kenya Tanzania Ethiopia	South Africa
Other Countries		Burkina Faso Cameroon Liberia Sierra Leone	Burundi Djibouti Eritrea Rwanda South Sudan Somalia	Botswana Cape Verde DRC Lesotho Madagascar Malawi Mauritius Namibia Sao Tome Seychelles Swaziland Zambia

## General

### IBM Certifications

Tri-Continental is a fully IBM Certified Distributor of IBM Hardware and Software for CEWA market place

### Regulatory Compliance and Governance

Through its registered agents and geographic presence Tri-Continental complies with local country company law, tax regimes, importation rules and regulations, and labour practices.

### International Compliance and Governance

All export, relocation or re-direction of products are subject to the regulations e.g. of the country of installation, the United States of America and the original country of export and may be prohibited by law. It is the Buyers responsibility to comply with any such regulations and to obtain all necessary licenses. In addition, the Buyer agrees to cooperate in any related audits. The above provisions apply to the Supplier and its channel as well.

### Labour Legislation



# Corporate Profile



Through our registered presence in the countries in which we trade and do business we comply with local labour and employee taxation legislation

## Safety and Security

Through our registered presence in the countries in which we trade and do business we comply with local Safety and Security legislation and practices, as well as stipulated Client Safety and Security policies and practices, relating to contractor on site presence, badging, site access, and safety standard compliance.

## PRODUCTS

### Hardware

Tri-Continental has an established and extensive network of credible, complementary partners, represented locally throughout Africa and South Africa. This network spans traditional IT Dealers and Resellers, Value Added Resellers and Independent Software Vendors (ISVs), as well as Consultancy Organisations and Service Providers. Backed by globally recognised IT Suppliers, and together with its partners, Tri-Continental is ready and able to provide our customers with complete, comprehensive, and cost effective world-class IT solutions.

Tri-Continental is a leading pan Africa IT product and service provider which is evidenced by the extensive alliances formed with international IT vendors, Solution Providers and support entities in the countries. Our Technology Sales Unit (TSU) will assist our clients with all the relevant procurement functions for all IT needs. Our sales resources have excellent relationships with the various Global IT suppliers, [specialising in IBM](#), serving the African market and are able to provide the best procurement services for our clients.

Our technical team are certified and capable of sourcing the required equipment and solutions for our clients, in a cost effective and efficient manner.

**IBM Mainframe, IBM POWER and IBM STORAGE:** Tri-Continental has a specialised team of certified professionals who are able to assist you in the architecture and design of your IT infrastructure requirements using the very latest IBM Mainframe and Power technologies. This team will further advise you on all aspects of implementation and migration to these new platforms based on their many experiences on diverse projects across Africa. Furthermore, they are able to assist and guide you in sourcing the required equipment and solutions in a cost effective and efficient manner

**Lenovo :**

**System X:** Tri-Continental has a specialised team of certified professionals who are able to assist you with the very latest System X solutions for your infrastructure requirements in the era of Cloud computing.

**Lenovo :** Tri-Continental is as a distributor of the Lenovo products in the CEWA region, delivering leading edge high quality PCs, and laptops.

**Fujitsu :** Tri-Continental is as a distributor of Fujitsu who are a leading Japanese information and communication technology (ICT) company, offering a full range of technology products. We support and distribute Fujitsu products in the CEWA region offering, IT infrastructure management across desktop, networking and data centre environments.

We also specialise in the distribution of [Canon and Epson printers](#).

### Software

Tri-Continental have added specialist IBM Software skills to our team to assist you in the many solution areas offered by the IBM Software Portfolio. We work in conjunction with IBM to bring to you relevant Subject Matter Experts (SMEs) on the various Industry Business solutions offered by IBM. We are expanding our software team with an emphasis on developing skills in [Cloud, Business Analytics, Mobile and Social solutions](#) to cater for accelerated demand for IBM enterprise software throughout the continent.

As a value-added distributor, Tri-Continental works with business partners in a consultative manner to solve customers' business problems. This starts with helping to select and specific solutions, through



to implementation and ongoing support and maintenance. With its close ties to IBM, Tri-Continental is able to identify IBM expertise quickly to solve any technical challenges business partners and their customers may face. In addition to providing business partners and enterprise customers with pre-sales and post-sales support and skills, Tri-Continental also helps them to address the challenges of logistics, risk management, finance and fulfilment.

We have built capabilities to help business partners implement and support solutions by networking with IBM implementation partners globally. Training in IBM Software is vital to assist a client in exploiting the assets in the IBM Software technologies and you will find an extensive set of offerings available on our Academy. Please contact us for specific education requirements you may have for your company.

## Brocade

Tri-Continental is delighted to announce its partnership with Brocade as the Distributor for Brocade fabric technologies in South Africa as well as across the Africa. We offer support to our clients and our Business Partners across the territory with technical advice and consulting. Brocade networking solutions help the world's leading organisations transition smoothly to a world where applications and information reside anywhere. This vision is designed to deliver key business benefits such as unmatched simplicity, non-stop networking, application optimization, and investment protection. Innovative Ethernet and storage networking solutions for data centres, campus, and service provider networks help reduce complexity and cost while enabling virtualization and cloud computing to increase business agility. To help ensure a complete solution, Brocade partners with world-class IT companies and provides comprehensive education..

Brocade fabric technology simplifies network operations through automation, enabling near “zero-touch” configuration and provisioning. Using fabrics, businesses can deploy network capacity at least 5X faster compared to status quo networks.

## Demonstration Centres

### Servers & Storage Demonstration Centre

The IBM STG Solution Centre offers to clients & partners the opportunity to demonstrate or run a 'Proof of Technology' session the technologies they are considering and to test drive their individual solutions. Our goal is to give our customers assurance that their implementation will be successful. The Centre presents a multitude of today's technologies – multi-environment servers, IBM storage systems, Middle ware offerings and Vitalisation capabilities – all in a working environment, capable of testing and development for client projects.

These facilities are housed in **LAGOS** and **NAIROBI**. We welcome clients and partners from neighbouring countries to visit our locations. We also consider on site Proof of Technology projects.

### Featured Technologies

The Centre includes a wide-range of technologies, including the following equipment and software:

- AIX Based Servers and operating systems
- Linux based servers (both x86 and POWER)
- Blade servers x86 –HS21 and POWER JS22.
- IBM XIV , V7000 and DS5300 Storage Servers
- SAN (Storage Area Network) infrastructure
- Server and storage Vitalisation technologies
- Middle ware, Web Application servers, Storage management software

## Key Features and Benefits

The STG Solution centre which show cases the ultimate in resource utilisation comprises an optimised environmentally-controlled data centre, a presentation theatre, training classrooms and professional Exam centres. Through the centre, Partners can offer demos of the latest technologies, perform product evaluations and proofs of concept, showcase applications from Independent Software Vendors (ISVs), conduct briefings and classes and much more.

- **IBM Storage Technologies Demo Centre** – Our centre showcases all IBM storage technologies in a mixed platform environment for product demonstrations, test drives, solution design and implementation support.
- **IBM Business Partner Innovation Centre (BPIC)** – This unique designation reflects the Centre's capability to provide pre- and post-sales support around IBM-based solutions. Such support includes product demonstrations and test drives, solution design consultation, proof-of-concept support, product installation and implementation assistance, training, education, and customized workshops.
- **ISV Software Application Testing and Benchmarking** – If you are an Independent Software Vendor (ISV) who needs to test validate your solution on a particular platform, perform some stress/performance testing, or demonstrate your solution on a regional basis, our Centre is ready to help.

## Contact Us

<b>Head Quarters</b>	
<p><b>United Kingdom</b>  <b>Tri Continental Ltd.</b>          Tricon Plaza          Braintree Road, Industrial Road          Industrial Estate, South Ruislip,          HA4 OEJ, UK          Tel: +44 (0) 2088 424 644</p>	<p>Date Established: 29 September 1987          Company Registration and Tax ID Number:          2170268</p> <p><b>Contacts: Israel Lwanga : CEO</b>  <b>Joseph Musisi : General Manager</b>  <b>Joy Lwanga : Marketing and HR</b></p>
<b>Central Africa Region</b>	
<p><b>South Africa</b>  <b>Tri-Continental Ltd</b>          No.1, 8th Avenue, Cnr. Wessel Road          Rivonia, 2128          Tel : +27 11 785-9980          Fax: +27 11 785-9999  <b>Contact: Central Africa Regional Leader :</b>  <b>Alf Isaacs</b>  <a href="mailto:Alf_isaacs@triconti.com">Alf_isaacs@triconti.com</a>          Mobile : +27 82 570 4639</p>	
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## Reference Projects

Tri-Continental together with our partners in the CEWA region have engaged in many IT infrastructure projects over many years. This section provides a few highlights of key projects in a number of countries and diverse industries.

### Nigeria

In September 2016, Tri-Continental and our partner in Nigeria provided a complete end to end IT solutions consisting of full range of Computer Hardware, Software, and Technical Support Services to **Zenith Bank**, Nigeria. The hardware included 3 x DS8886 Storage Systems and 3 x SAN Directors (SAN768B-2). The systems are operational and have modernised and improved the speed and performance of the bank's operations.

In April 2016, Tri-Continental with our Business Partner delivered another solution to **ACCESS Bank**. This involved giving technical advice, configuring, delivering, installing and commissioning an IT System comprising of 3 x IBM E870 p8 Servers.

Tri-Continental have been engaged with EcoBank for over 10 years. In December 2015, Tri-Continental with our Business Partner delivered another solution to **ECOBANK Nigeria**. This involved giving technical advice, configuring, delivering, installing and commissioning an IT System comprising of 2 x E880 p8 Enterprise Servers, 2 x DS8870 Enterprise Storage Systems and 1 x TS3500 Tape Library.

### Ghana

In 2015, Tri-Continental, at the client's request, directly delivered an end to end IT solution to the **eProcess International Ltd**. This involved extending technical design, configuring, delivering, installing and commissioning IT Systems comprising of 2 x E880 p8 Enterprise Servers, 2 x DS8870 Enterprise Storage Systems and 1 x TS3500 Tape Library.

### Kenya

In 2009, Tri-Continental with her Business Partners in Kenya delivered an end to end IT solution to the KPC and Safaricom. This involved extending technical design, configuring, delivering, installing and commissioning IT Systems comprising of 1 x IBM E870 and 2x E880 P8 Enterprise Servers. This is mentioned as we have in 2016 been providing further IT technology projects for the same organisations.

In addition Tri-Continental with our Business Partner in Kenya recently delivered an IT solution to **Stanbic Bank Kenya**. This involved extending technical design, configuring, delivering, installing and commissioning an IT System comprising of System 2x E870 midrange Servers as well as training of IT Staff.

### Ethiopia

In December 2015, Tri-Continental with her Business Partners in Ethiopia delivered an IT solution to the **Tech Mahindra for EEPCO**. This involved technical design, configuring, delivering, installing and commissioning an IT System comprising of 3 x E850 midrange servers and 2 x V7000 Storage Systems.



## Corporate Profile



### Uganda

Tri-Continental with our Business Partner in Uganda has delivered an IT solution to **Stanbic Bank Uganda**. This involved technical design, configuring, delivering, installing and commissioning an IT System comprising of 2 x E870 midrange Servers.