Company Profile

IT PEOPLE

Our Services

- ⚙ Software Development
- Web Applications
- 👥 IT Support
- 🎨 Graphic Design
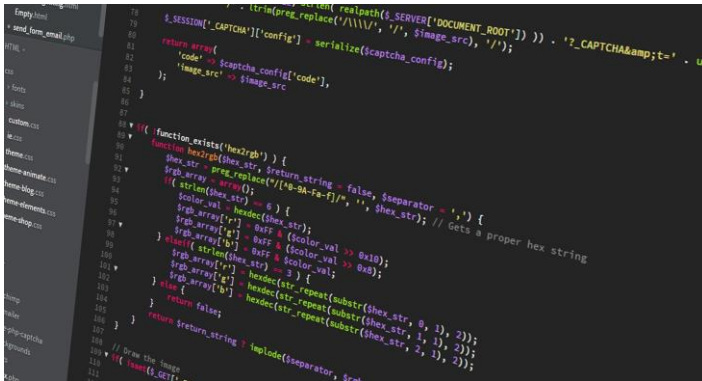
Welcome to IT People

IT People has expanded their business operations into four diverse divisions.

Previously IT People focused on Web Site Development as well as Support Services to a niche of selected clients.

Hence the current economic challenges our clients were faced with and to economize on their expenses to be on top of their service provision to their clients have IT People expanded itself to service a greater spectrum of their clients demands.

Software Development	Web Applications	IT Support	Graphic Design
Mobile Apps	Web Application Design	Desktop Support	Logo Design
Desktop Apps	Hosting & Domain Registrations	Windows & Linux Servers	Flyer & Leaflet Design
Project Management	WordPress Theme Design	Networking	Brand Identity
Testing	WordPress Plugin Development	Hardware & Software	Presentations
Implementation / Rollout Services	SEO	Internet Security	Social Media Exposure

Software Development

At IT People we Develop Software tailored for your business

We strive to deliver superior productivity, performance, and growth by assigning the best-in-class resources and tools. Custom software development is used not only for companies with unique business processes that aren't easily mapped to specific technology products. But also, and more specific for the smaller operations like Insurance Brokers and other Financial Services focused on optimal resources and minimum company expenses.

Our focus is on understanding your routine processes and existing systems so we can map out and articulate the full scope of data flow innovations that could translate into significant bottom line competitive advantages for you. In assistance with your stake holders and decision makers we prioritize desired improvements, which are then executed as full-scale development initiatives.

IT People thrives in cutting edge technologies that enable business value through custom applications, innovation, and creativity. For you to accomplish your business objectives and enabling you to differentiate your business in a tough competitive environment.

We have proven ourselves as pioneers of new technology, we are constantly evolving, offering new services and approaches.

We thrive on new challenges and will find the best custom application design and development solution for the job.

We break our projects down to several sprints (well defined periods of time with fixed goals and deliverables) This approach has the following advantages

- **Transparency** each sprint is delivered on schedule
- **Reliability** each sprint goes through acceptance procedure to confirm all requirements have been met
- **Time to market** each sprint's delivery contains the required functionality
- **Flexibility** adjustments to features and design can be easily accommodated

Current Software Projects

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Student Synergy

A student administration system that keeps your student information up to date. This data is cloud based and this links to a student portal where students can be kept up to date with their subjects, marks, payments, and much more …

People Synergy

A CRM that brings your employees and customers together in a centralized location enabling you to keep your finger on the pulse and enabling a host of facilities that enables you to much better monitor your customer relationships which in turn results in more revenue, happier customers. A win situation for your business.

Mobile Apps

Mobile marketing is all about promoting your business through more channels and this includes mobile friendly websites, mobile marketing, and mobile apps through which your clients can interact with your business.

Cell phones are fast becoming the medium of choice when making purchases, interacting with businesses so having a mobile friendly website is a necessity.

Many people are looking for information using their mobiles and statistics show that if they visit a website that is not mobile optimized; they exit and never visit again.

As Google mentioned in one of their latest surveys about mobile:

mobile marketing isn't an option but it's an imperative for every business.

➢ Additional revenue from selling the mobile app

➢ More subscribers being driven to your business

➢ More social followers ensuring greater visibility for your business

Web Development

Web Application Development

IT People specializes in developing dynamic websites, web applications and desktop applications that are innovative and user friendly

Each site is custom designed for your business with your individual needs in mind

We also assist in achieving favourable search engine rankings through search engine optimization.

We can also handle your domain registration, website, and email hosting.

Our support Services includes but are not limited to

- Websites
- Hosting and Domain Registration
- WordPress
- Search Engine Optimization
- WordPress Theme & Plugin Development
- Databases

Search Engine Optimization

Would you like a greater online presence? Make more sales? An amazing website is not always enough if it cannot be found!

Our Search Engine Optimization services will help clients to find you, and consequently push up your sales. The more people can find you online, the more chances you have in increasing sales.

Our SEO services include:

On-Site SEO
We have search engines in mind right from the word go, and as we develop your website, we are incorporating sound SEO techniques to ensure you get optimum visibility.

Off-Site SEO
After we have developed your optimum website to achieve good search engine rankings, we then continually perform activities that boost your website presence such as social media and blogging.

Local SEO
IT People will optimize your website with localized SEO to assist you in gaining new customers.

Google SEO
Google is the biggest search engine, so we work closely with the Google algorithms to achieve better Google rankings.

Keyword Research
Everything on the web starts with a keyword and we will do a thorough keyword research to identify your winning keywords that can get you more traffic and business.

Ranking Reports
You will be given reports on a monthly basis showing how you are ranking on all the major search engines.

Progress Reports
You will be given progress reports on a monthly basis that indicates how your SEO campaign is progressing.

SEO Roadmap
We will design a unique SEO roadmap that uniquely fits in with your business.

Social Media Marketing has become a necessity for every businesses marketing campaign. Social media networks have become ingrained in our lives that it is the first place where prospective customers search for products and services.

- ❖ Quickly spread the word about a product or service
- ❖ Increase brand awareness
- ❖ Find new customers
- ❖ Engage with prospect and current customers
- ❖ Create a community about your product or service
- ❖ Advertise your products or services

Social Media Platforms
- ✓ Facebook Campaigns
- ✓ Facebook updating
- ✓ Twitter campaign management
- ✓ Instagram
- ✓ Pinterest

IT Support

IT People has extensive experience in Windows Operating Systems, as well as Linux Servers.

Our networking team will ensure that your infrastructure is always running at its optimum.

We have a monthly visit that suits your schedule. This ensures that your systems are always maintained which we have found limits a lot of downtime that normally occurs at the most inopportune times. We check that the hardware on your systems are sound, Internet Security is up to date, all applications are up to date, and that your computers are in a healthy state. We include offsite backups in this offering.

We also supply hardware, software and we are an authorized AVG reseller.

Graphic Design

Our Graphic Design Division specializes in creating extraordinary brands. The team has proven itself to be experienced in creativity having worked for and with one of the biggest Media Houses in South Africa.

Driven, Dedicated and Passionate

Our Design Team is passionate about everything beautiful in life.

Our fields of expertise are:

- Printed Media
- Logo Design
- Leaflet and Flyer Design
- Brand Identity
- Presentations
- Documents
- Campaigns
- Social Media Exposure

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