

Sony Professional Solutions and Jasco continue their partnership in Southern Africa

18 August 2015

Jasco Broadcast Solutions has announced the renewal of its partnership with Sony Professional as their specialist dealer as of 1 May 2015 for a further 12 months. Jasco Broadcast Solutions has a long-standing relationship with Sony dating back to 1996, first as a part of Spescom and later as the Jasco Group. These many years of history have enabled Jasco to cement its position as a specialist partner of Sony professional products and solutions to organisations such as the SABC, eTV and local houses of worship. In addition, Jasco is a Sony authorised service centre, adding value to customers by providing a one-stop shop for all of their professional broadcast needs.

“Our relationship with Sony has grown significantly over the years. The majority of this business was for South Africa, however, we also have an established footprint in the Southern African Development Community (SADC) region which has contributed to our high sales figures,” says Rupert Dalton, Sales Executive, Broadcast Solutions at the Jasco Group.

Sony’s professional broadcast and A/V products and solutions offer unrivalled quality, reliability and choice for shooting, editing, broadcasting and archiving. Jasco’s main markets for these offerings include major broadcasters, production houses, video equipment rental companies, professional videographers and various houses of worship. Jasco provides a complete, end-to-end solution offering around the Sony products. This includes pre-sales consultancy as well as after sales service and warranty coverage through the service and repair centre. In addition, Jasco maintains stock levels of faster moving products such as media storage, to ensure fast turnaround time for customers. Other solutions are ordered and configured on demand, according to customer requirements.

“Jasco Broadcast Solutions has been a valued Sony partner for almost two decades, and their commitment to our product offering and added value to customers is evident in their growth. Together we look forward to a successful partnership by working together and exceeding our customers’ expectations,” says Paul Martin, Business Head – Channel Marketing & Sales, Sony Professional Solutions MEA.

“We will continue to develop and invest in our relationship with Sony, and we are proud to have played a role in supplying this global leading brand to the market,” Dalton concludes.

About the Jasco Group

Jasco delivers end-to-end best-of-breed solutions across the entire ICT value chain. Our services include solution design, business consulting, project management and logistics to manage the supply, installation and commissioning of solutions; and professional services to provide integration and customisation of solutions; managed services, support and maintenance.

Jasco’s operating divisions, namely Intelligent Technologies, Enterprise, Carriers and Electrical Manufacturers deliver a range of solutions and services. Intelligent Technologies delivers broadcast, power, data centres and Property Technology Management (PTM) solutions as well as Energy Optimisation and Co-location services, a carrier-neutral co-location telecommunications hub where the network infrastructure serves multiple service providers. The Carrier business provides solutions and components for access and transmission networks as well as hi-sites. The Enterprise business delivers contact centre solutions, Unified Communications, Cloud Solutions and security and fire solutions. Electrical Manufacturers delivers contract manufacturing of white goods.

The Jasco Group has a national footprint with offices in Gauteng, Western Cape, Free State, Eastern Cape and Kwa-Zulu Natal. Other than South Africa, the organisation trade in many sub-Saharan African countries, with a special focus on the Southern African Development Community (SADC) region.

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