

# Leveraging Partnerships for Communal Success

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# Introduction

- What is a partnership?
- How does one leverage a partnership?
- Why is this relevant to technology?
- How is this relevant to business?
- What are the success factors in a partnership?
- The HeroTel Partnership

# But first, a very brief history...

- Founded Snowball in 1998
  - Web design and Hosting services
  - Connectivity services from 2004 onwards, specifically wireless, first Senao radio
- Joined WAPA in 2005
  - Marketing opportunity in Winelands
    - back when the law defied logic...
- Purchased by HeroTel in 2015

Business can be lonely...



# What is a partnership?

Partnerships come in various types

- Life partnership
  - “Getting married”
- Business partnership
  - “Working together”
  - Relationships
  - Working towards common goals
- More intense than just a “client” or “supplier”, even though client and supplier partnerships exist

# How does one leverage a partnership?

- Have others around who can compliment what you're doing
- Sharing of responsibilities
  - Owners have huge responsibilities
- Like minded individuals around
- Using the additional resources at your disposal

# Examples of well known partnerships

- Bill Gates and Paul Allen
- Steve Jobs and Steve Wozniak
- Many South African examples as well
- Business can be complex, and the right partnership allows more rapid acceleration towards a common goal
- Partnering with suppliers, partnering with customers

# Technology Relevance Part 1

How are partnerships relevant in Technology?

- Formation of WAPA
  - Like minded individuals came together
- The age of consolidation
- Technology is a bit of a land grab, early movers go in for the kill...



# Technology Relevance Part 2

...eventually consolidation takes place...

## Infrastructure Sharing

- Very applicable to high sites
  - High site sharing / Backhaul sharing
- Backhaul consolidation
- Open access fibre systems

# Business Relevance

- Partnerships are about relationships, and forming new ones
- Extending your network
- Partnerism bigger than individualism
- It's a more cooperative approach to getting things done
- Away from PING PONG

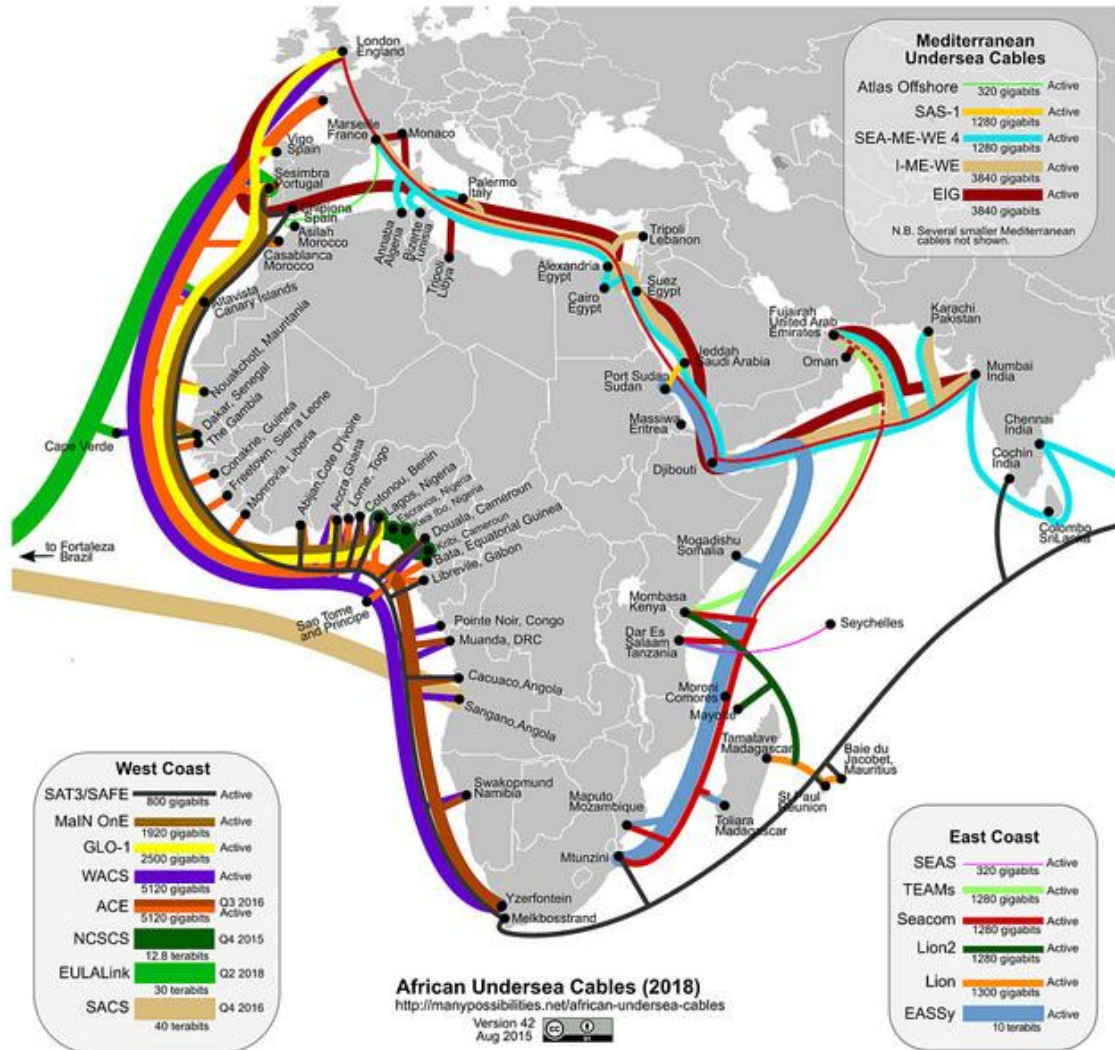
## Leveraging a partnership, part 2

- Ability to achieve economies of scale, therefore allows renegotiation of supplier contracts
- Being able to sell your service nationally or internationally
- In spite of technology, important business still being done face to face...

# Leveraging a partnership, part 3

...a partnership allows you to overcome geographical restrictions to expanding your business






# Supplier and Customer partnerships



## Supplier partnership

- Working closely with your supplier means you can get things done quicker
- Get preferential pricing

## A customer partnership...

- Make your client feel you are including them
  - Lead to healthier and longer term relationships
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# Success factors in a partnership part 1

- Being great at match making
- Trust
- Have the same work ethic
- Sharing the same culture
- Being open minded
- Like any relationship there is give and take?

## Success factors in a partnership part 2

- Businesses are more tightly coupled with their customers
- Rapid communication such as WhatsApp groups used to give customers an immediate in to their suppliers, 24 hours a day
- By partnering with your customers and suppliers you make them part of your DNA



## How HeroTel's partnership compliments Snowball

- Influx of advanced technical skills
- Amalgamation of bandwidth, filling in all those gaps
- From 32kbit to 10git fibre
  - Proliferation and belief
- Access to national contracts through HeroTel association
- Resources provided to roll out large contracts

# HeroTel partnership 2

- Have access to an executive team, individuals who have already solved many of the problems what I thought impossible
- Before did most coding myself, now have access to already developed systems such as DataTill
- Able to more rapidly deploy our network

# HeroTel partnership 3

- Great partnerships leads to financial success - going from a fringe ISP to being an ISP with enormous turnover
- Leads network rapidly expands, as all users of the network contribute to referral, business coming from all over
- Being part of something a lot bigger

# Before HeroTel partnership...

## Snowball before HeroTel

- 15 staff
- Growth constrained by severe lack of resources and capital
- Business limited in immediate geography
- Turnover = R “X” rand after 17 years in business, basically flat
- Company structure limited and not complete, e.g. no dedicated marketing, lots of interesting juggling

# ...after HeroTel partnership

## After

- 42 staff
- Access to some of the best brains in business
- Confidence boost to do much bigger deals, finally a pastel that works
- Turnover =  $Y * 4$  in 6 months

# HeroTel Partnership Graph

Does growth always have to be cyclical?



Partnership leads to renewed growth  
unlocking potential and value

# In Summary

- Partnerships are key to building bigger businesses
- Give and take, but the collective for all your customers is a win-win situation
- Focus on win-win situations, and long term partnerships
- Question:  $1 + 1 = ?$

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- A great partnership leads to exponential growth
  - = a true Snowball Effect :-)



Answer:  $1 + 1 = 11$



Thank you

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More questions?