

Agilitude says African cloud adoption will outpace global growth

Recent reports predict that over the next five years, Africa will see rapid growth in its cloud service adoption. Stating a forecast of 42% growth per annum, Quinton Pienaar, CEO of Agilitude, a platinum Salesforce reseller, says he agrees with this sentiment and says the growth of Agilitude is proof enough that the cloud services market in Africa is buoyant.

"We launched in 2013 and have grown organically to a team exceeding 40 people. In addition, we have achieved Salesforce platinum reseller status within three years of starting the company, which is a significant achievement," says Pienaar.

Agilitude has offices in Johannesburg and in Nairobi, and has run Salesforce projects in nine countries according to Pienaar: "Agilitude is the only truly African Salesforce reseller and we anticipate that the growth and interest in our cloud services will continue."

Boosting the company's growth and presence in Africa is its end to end service catalogue, which ranges from digital marketing as a Salesforce Marketing Cloud Reseller; CRM and customer engagement strategies: "In today's digitally connected world, every customer interaction matters and a focus on building a digitally enabled business helps customers make the most of every touchpoint, giving you the tools to manage the customer journey across all channels, and easily too."

Pienaar says it is becoming clear that an omni-channel approach is fundamental to a successful customer journey: "The role of a digital transformation agency such as Agilitude is becoming more important to anyone wanting to successfully compete in the modern business environment. We offer a full range of services from digital marketing to customer engagement, customer insight and collaboration, which is what will be driving businesses forward."

Agilitude specialises in many industry verticals is with current projects in financial services, telecommunications, manufacturing, high-tech and automotive.

"We are excited about the way forward as mobile and broadband adoption continues to grow and drive cloud adoption. We have had a

very successful start and predict that it will continue as the 4th industrial revolution of enhanced computing power and digital connectivity continues to grow and gain momentum," concludes Pienaar.