

The Mother City: Instilling Discipline on its Roads

THIS CITY WORKS FOR YOU is the slogan for the City of Cape Town, and it certainly rings true as from the 1 July 2009.

Syntell was chosen from a few companies to deliver on a comprehensive, exciting and somewhat challenging contract. In terms of the key deliverables, Syntell provides a total end-to-end turnkey solution to the City, including:

- The supply and installation of 50 fixed site cameras and 100 sites
- 24 mobile speed cameras
- Traffic Management Contravention System
- IT architecture and infrastructure
- Automatic License Plate Recognition Systems with roadblock equipment and support
- Back-office and service centre
- Summons serving and call centre services

The City has structured the entire contract to align with its vision to create safer roads for all its inhabitants and visitors to enjoy.

Marius van Tonder spearheads the contract on behalf of the City, and he has thus far delivered a sterling service to the City. The magnitude and complexities of rolling out this contract were rather challenging, but under Marius' watchful eye, the contract deliverables were implemented without a hitch.

The City put together a superb

support team that really worked together towards creating the successful implementation of this mammoth project. Individuals such as Lho Noruwana (projects), Kevin Brooks (IT), Mogamat Bobbs (Cash Receipting), Alex Lawrence (Assistant Traffic Chief), Carol Stone (Enquiries Manager), Kenneth Schoeman (Municipal Courts), and Chris Botha (Finance) must be commended for the excellent manner in which they have rendered their support, ensuring a successful launch.

The City of Cape Town has its sights focused on clearly defined goals. The carnage on our roads must stop: lawlessness, reckless driving, and driving under the influence of intoxicants must be eradicated, as every single death on our roads is one too many. It starts with basic discipline and respect for our traffic laws. The City will succeed in restoring law and order on our roads and so create a safe environment for all road users.



CITY OF CAPE TOWN | ISIXEKO SASEKAPA | STAD KAAPSTAD

THIS CITY WORKS FOR YOU

To this end, the City, partnering with Syntell, will definitely explore, design, and implement smart technological solutions to achieve the firm vision set out by the City's Traffic head, Mr Heathcliff Thomas.

Mr Thomas has previously stated, "We must think outside the box. We must go beyond the mere

specifications as outlined in the contract. I have all the confidence that the City, together with Syntell, will succeed!"

Saadq Mathews, Divisional Director of Syntell, spearheads the Syntell Road Safety Division and is supported by Waseem Gamielien, Contracts Manager for Syntell who takes charge of all the Operational deliverables for this contract.

Waseem Gamielien, Syntell's counterpart to Marius van Tonder of the City, is supported by a forward-looking and dedicated team, including Roger Lewis (Product Development), Faye Truter (Admin and Finance), Gaynor Fernandez (Finance), Lance Bailey (Service and Maintenance), Leon Thiart (Operations), Nilesch Takoordien (Projects and IT), and Sharon Kruger (Training).

According to Saadiq, "Syntell will rise up to the challenge as put forward by the City. We have already successfully implemented some key technologies that are contributing to the vision, and

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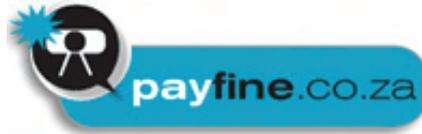
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will continue to explore new, innovative ways to assist our men in blue".

In order to facilitate the ease of fine payments, the City has made many options available. Members of the public no longer have to stand in endless queues.

By simply visiting the website www.payfine.co.za, offenders can view and pay their outstanding fines. Furthermore, members can also visit any ABSA branch throughout the country, or selected Shoprite stores countrywide, to settle their fines on a real-time,

live basis. Other payment options to follow soon are FNB, EasyPay, and SAPO. This footprint will benefit the public, enabling them to settle the fines with greater ease.



The 'Operation Reclaim' project, an initiative by the City of Cape Town, continues to reap many successes. This, together with other unique initiatives such as the Ghost Squad, is delivering excellent results, and motorists will

now think twice before disobeying the law. Many repeat offenders have been, and are still, arrested on a daily basis for a range of transgressions such as driving under the influence, unlicensed and unroadworthy vehicles, BMT lane offenders, etc. Warrants of arrest are executed on a daily basis at all of the many roadblocks operations dotted throughout the City and surrounds.

The City of Cape Town is winning the battle against the lawlessness on our roads, and Syntell is proud to have partnered with the City towards realising this aim.

Giving BACK

The joy of giving

The Syntell Foundation has been busy over the last few months, and has achieved much across various elements of Corporate Social Responsibility.

The Foundation completed the new framework and targeted Road Safety; Education; Entrepreneurship; Employee Volunteering; and Disaster Relief as its focus areas.

Exhibition at the HCI ECD Pan African Conference in Sandton in July 2009

The foundation was delighted to have the opportunity to exhibit its programmes and share its experiences with other conference delegates at the HCI Early Childhood Development Pan African Conference in Sandton, July 2009.

Women's month volunteering in August 2009

In August, Syntell women from the Midrand office celebrated Women's Month by volunteering their services at Ikhaya Lothando

in Tembisa, a home for abandoned boys and a crèche for younger children. The women helped out by getting hands on with cleaning the yard and hostels, cooking, and playing with the children.

Community involvement

Bovet Primary School in Alexandra has been identified as a school in need of assistance from the

needs a pedestrian crossing and a traffic light next to the main road).

Road Safety – Ottery Junior Traffic Training Centre (Cape Town)

The Ottery Junior Traffic Training Centre in Cape Town has designed a schools daily programme on road safety where they are taken through both theory and practicals.

A number of new schools now participate in the road safety programme, reflecting its success.

SWAT (Syntell Values) Programme

The SWAT (Syntell Values) Programme is being revived and promises to revitalise all employees commitment through a sense of clear understanding; the need to participate; and the benefits of belonging to the company. We'll do this by conducting a

series of focus group discussions throughout the company. Two focus group discussions have already been conducted and more are planned. This programme aims to educate all our employees on our Syntell Values, and how applying these practically leads to happier employees and a successful company.



Foundation, particularly the *maintenance of the school* (a volunteering opportunity for our employees to give back to this community through painting and fixing items); *computer training for teachers* (we are planning on arranging for this training to be conducted at the end of October); and *road safety* (the school also

Moving on UP

Looking to the future



Lance Botha, General Manager (Back Office/Imaging) certainly isn't new to the Syntell group. He joined us in May

2001 when Syntell (Tellumat) partnered with Innovative Process Management (later to become Syntell Imaging).

However, on 1 June 2009 he became a fully fledged member of the Syntell family when Syntell acquired 100% of Syntell Imaging.

There are two facets to the job, according to Lance.

The first is operational management of the various back-

office operations associated with different contracts Syntell Road Safety has with its customers - local authorities and metropolitans. This involves the processing of data, violations, and documentation associated with infringements produced by road safety cameras and written out by officers, including various activities aimed at ensuring a successful finalisation of the infringement.

The second facet is leading the team responsible for the design, development, implementation, training, and support of the Opus Traffic Contravention System, the heart of the back-office operation. This team is – as it has to be – highly dynamic, to deal with the various challenges that come out of the back-office.

Future aspirations

Says Lance, "I want to see the

Opus Contravention System becoming the primary national contravention management system, and its effectiveness extend into the international market, thus opening up further opportunities for Syntell".

Role in the company in the future

Lance sees an exciting future for the back office division of Road Safety. "The City of Cape Town project has just entered its third month of operation of the three year contract.

"There are a number of exciting projects on the horizon which will provide opportunities for the company and our staff, and we are investigating a number of technologies which will enhance our product and our ability to win more projects."

In the DIARY

Events and exhibitions

Exhibitions



The Road Safety and Traffic teams, as well as Mikros Traffic Monitoring, exhibited their products at the 2nd annual conference of The Road Traffic Management Corporation (RTMC) at the Cape Town International Convention Centre from 24 – 28 August.

Syntell's Road Safety division had the latest radar and laser cameras

on display, and conducted live demonstrations of their Roving Vehicle to MECs of various provinces.

Association of Municipal Electrical Undertaking - AMEU



Syntell Networks will be showcasing the latest technology in prepayment vending systems at the Amalgamated Municipal Electricity Undertakings (AMEU) Convention from 28 – 30 September at the Feather Market Centre in Port Elizabeth.

Enquiries can be directed to Anton du Plessis at anton@syntell.co.za

ITS International World Congress



September will see the doors of the 16th Intelligent Transport Systems (ITS) World Congress flung open in the beautiful city of Stockholm in Sweden from 21 – 25 September. Andrew Houliston will represent both the Road Safety and Traffic business units.

Enquiries can be directed to Andrew Houliston at andrew@syntell.co.za

Fast FACTS

Port Elizabeth

The Municipality of Port Elizabeth is one of our clients. Here's some interesting information about this lovely coastal city.

- The history of the bay goes way back to the Khoes, who occupied the area and grazed their cattle along the Bakens River. A few centuries later, the Portuguese explorer Bartholomeu Dias was the first European to venture into the bay in 1488.
- The city of PE was officially founded in 1820 when the British settlers landed in the bay. The acting governor of the Cape, Sir Rufane Donkin, ordered that a village and port be developed there and he named the new establishment after his wife Elizabeth who had died in India.



- The Public Library was built in 1835.
- The first shipment of South African gold left Algoa Bay in 1874.
- PE founded the first Amateur

Cycling Club in 1880.

- PE hosted the first cricket test played in South Africa, which was against England, in 1889.
- The first mail order business started in PE in 1910.
- There is no shortage of restless spirits in this harbour town, as the very popular ghost tours prove. Wandering through Gothic architecture and atmospheric cemeteries, visitors will be entertained with stories of phantoms that walk through walls, a peevish library caretaker, and a see-through hitch-hiker.
- The international award for excellence in safety, amenities, and cleanliness, known as 'Blue Flag Status', has again been awarded to PE's Humewood Beach.



- The city's weather is rated as the fourth best climate of any coastal city in the world.
- PE is home to the Baviaanskloof World Heritage Site and internationally acclaimed surfing hotspot, Jeffreys Bay.

- The famous Apple Express is one of only two operational narrow-gauge steam trains in southern Africa, and crosses the highest narrow-gauge bridge in the



world at the Van Stadens River Bridge.

- PE had the first Transitional Local Council in South Africa and the first democratically elected mayor. Much of the early local government negotiations were brokered here.
- Approximately 400 shipwrecks are to be found in and around Algoa Bay.
- The Feather Market Hall was originally built to house ostrich feather auctions.
- PE is home to more indigenous plant species than the entire British Isles.
- In 2007, PE was ranked as the 97th most liveable city world-wide in which to live for expatriate executives and their families (Mercer study).
- PE is a 2010 host city.



Photos courtesy of www.myPE.co.za