OUR**VISION**

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ℰLLISON'S

Foreword

Ellison's is a wholly Zambian owned software development/innovation hub established in Luanshya on the Copperbelt. The Ellison's concept is a concept that has come about after a lot of careful observation, experience, consultation and meticulous planning.

The company has been set up by Mr Tarcisio Chanda Chanda who has 20+ years experience in the software solution/Application space. Over the years, he has worked on different software projects in various roles ranging from support to programming to Design and Architecture. He believes that the software development industry is an industry with huge potential in Zambia if approached in the right manner and based on recent Government pronouncements, this is the best time to start developing and growing this industry which has been stagnant due to lack of political will by the previous regime.

Upon analysis of the Zambian technology space, we came to the harsh realisation that there is a very big gap that needs to filled and current attempts to fill the gap do not seem to be yielding results.

The aim of Ellison's is to set up a software development house that will deliver world class solutions to not only steer the country forward but also provide solutions in the sub region with the hope that the company can grow to become a leading technology house on the continent. The organisation intends to empower young minds to produce highly efficient, reliable working software solutions that are well thought out and solve **ACTUAL** third world country economic and social problems.

Background

The modern business world has been irrevocably shaped by technology, and for good reason. Many long-standing problems in industries and Government can be solved with the right solutions which are designed and developed in the right way. It's not enough to simply use pre-existing solutions, because more often than not, these solutions are not as useful in the third world as they are in the environments for which they are primarily developed.

Now, we need to accept that the software houses in the west are developing solutions for a very broad market (based in the west), with a view to making money, so as a result, every developer man-hour will be focused on developing solutions that would work well for as large a portion of these potential clients as possible. Millions of dollars are spent researching their business processes, user capabilities etc. The primary reasons these solutions will not cater for the Zambian problems well are

- The Zambian market is too small to have any meaningful impact on the development house's bottom line.

- The development house does not understand the Zambian problems well enough to be able to address them even if they wanted to.

- Zambia lacks the necessary infrastructure and supporting solutions to utilise these solutions effectively.

- The cost of these solutions will have a serious impact on the profitability of the average Zambian company (the costs are actually out of reach for SMEs)

Organisations that take the next step and work to produce innovative solutions, are the ones that have taken the lead over and over again. However, a lot of organisations, especially in the MSME sector are unable to afford these bespoke solutions, resulting in problems like:

— Inhouse inefficiencies

— Poor or non-existent record keeping

— Poor administrative tools

— Poor information to use for decision making

— Poor accountability leaving the organisation prone to theft

The list of shortcomings goes on and on. These shortcomings give the competitors(most likely foreign) a competitive edge which keeps widening due to the competitor implementing more and more technological solutions to streamline their operation.

The Vision

It was in light of the above that the idea to form Ellison's was born. The Ellison's concept is based on the fact that there are a lot of young unemployed Zambians out there with exceptionally analytical minds, who if guided and trained properly in software development can not only solve their unemployment problem, but also help the MSME space by developing cutting edge bespoke solutions at affordable prices. This not only applies to the private sector, but to Government as well which we have discussed in more detail in **"Technology – A missed or misunderstood opportunity for Zambia?".** The potential benefits for Government are plenty, with a few being:

— Enhanced Transparency

— Better and higher quality service delivery

— Reduced Corruption

— A more informed citizenry

— Easier poverty alleviation interventions
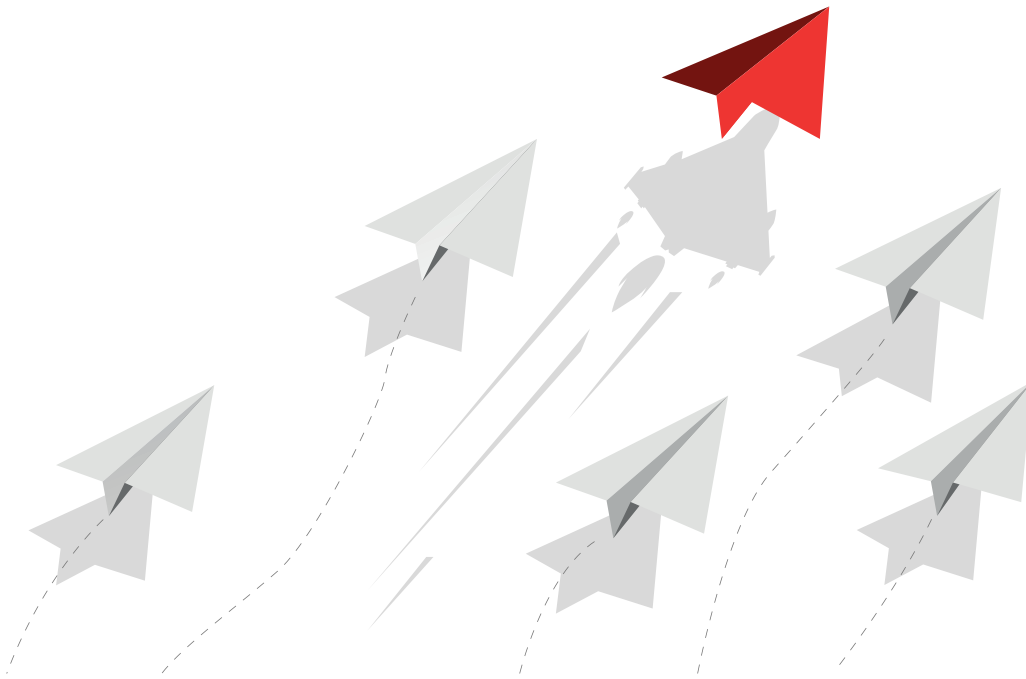
— Easier planning and forecasting

We intend to build a large pool of highly skilled developers who are as good or even better than any developers that you can find out there. It is important to point out that because our developers will be using the latest development tools on the market like any developer in any other part of the world. Because of this, there is no reason to produce substandard software because the quality of software then just becomes about how well the tools are applied by using a concise, analytical and well thought out design which is exactly what we shall train our developers to do.

The Academy

One may ask...how do you hope to achieve this?? We intend to set up an academy called The Ellison Centre For Excellence in Luanshya with the sole purpose of producing the high achieving developers we have just spoken about.

The centre will offer highly intensive short courses covering different concepts and technologies in order for the graduates to have a very thorough understanding of what is going on. While learning, the students will also be involved in software support tasks and will also be given actual development tasks to do for code to be used in live applications.

The centre will have a high rotation of lecturers coming from different parts of the world to come and run courses in very specific areas that the lecturers have mastered with years of actual experience in the industry. We have a very solid network in the international software development community and a lot of foreign software houses and individuals have expressed willingness to be a part of this program.

Our aim is to produce students who....

— **Specialize** in the business automation industry.

— **Understand** In-depth client business requirements.

— **Bridge** the gap between business and technology.

— **Steer** clients through technology.

— **Innovate** state-of-the-art turnkey solution and services

— **Deliver** world-class end-to-end IT solutions.

— **Create** long-term relationship with our clients

— **Implement** cutting-edge innovative solutions that meet client requirements with the reality of the situation.

— **Guarantee** high quality of our deliverables.

— **Adopt** International & best practice standards.

— **Continuous** improvement.

SKILL MATRIX

Below is a typical skills matrix for our students

WEB

- Custom Web Design & Development
- Web Apps
- Custom Web Design & Development
- Enterprise Portal Development
- Application Maintenance

CONTENT MANAGEMENT

- Custom Built CMS Solutions
- Open Source CMS Implementation

MOBILE

- iPhone Development
- Android Development

CONSULTING

- HR Consulting
- IT Management & Consulting

ENTERPRISE

- Custom Enterprise Solutions
- Package ERP Implementers

CREATIVE

- Logo Design
- Stationary Design
- Web Design
- Internet Advertising
- Print Media Design
- Multimedia Design
- Mobile App Design

SOFTWARE

- Software Development
- Software Migration & R engineering
- Software Testing

SOCIAL MEDIA SERVICES

- Social Space Setup
- Weekly/Monthly Reporting
- Social Content Creation
- Social Content Visual Design
- Sales Oriented posting
- Integration with corporate websites
- Integration with e-commerce websites
- Blog setup
- Blog posting

It is important to point out that the wide set of skills being shown above will be taught to a wide group of people. i.e The developers will be trained in one particular skill which will be their sole focus in order to become a market leader in that particular skill. As the developers gains experience they will be able to teach themselves new skills, having been thoroughly taught the underlying concepts at the academy.

The Business Side

As is evidenced from above, once implemented, the academy will produce a highly skilled group of individuals, who's skills, if properly applied can go a long way in improving the economic situation of this country. However, the skills will be useless if there are no tangible solutions and by extension, benefits being seen. The graduates of this academy will need to have a market that is not only ready for the solutions they have to offer, but is also willing to pay the right price for such solutions to be developed. Getting the market ready in a manner such as the one described would require Government involvement, not only from a legislative and policy point of view, but also to **"Lead by example"...**The Government is a key player in the technology sector with regards to the uptake of technology by the private sector.

Before we dwell into what role Government can play, we need to acknowledge a few shortcomings the current government system has:

— Government software solutions are a mess right now with very unreliable functionality

— Government spends way too much money on these disjointed "solutions"

— Getting correct up to date information is a really tedious task which normally involves going from office to office physically

— Government processes and procedures take too long and as a result enhance corruption

— Cleaning up the Government platform and brining order is not as complicated as it seems at face value.

There are a lot of other problems that can be pointed out from the current situation, but that's a discussion for another day. What is important is to acknowledge that Government is a complex system of moving parts that need to work together.... **In one of the early classics of software engineering,** Systemantics**, John Gall wrote: "A complex system that works is invariably found to have evolved from a simple system that worked. The inverse proposition also appears to be true. A complex system designed from scratch never works and cannot be made to work. You have to start over beginning with a working simple system." (Gall's Law).** It is with this thinking that we hope to approach Government and see how we can work hand in hand to start the long journey to building a platform that will not only serve Government and the general citizenry better, but also start a huge drive towards technological solutions by the private sector.

Not only will the private sector be highly motivated by the benefits of technology once they see how much it simplifies Government processes, but the government platform will also give them a platform onto which their solutions will latch with added benefits from the availability of data in the public domain which is currently next to impossible to get. Our approach follows the engineering principle of separating data from interaction, which is commonly used in constructing websites. Government must provide data, but we argue that websites and applications that provide interactive access for the public can best be built by private parties. This approach is especially important given recent advances in interaction, which go far beyond merely offering data for viewing, to offer services such as advanced search, automated content analysis, cross-indexing with other data sources, and data visualization tools. These tools are promising but it is far from obvious how best to combine them to maximize the public value of government data. Given this uncertainty, the best policy is not to hope government will choose the one best way, but to rely on private parties with their vibrant marketplace of engineering ideas to discover what works.

Note that we are not saying we want to have a monopoly on developing Government software, to give us a monopoly would be disastrous to say the least. We just want to be participants in order for us to move Ellison's forward, but to also provide a service that this country desperately needs. Our development costs will be recovered using transaction based billing so there is no need for Government to spend the huge amounts of money they have spent in the past and are currently spending on half baked software solutions.

We shall engage Government at a later stage to discuss this further.

Our core service offering will include technical **consultation**, application **development**, business

process **automation** and business and application **support**.

Our products will be designed in an innovative cutting-edge manner to meet rapidly evolving and growing requirements of any organisation, large or small. Our comprehensive and flexible products and solutions will be designed to:

— . **Minimize** paper work.

— . **Reduce** administrative costs.

— . **Adopt** international standards.

— . **Sustain** business workflow.

— . **Enhance** productivity.

— . **Assure quality** customer service.

Our Partners

As earlier mentioned, we shall partner with various software houses from different parts of the world depending on what our focus technologies are at that particular time. As the academy grows and technologies evolve, we shall also increase our course offering in order to stay up to date and get the appropriate partner to come and help us teach our students the new skillset.

To kick start our academy, our focus will be on mobile/web applications with an emphasis on ERP and CRM platforms because most of our initial planned solutions are heavily dependent on these technologies and industry as a whole is heavily dependent on the same technologies worldwide.

To train our first batch of students, we shall partner with an Indian software house called Ideadunes which is a software development house based in India that currently deals in CRM & ERP Systems, Web Development, Graphic Design, Application Programming, SEO/SEM /PPC, Social Marketing, Business Planning. Ideadunes have a team with experience ranging from 1-35 years in business planning, consultancy, marketing, CRM & ERP systems which enables the development of cutting-edge solutions that make effective use of advanced technology.
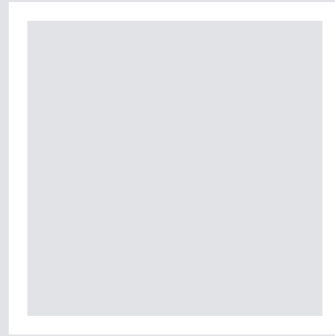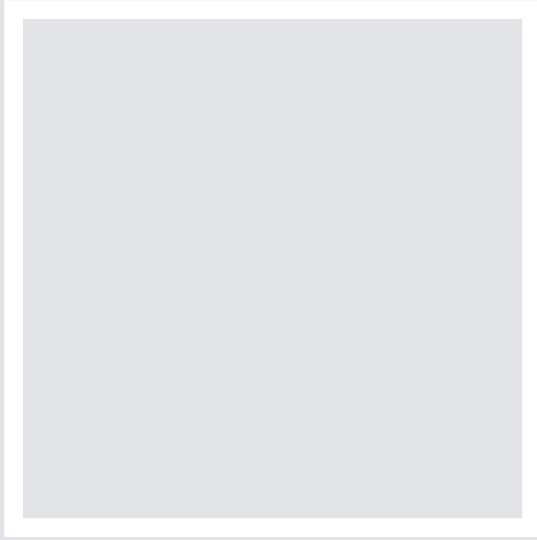
We believe that Ideadunes will be able to impart invaluable knowledge to our students, in a manner that will enable them apply the knowledge properly in the Zambian context. The study mode will be a mix of physical lecturers that will be resident in Zambia and Virtual lectures from India and other parts of the world (hybrid learning). The hope is that some of these students will then be able to lecture in a couple of years' time, eliminating the need for foreign lecturers to come and give physical lectures.

Conclusion

Thanks for taking time out to read about us. We believe that this country is badly in need of both the skills and solutions that we plan to provide. It is unfortunate that we could not get into great detail, but we are available at your request for any clarifications you may seek.

PROFILE

ELLISON'S