



**e-Logics has been certified as a Best Employer South Africa 2011.**

**What our research finds:**



**Introduction**

e-Logics was formed a decade ago by Managing Director Johann van der Westhuizen and partners. e-Logics is an application solutions provider with extended software development and process outsource service offerings. The company focuses on transport, supply chain as well as asset management functions and views its domain expertise in these areas as a major competitive advantage. In 2010 the Imperial Group acquired a major stake in the company thus broadening its scope of operation and exposing it to new and exciting opportunities.

**Critical Business Facts**

- Total Number of Staff Employed (full time): 63
- Annual Turnover in Rands: >R50 million per annum
- Industry Sector: ICT
- Geographic Areas of Operation (regional and international): Countrywide, regional and the USA
- BBBEE Scorecard Rating (official): Level 4

**Scoring from the Research**

Primary Benefits	★ ★ ★ ★ ★
Secondary Benefits and Working Conditions	★ ★ ★ ★ ★
Training and Development	★ ★ ★ ★ ★
Career Development	★ ★ ★ ★ ★
Company Culture	★ ★ ★ ★ ★
Diversity	★ ★ ★ ★ ★

**Reasons for Excellence**

- Fast-paced and stimulating working environment
- Challenging project work
- The scope and stability of a large organisations
- Employees are valued



**Small company with a big heart**

Driven by a relatively small staff of passionate and highly motivated people with exceptional skills and expertise, e-Logics is a company with a 'can do' attitude.

According to e-Logics MD, Johann van der Westhuizen, the company provides tailored solutions that fit each customer's unique requirements rather than subscribing to a one solution fit's all philosophy. Its specialised staff ensure that it adds value to its customer's bottom line. Its solutions are robust and implemented through an agile methodology that ensure very competitive timelines and costs.

The organisation's strength lies in its depth of talent and expertise as well as its ability to seamlessly move staff between projects.

'Staff are not put in a box but are exposed to different environments,' explains Finance and Support Services Executive, Jacques Velleman. 'For example a particular staff member with expertise in a particular field may be a leader for one project but part of a support team for another project where he or she has less experience.'

Furthermore, as a member of the Imperial Group, the company has been exposed to bigger, more challenging projects resulting

in a significant period of growth. Van der Westhuizen points out that becoming part of the Imperial Group has allowed e-Logics to place great emphasis on maintaining its close client relationships and loyal client base.

**Innovative inside and out**

e-Logics truly operates an open-door, open-plan office policy, with no staff (including the MD) having their own dedicated office. This is because all projects are addressed in teams and as such staff move around depending on which project they are working on.

Communication both between staff members and customers is imperative in order to ensure that the best possible solutions are delivered. Knowledge and experience is shared within the company with the intranet being used by business analysts and developers, testers and project leaders to share information. 'Staff are constantly blogging – sharing links, ideas and experiences with other project teams – even offering encouragement when necessary,' says Velleman.

Furthermore there is an information-sharing session each Friday where all staff meet to discuss developments and company initiatives. This forum also serves as an opportunity to >>



**'We believe that quality people drive exceptional performance, which in turn results in happy customers. To get the right people, and retain them, requires the company to remunerate and reward fairly, and create opportunities where they can contribute and grow.'**

**Johann van der Westhuizen, Managing Director**

raise any issues that are of concern.

Projects are managed in a highly visual way with each team having a board with coloured 'post-its' on it showing how far the project is, what each team member is responsible for and what the final goal is.

'This is a simple, but very effective system – it means that anyone can walk through the office and get a feel for what is being worked on and how it is going. It is a very effective method of tracking the performance of individuals,' explains Human Resources Manager, Benita Visagie.

### The right person for the right job

Due to the nature of its business, e-Logics offers career paths in many areas including software professionals, graphic designers, quality assurance and test engineers, IT administrators, business consultants, engineers and support staff. 'It is critical that we attract and retain the right people for both the business and the individuals to grow,' explains Velleman.

He adds that while the organisation has an informal atmosphere with a 'great buzz', we have a culture of hard work and top performers are highly rewarded.

The type of person who thrives at e-Logics must have an element of tenacity and be prepared to go the extra mile. 'If we do not add value to our customers, then we do not have a reason for existence. Our business is all about service

and delivery and this philosophy is applied to all aspects of the organisation,' says Velleman.

Training and development of staff is key to e-Logics' success and human resources regularly assesses the training needs of the company. Training is to ensure that what is offered suits the needs of the individual and benefits the business.

'We make use of Shadowmatch which is a behavioural tool that identifies top performers as well as those who need assistance in particular areas,' adds Visagie.

She also points out that remuneration is not linked only to leadership but also to experience and expertise as there are staff who may not want to lead projects but are invaluable due to their knowledge in a particular area. These individuals are therefore afforded the same status as project managers or leaders.

e-Logics pays for subscriptions to professional bodies, provides study leave and actively encourages staff to attend industry conferences and present papers in order to be recognised as though leaders.

### Competitive benefits

e-Logics offers all standard benefits including medical aid, pension fund, life insurance and cell-phone allowance, annual, sick and study leave.

Furthermore the company subsidises lunches and offers six different types of coffee and provides many 'creature comforts' in order to

make its staff as comfortable as possible. There is also a car-wash service. Friday is casual day and from 15h00 there is an information-sharing session followed by a social hour.

Flexitime may be negotiated and approved by the specific business unit manager.

'We like to see our staff as a whole being and while it is difficult to cater to everyone's specific needs we do try and create an understanding environment so that if for example a staff member has a personal issue to address, this can be done without feeling like you are stealing time from the company,' comments Van der Westhuizen.

### Open and transparent

Van der Westhuizen has created an open and transparent working environment which encourages honest engagement with a culture of trust and respect. 'In order to have a balanced organisation one needs balanced, happy employees,' he says. 'Achieving a work/



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life balance is therefore important. Many decisions are taken with this philosophy in mind. For example, the office was moved from Eastern Pretoria to a more central location in Centurion within reach of the new Gautrain in order to try and reduce staff travelling time.

'We really try and look after our employees and make sure they feel valued and part of the organisation,' he concludes.

### 'It's difficult not to like the work-hard-play-hard ethos'

'The people make the company – from the big bosses to the newest member everyone has a willingness to help, no matter what your job title, working towards getting the job done and getting it done well. Hard work is rewarded and not a project goes by without gaining valuable knowledge. It's difficult not to like the work-hard-play-hard ethos. Furthermore, as a development team we are constantly pushing the boundaries of new technologies ensuring every undertaking is of the highest standard.'

**Shane van Coller, 27, BIS Multimedia (Hons), joined e-Logics in March 2009 and is responsible for User Interface Design and Software Developer.**

### 'I love the environment at e-Logics'

'Working with various team members to find the expertise in all of them and jointly deliver excellent products is constantly challenging and stimulating. Those who thrive here are go-getters, love technology and the challenges that come with it, enjoy working in different teams and doing different things, and who work well under pressure but still able to have fun.'

**Leon Uys, 37, MSc Project Management, joined e-Logics in July 2010 and is responsible for project management regarding software development.**

