



Company Profile

The Smart Idea Company (Pty) Ltd

thesmartgroup.co.za

Reg No: 2016/427663/07

Vat Reg No: 4160277887





We're a technology driven company that supplies a range of Print, Voice, Interactive Panel, Cloud Business Software and Solar Solutions.

NATIONAL BRANCHES

Johannesburg: (011) 581 – 9000

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Durban: (031) 941 – 1850

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About Us

The Smart Idea Company (Pty) Ltd, trading as Smart Idea, has been a leader in document solutions and office automation industry since the mid-1980s.

Originally known as Panasonic Business Systems and owned by the JSE Listed Reunert Group, the company evolved into an independently owned entity following a management and private equity buyout in 2017.

This transition allowed us to unlock greater value through our experienced, innovative, and dedicated team, who were now able to cut the red tape and get stuck into adding value to all stakeholders.

With decades of experience under our belt, and a powerful infrastructure we are positioned at the forefront of the technological revolution, delivering cutting-edge business solutions that empower South African companies of all sizes.





Our clients range from JSE listed companies, large Technikons as well as large, medium, small and even micro enterprises throughout South Africa – all with one thing in common – they absolutely need their equipment to work all the time – and when it doesn't, they have the team at Smart Idea to resolve it – fast.

Our strong ethos is built on continuous learning and personal growth, as we believe that when our people grow, we add value to the client's business and their lives are made easier. This commitment to growth and innovation allows us to provide our clients with industry-leading solutions that drive efficiency and profitability.

About Us

Why We Exist

– Win Win



At Smart Idea, we believe that technology has the power to transform businesses. Our mission is to create dynamic environments where our clients can flourish, leveraging technology to solve business challenges that might not even be on their radar yet.

We don't just provide solutions; we drive business growth by optimizing workflows, improving communication, and securing your infrastructure.

By focusing on the growth of our employees, we ensure continuous improvement and innovation in the services we provide. Our team is passionate about learning and leveraging the latest technologies, which translates into tangible results for our clients. As our clients succeed, so do we, forging long-term partnerships built on trust, value, and mutual growth.

It's an old, well known and we like to think, Smart Idea. It's called Win Win.

Our Core Services

Smart Idea offers a comprehensive suite of solutions, designed to meet the evolving needs of businesses in South Africa



PRINT, COPY & SCAN SOLUTIONS



VOICE, DATA & FIBRE SOLUTIONS



INTERACTIVE SOLUTIONS



**SMART IDEA
BUSINESS
AUTOMATION**



VIDEO CONFERENCE SOLUTIONS



SECURITY SOLUTIONS



SOLAR POWER SOLUTIONS



As a leading reseller of Kyocera, Riso and other premium brand products, we provide a full range of high-performance printers, copiers, and multifunction devices.

Office Automation & Document Solutions

Our Document Management Systems are designed to streamline your document workflows, reducing operational costs while improving staff productivity and customer service.

By automating document-heavy tasks, your team can focus on core business activities, driving better outcomes for your business.



At Smart Idea we have achieved the enviable status of being an accredited ECN VoIP Service Provider (SP), offering reliable and scalable voice communication solutions tailored to your business – nationwide.

Voice Solutions

Our solutions are built to integrate seamlessly with your existing infrastructure, ensuring crystal-clear communication while reducing operational costs.

Whether you're looking to move entirely to the cloud or prefer a hybrid model, we can design a voice solution that meets your unique needs.



At the intersection of business and education, we offer Clevertouch interactive display technologies that enhance collaboration, communication, and learning.

Interactive Solutions for Business & Education

Our interactive solutions include high-definition touchscreens, interactive whiteboards, and collaboration software that enable seamless presentations, meetings, and classroom engagement

These solutions empower businesses to improve productivity while allowing educators to create more engaging and effective learning experiences.



OneOffice

The Cloud for Business Solution

(In partnership with Vodacom)

OneOffice brings together all the tools' companies need in one easy-to-use application. Based right here in South Africa, and can be deployed on premises, in the cloud of your choice, or using a Hybrid model of "on prem, backing up to cloud". Security First is the backbone of this groundbreaking software – at last the market leader has real competition. Imagine you had access and can work with, save, share, collaborate and exchange documents with everyone (MS users included) your Word, PowerPoint, and Excel documents without using an MS License – legally!

In addition, you have a personal OneOffice Cloud Drive that automatically syncs your laptop to the cloud, an email service, calendar, as well as a team meeting portal – all with one login – on any device. That's not all, it has been developed with the option of your own team managing the portal without the need of an external IT partner. Your security is now embedded and you will never need third-party software malware, ransomware, or virus protection licenses. With all these benefits, the cost of your office software can be slashed by more than 50%!



We offer state-of-the-art surveillance and access control systems designed to protect your business assets and provide peace of mind. From high-resolution CCTV cameras to advanced biometric and card access systems, we source cutting-edge equipment from trusted international manufacturers. Whether you're securing a single site or multiple locations, our solutions are scalable and customizable to meet your security needs.

CCTV & Access Control Systems

Solar Power Solutions

In an era of rising energy costs and environmental concerns, our solar power solutions offer a sustainable alternative for powering your business. We provide customized solar systems that reduce your dependency on the national grid, helping you lower energy bills and minimize the risk of load shedding disruptions. Our solutions are designed for both small and large enterprises, ensuring reliable power supply that aligns with your company's sustainability goals.

Points of Presence

With our national footprint and regional branches, we are well-positioned to service clients across South Africa and neighbouring countries. Our offices in Gauteng, Cape Town, and Durban, along with a network of regional dealers, ensure that we deliver fast, reliable, and efficient service no matter where your business is located. We also extend our services to countries like Botswana, Mozambique, Namibia, and Eswatini, providing cross-border support and solutions.

GAUTENG Johannesburg

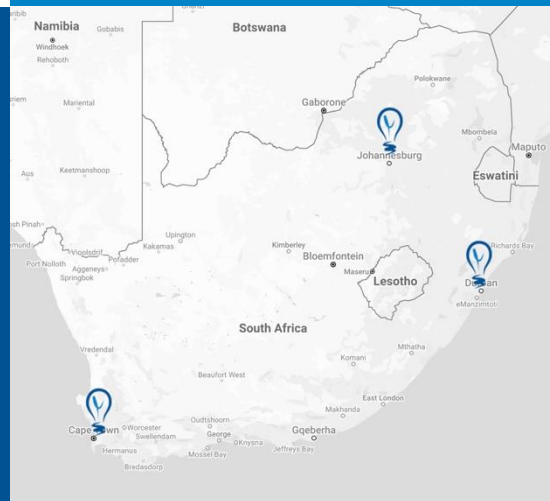
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KZN Durban

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Smart
Umbono 

Our Commitment to Transformation

As a proudly South African company, Smart Idea is committed to promoting transformation in the business landscape. Through Smart Umbono, a joint venture with Lumkile Matyunjwa, we are making strides towards a more inclusive economy. Smart Umbono, a Level 2 B-BBEE contributor, leverages our vast infrastructure and expertise to deliver world-class communication, IT, and business solutions to the greater corporate market.

B-BBEE Level 2

COMPANY Smart Umbono (Pty) Ltd

At Smart Idea, we don't just keep up with technological advances—we drive them. Our team is made up of industry experts with years of experience, who are passionate about leveraging technology to enhance your business operations. From innovative document management solutions to cutting-edge solar power and security systems, we provide tools that improve efficiency, reduce costs, and enhance the security of your business.

We pride ourselves on our ability to tailor solutions to the specific needs of our clients. With a focus on long-term partnerships, we work closely with each business to understand its unique challenges and opportunities, ensuring we provide solutions that deliver real, measurable results.



Innovation, Efficiency, and Expertise

Our Leadership

Steven Tetluk

Managing Director

With over three decades of experience in the industry, Steve leads Smart Idea with a forward-thinking approach and a commitment to innovation. His deep understanding of the business landscape and technological trends positions Smart Idea as a leader in the South African market.

Gareth Wilmot

Sales Director

Gareth brings a wealth of experience (well over 20 years) in sales team development and client acquisition & retention. Under his leadership, our sales teams across the country have built strong, lasting relationships with our clients, ensuring their needs are met efficiently and effectively.

Martin Kanka

Finance and Operations Director

Marc Burgoyne

General Manager
Cape Town Branch

Keshni Ragavan

Branch Manger
KZN branch

Ancia Prins

Sales Manager
Cape Town

Dario De Brito

Sales Manager
Johannesburg

Bryan Binneman

Marketing Manager



Let Smart Idea be your partner in innovation and business growth. Contact us today for a tailored solution that meets your business needs.

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