

**BLUE LABEL**  
DISTRIBUTION

**enabling prepaid products  
and services everywhere**



**The Power of Convenience**



Blue Label Telecoms is a listed company on the Johannesburg Stock Exchange (JSE). The business is highly focused on providing technological solutions and continues to find innovative solutions within this dynamic industry. Many other divisions form part of this ever growing group, including Blue Label Distribution, Blue Label Engage, The Prepaid Company, The Starter Pack Company, Blue Label One to name a few.



Through the Blue Label Distribution (BLD) division (the core business of Blue Label Telecoms), we have created a wide distribution footprint targeting all LSM's not only in South Africa, but in India and Mexico too. If it can be "digitized" it can be created and distributed by us, hence why people call us the "World's Virtual Railroad" as we deliver various secure products and services in the most efficient and cost effective way. Blue Label Distribution is the virtual distributor of secure electronic tokens of value and transactional services across its footprint of touch points. Giving you the power of convenience.

### What We Offer

Our world class technology platforms and devices support both online and offline capabilities to meet our client's requirements and are constantly evolving to support new products and solutions. We believe flexibility on our solution enables us to meet all our Clients' requirements, be it an offline or online environment, or a combination of both.



### Our Brand - Blu Approved

Blu Approved is the consumer facing brand which represents Blue Label Distribution. It represents a stamp of approval which acknowledges that Blue Label Distribution endorses the products and services offered as well as the merchant vending them. This visual brand drives consumers to an approved merchant where they can be sure of receiving a full bouquet of prepaid products and services.



airtime

We are the largest aggregator of prepaid airtime in the country and supply various denominations from all networks. i.e. Vodacom, MTN, Cell C, Virgin Mobile, 8.ta, Telkom, Neotel, Worldcall and Bela international calling cards. As part of our offering, Blue Label Distribution also provides pin-less airtime (or Direct Top Up) and variable denomination recharge vouchers. Variable denomination top up allows the consumer to choose any amount to recharge irrespective of the fixed denominations offered by the networks (i.e. R9.50). This solution is ideal for a formal retail environment whereby the consumer can choose to top up with the value of the change received from their shopping basket instead of receiving the actual money. This solution allows merchants to increase airtime turnover and decreases stock holdings as it is an online transaction. We also supply Data Bundles in various denominations for Vodacom, MTN, Cell C and 8.ta.



electricity

We offer the opportunity to resell prepaid electricity for Eskom and the leading municipalities in South Africa. Prepaid Electricity is available both online and offline through Blue Label Distribution's point of sale terminals and vending solutions. Unipin is also a prepaid electricity voucher developed by Blue Label Distribution whereby the electricity token is sent straight to the consumer's cell phone.



vouchers

We currently offer two vouchers through our distribution points. The first being Top TV vouchers, allowing their subscribers instant access to unlimited entertainment across the channels it offers. The second is a PlaySALottery voucher which enables the consumer to play the SA Lottery via their mobile device.

Other types of voucher products are also set to be launched in the near future.



bill payments

This service offers additional pay points for the top national Bill Issuers as well as the major Municipal and Local Councils through Blue Label's own merchant network. Bill Payments helps to extend our range of product and service offerings, driving more feet to our merchants.

Categories include;  
TV License and Multichoice, Telkom landline, Municipality accounts, Funeral policies, Education fees, Security and Furniture accounts.

### COMING SOON



ticketing

Two new products in the new ticketing category are being piloted and will be launched soon. These include Webtickets and SA Roadlink. Webtickets is a tickets sales and distribution provider for events, tourism venues, sports and entertainment. They are the market leader in ticketing solutions to a range of event organizers and venues in South Africa. SA Roadlink is a luxury passenger transport company operating long haul bus routes countrywide. They have provided the most affordable, luxury travel solution to over 8 million people living in South Africa.





# Blue Label One

Blue Label Telecoms' mobile division, Blue Label One, develops customisable mobile solutions for partners which include: mCommerce solutions such as cellphone banking applications, mobile merchant solutions such as prepaid airtime and prepaid electricity vending, a comprehensive suite of NFC (Near Field Communication) solutions which includes loyalty, coupons and rewards, as well as other Value Added Products which are all deployed off our Mobile Services Platform.



# Blue Label Data Solutions

Blue Label Data Solutions, provides quality data lists, data management and cleansing, data profiling, lead generation services, and Emagine, a closed-loop marketing suite, enabling us to create a competitive advantage for our clients, and augment our position as a market leader in South Africa.

With the rapid explosion of data and the introduction of various data governance laws in South Africa, the need to ensure that data is current and accurate has become essential. Accurate data provides organisations with the resilience, adaptability and flexibility to do business in today's environment and in meeting their business objectives.

As a strategic partner, Blue Label Data Solutions takes an all-encompassing approach to the delivery of data services. By applying our best practices approach to our various data services, we significantly reduce the complexity and risk our clients face.

## Products:

### Data Products:

- Consumer Data Lists
- Commercial Data Lists

## Services:

### Campaign Management:

- Hot Lead Generation
- Bulk SMS

### Location Based Services:

- Geo-spatial coding

### Validation Services:

- Address validation
- PAMSS certification
- Cell phone validation
- ID number validation



Cellfind is a leading mobile technology solutions and applications company that provides tailored location-based and aggregation solutions to a wide range of clients. With a strong base of technical skills and locally-owned intellectual property, Cellfind pioneers specialist innovative mobile products for consumer and corporate markets.

The company's solutions – available for a range of bearer technologies including SMS, USSD, LBS, WAP and WEB – help organisations of all sizes to communicate cost-effectively and efficiently with employees, customers and other stakeholders. Some examples of its solutions include mobile phone tracking, traffic updates, corporate solutions, asset tracking, panic assistance, SMS and routed call centre emergency alerts.

In addition, Cellfind provides a range of consumer application and content services; mobile banking, security and commercial solutions for the corporate market; and a selection of wireless marketing, communication and media solutions for organisations of all sizes.

As a founding member of the Wireless Application Service Provider Association and an accredited service provider for Vodacom, MTN and Cell C, Cellfind offers a wide spectrum of aggregation services to customers. Cellfind is a subsidiary of the JSE-listed Blue Label Telecoms Group.

For more information, visit [www.cellfind.co.za](http://www.cellfind.co.za)

## Products:



- look 4 me – Gives you peace of mind. Allows you to locate up to 10 MTN and Vodacom cellphone users via your cellphone or the internet (given their consent).
- look 4 help – A panic button which sends a distress SMS to four emergency contacts chosen by you. The SMS gives details on your location.
- MTN WhereRU – Use your cellphone to locate your loved ones at any time, day or night.
- MTN 2MyAid – Help is at hand, your mobile panic button.
- Cellfind Corporate – Locate your mobile workforce anywhere in South Africa.
- Cellfind Messaging – Messaging made easy.
- Cellfind Aggregation – Now you can offer advanced mobile solutions to your clients without having to spend time on complexities of mobile aggregation.
- Cellfind Assets – Locate your GSM enabled assets.
- miPayslip – Distribute payslips to any mobile phone.
- miStatement - miStatement is a service which provides an organization with a cost effective alternative, by delivering a comprehensive representation of the actual statement data directly to a customer's cell phone via a secure electronic platform.
- miMusic – Buy music with your mobile number.
- miTraffic – Breeze through the traffic.
- GuardME – GuardMe is an added function of both the MTN 2MyAid and Vodacom look 4 help emergency services.
- Discovery Alert – Rapid response at the push of a button – and we already know where to find you.
- Mobile Security – Smartphones can now receive the same protection technology that organizations require on other corporate endpoints, such as desktops and laptops.
- Airtime4Life – Airtime4Life is a mobile service that offers consumers the opportunity to win airtime. The successful "lowest unique bid" received is the bid that has the lowest Rand value, of which no other bid for the same value has been received.





## Empowering Your Brand

For more than 5 years, Velociti has been one of South Africa's most trusted full-service inbound and outbound, sales and customer services call centre BPO providers. Our client base of blue-chip companies look to Velociti as a trusted partner in the success of their brands.

At Velociti, we devote our time and energy to ensuring the success of our clients while investing in the development of our staff. We work as a true partner with our employees, our clients, and their customers to produce results that are a win for all.

Our 700+ seat facility in Durban provides quality customer experiences and industry-leading sales performance to clients across a wide range of industries including financial services, telecommunications, insurance, retail, technology, and medical/pharmaceuticals.

Velociti's empowering vibe and culture, competitive pricing model, and strong backing from parent company Blue Label Telecoms ensure that the company will remain an industry leader for years to come.

### Services:

Velociti offers a wide range of services to effect real change and deliver tangible value to our clients.

#### Call Services:

- Inbound customer services
- Outbound value-added service programs
- Technical and IT support for both local and international companies
- Outbound telemarketing across multiple industries
- Total Client Lifecycle Management

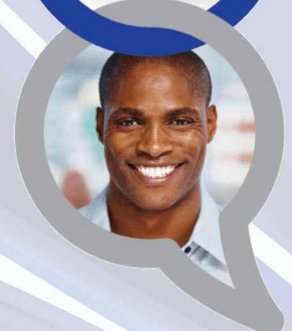
#### Data Services:

- Data provisioning
- Credit scoring and vetting
- Data profiling
- Lead generation services



## Blue Label Engage

Blue Label Engage specialises in the development and execution of a diverse range of customer engagement (membership and loyalty) programmes. Our wealth of experience ensures we deliver best-of-breed solutions with a focus on delivery of client centric solutions that generate real client engagement resulting in programme and business profit. This includes the design and delivery of new programmes from inception to execution, plus the evaluation and re-structuring of existing programmes. In addition, we offer sourcing and the management of embedded value benefits for client managed programmes.



### Understanding Motoring Risks







# THE PREPAID COMPANY



Blue Label Telecoms distribute prepaid starter packs via wholesale, community based, informal and formal direct as well as independent retail chain store channels. Starter pack distribution allows the distributor to earn passive income on a monthly basis via the generation of annuity income from the spend of a prepaid starter pack. In addition to the normal prepaid starter pack, Blue Label has also bundled various benefits with its starter packs to ensure usage and promote longevity. Some of the benefits include :

**Accidental Death benefit:**

This Vodacom starter pack offers the consumer's beneficiary R18 000 worth of accidental death cover when he or she spends R50 of more for 6 consecutive months in order to qualify and receive the benefit.

**Baby Bonus benefit:**

This Vodacom starter pack provides a benefit of a R1 000 cash to future and already pregnant mothers when they spend R50 or more per month for 6 consecutive months with their pregnancy period.

**Pre-loaded airtime benefit:**

This Vodacom starter pack provides the consumer with a preloaded amount of airtime on the pack at a discounted price, promoting immediate usage as well as FREE value at no extra cost to the consumer.



# THE POST PAID COMPANY

The Post Paid Company operates in the post paid arena dealing primarily with Call Centres, Banks, Large Business Entity and Retailers in South Africa. It is a Super dealer that has a unique cellular offering in the two areas.

- Hybrid Discounted Airtime Contracts
- Network Post Paid Contracts

The Post Paid Company also acts as administrators for the group on all Hybrid contracts that have been sold into the market.

**Products:**

- Vodacom Post Paid Contracts
- Vodacom Hybrid Contracts
- 8ta Hybrid Contracts
- TPPC Life Cover



TALK FOR TWICE THE AMOUNT AT HALF THE PRICE



was **R1 176.00** once off

brought to you by **blU**

Receive R49 Airtime every month for 24 months. You pay for 9 months Airtime and we will guarantee another 15 months Airtime for FREE!!



was **R1 176.00** once off

brought to you by **blU**

Receive R49 Airtime every month for 24 months. You pay for 9 months Airtime and we will guarantee another 15 months Airtime for FREE!!

**NOW**

**R449.00** once off

Terms and Conditions Apply  
[www.vodacom.co.za](http://www.vodacom.co.za)

TALK FOR TWICE THE AMOUNT AT HALF THE PRICE





# Blue Label Media



## Prepaid Bulk Voucher Advertising

Blue Label Telecoms distributes over **80 million** bulk airtime recharge vouchers **per month** nationally to cell phone users in the **LSM 1 to 8 groups**. Supplying the various retail outlets, predominantly forecourts, shops, shebeens and spaza shops where consumers have easy access to pre-paid airtime.



## Campaign Ideas:

- Call to action through SMS short codes/ USSD strings (managed by Blue Label Media)
- Branding for store promotions for increased sales
- Couponing
- Educational/Awareness campaigns
- National campaign or province specific campaign
- Network operator and airtime denomination specific



**BLUE LABEL MEDIA ACCOUNT MANAGER  
JENNIFER BETTENCOURT  
083 282 9825 / 011 523 3560**



## Some of Our Current Partners



sasol *delight!*<sup>™</sup>  
fast. fresh. friendly.



**Pick n Pay**  
Inspired by you



## Regional Offices

### Gauteng and North West

Address: 75 Grayston Drive, cnr Benmore Road, Morningside Ext 5, Sandton 2196  
Regional Manager - Cecil Hunter  
cecilh@blts.co.za, 011 523 3000

### Free State

Address: Suite 1, Kellner Park, 63-67 Kellner Street, Westdene, Bloemfontein, 9301  
Regional Manager – Bruce Smith  
bruces@blts.co.za, 082 837 5947

### KZN

Address: 11 William Rd, Westville, Durban, 3630  
Regional Manager – Trevor Hariparsad  
trevorh@blts.co.za, 031 940 5543

### Eastern Cape

Address: Jarvis House, 59 Jarvis Road, Berea, East London  
Regional Manager – Peter Kent  
peterk@blts.co.za, 083 982 9948

### Western Cape

Address: Building 13, The Estruaries, Oxbow Crescent, Century City, Cape Town, 7441  
Regional Manager – Martin Gleeson  
marting@blts.co.za, 021 525 3050

### Mpumalanga

Address: 88 Ehmke Street, Nelspruit  
Regional Manager – Jacques Malan  
jaquesm@blts.co.za, 072 571 4743

### Limpopo

Address: 15 Landros Mare, Polokwane  
Regional Manager – Shawn Coetzer  
shawnc@blts.co.za, 084 777 0066

## Customer Service and Sales Operations

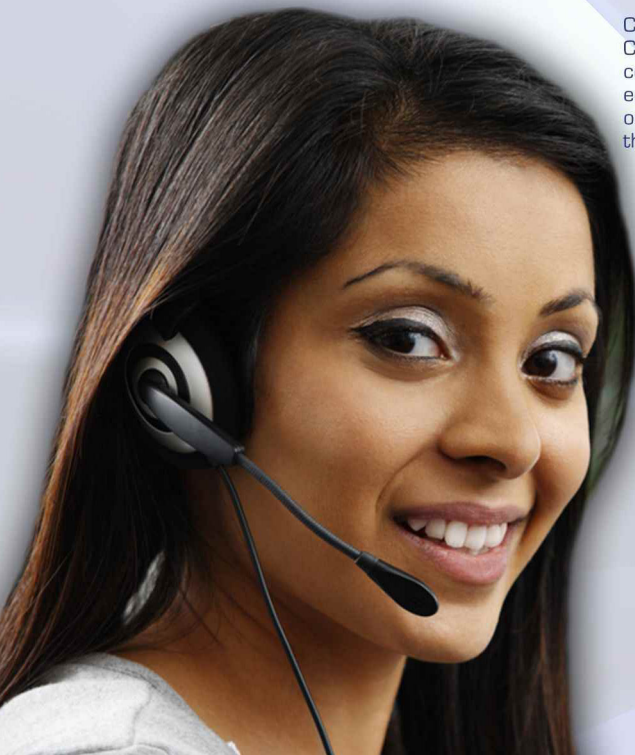
Customer's receive dedicated and specialized support nationally through a team of dedicated Customer Relationship Consultants (CRC's) and Technical Support Consultants (TSC's). CRC's are committed to fostering lasting customer relationships through a managed call cycle and are equipped to tend to our customer's every need. TSC's are skilled to ensure onsite support for device or technical related queries and together with the CRC ensure high levels of customer satisfaction through their ability to resolve queries professionally and timeously. Regional offices are located in:

- Johannesburg
- Nelspruit
- Durban
- Port Elizabeth
- Cape Town
- Polokwane
- Bloemfontein
- East London

These offices are supported by a National Customer Service Contact centre which operates daily, 7 days a week from 07:00 to 21:00. Blue Label Distribution has partnered with one of SA's most trusted outsource Contact Centre providers, Velociti in Durban. The 700+ seat facility provides quality customer service and sales performance across a wide range of industries including financial services, telecommunications, insurance, retail, technology, and medical. This new partnership strongly provides a differentiated customer service experience and capability through

- Trained and proficient staff
- Easier means of communication
- Excellent back office support
- Quality Assurance

Contact center number: 0861 411 411 Fax number: 086 508 0868 Email: help@blts.co.za







# Airtime Setup.

## General description:

This documentation will illustrate how to configure the AMS Gateway Airtime Module for IQ Business/IQ Enterprise/IQ POS/IQ Free POS Software. Please note: before you can register for the AMS Software you need to contact BLULABEL to arrange a time and date for the installation of the AMS Gateway Software. IQ Build 5.0.6.2 does work with the new AMSG3.0.35.17 software. Note the new AMS Gateway Software is Java based. The documentation has been uploaded to the IQ Retail Forum. Please visit the IQ Forum for further details: <http://forum.iqretail.co.za/>.

## Requirements:

You need to be on the 5.0.6.2 latest build of IQ Business/IQ Enterprise/IQ POS/IQ Free POS Software. You need to have the latest AMS Gateway software installed on your PC/Server PC. Please note IQ will not support any previous versions. IQ will only support 5.0.6.2 and above versions.

## Demonstration:

Please note this documentation is purely for demonstration purposes. Please do not setup the AMS Server settings according to the setup on the documentation, as the username and password may differ. You must acquire this password from the BLULABEL consultants.

## Exceptions:

Airtime sales will work on the non stock item basis. Ledger, major and minor departments must be set up/created by the Accountant, Financial Controller or Auditor. Unfortunately IQ Support Staff are not responsible for the setup of Ledgers, major and minor departments.

## Implementation:

First of all need you to send in a registration file to the IQ Registration Department. IQ will activate this feature for the registration that was sent to us. If you have received the new registration file, you need to import the file using the same registration screen. If the file has been successfully imported, you need to exit IQ and re-enter the IQ System for the new modification to take effect on the IQ System.

It is advisable that you set up an individual Stock Ledger for the Airtime Stock Item. Please note that you also need to specify a valid Major and Minor Department for the Airtime Stock Item, for Example: Ledger Account Airtime Stock. This will make it easier to reconcile your stock account.

Please do not use the above example at a customer/end user. This is not a part of the Support Agreement, as per the exception clause, the setup of the Ledger, major and minor departments must be performed by customer/end user's Accountant, Financial Controller or Auditor.

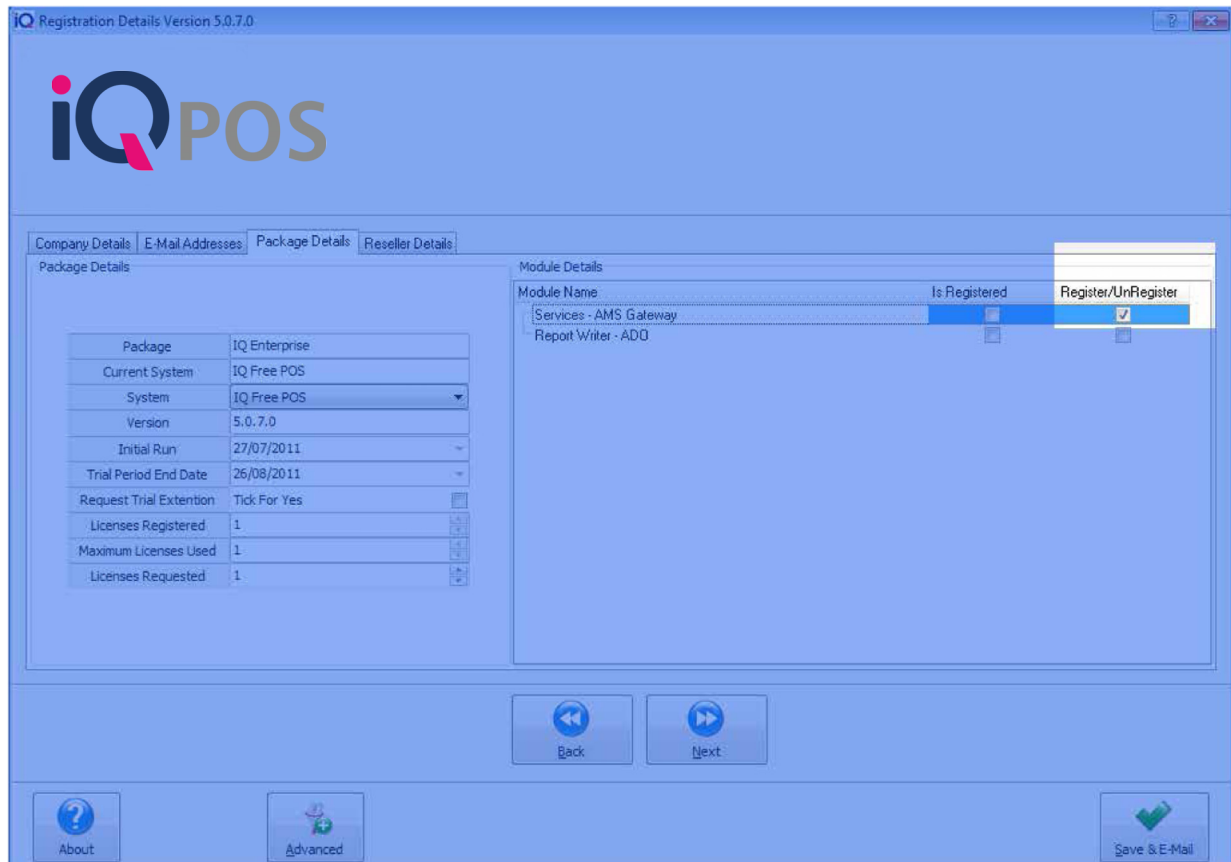
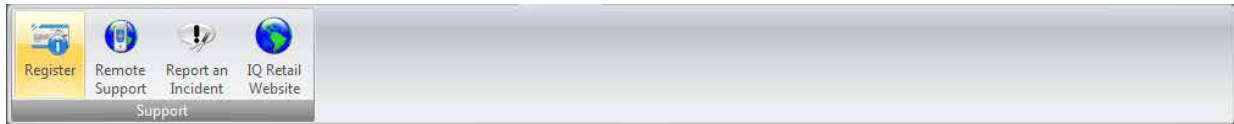
# Airtime Setup.



## General Configuration:

The first step is to send off the AMS Gateway Service Registration. Please go to Support > Register on the Main Screen of IQ.

Please insert a tick in the Register/UnRegister. You can either use the Save&Email or Save&Export feature located in the Advanced button on the Registration Screen. You will receive the new registration file from IQ Registration Department. Please import the new registration file.

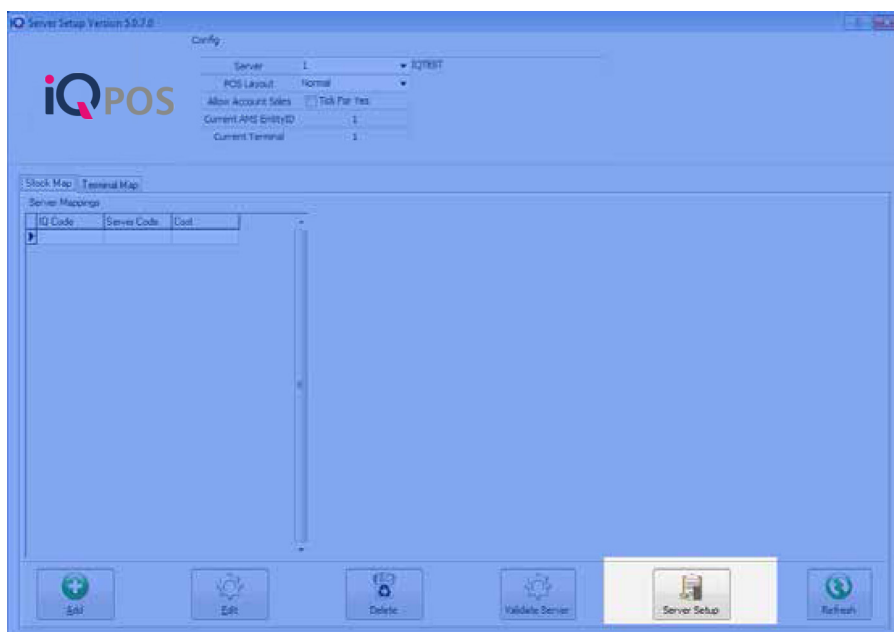




# Airtime Setup.

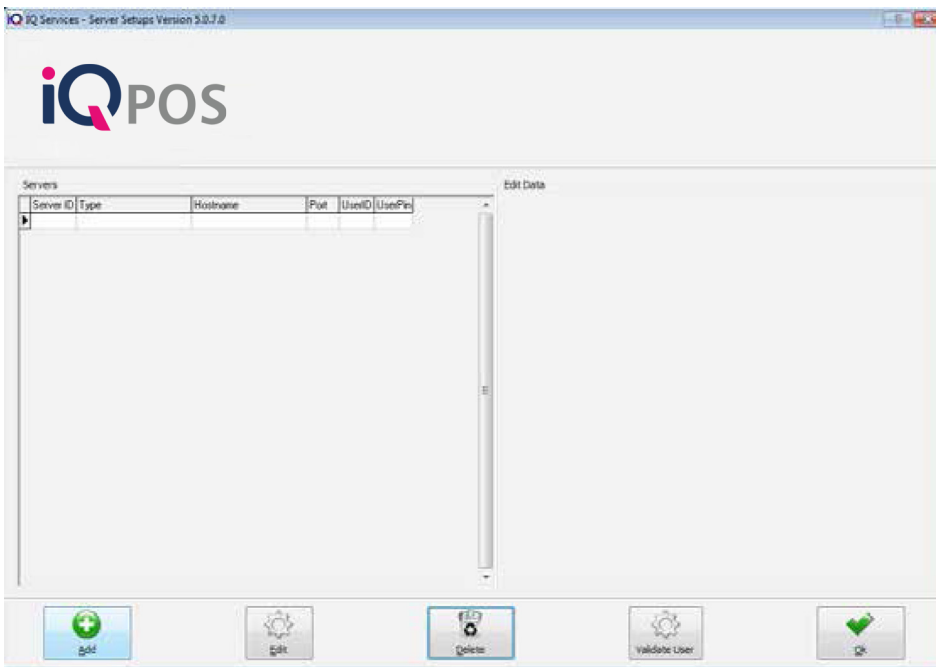


If you have successfully imported the registration file you can go to Utilities > Setup > Module Parameters (Default Tables). Go to the Services Tab. Select the Airtime Voucher Radio Button. Select the Setup Button.

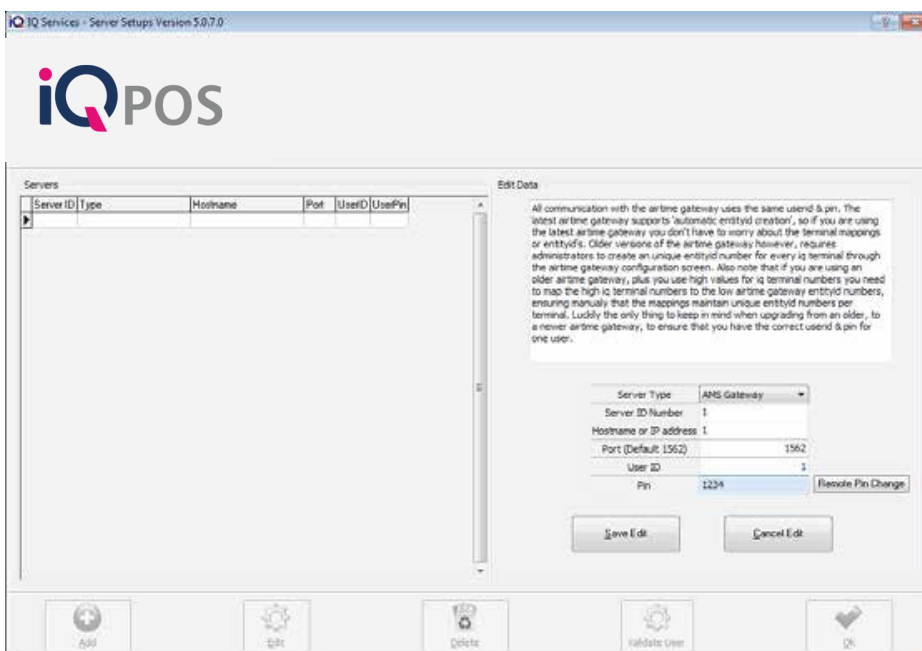


Select the Server Setup button.

# Airtime Setup.



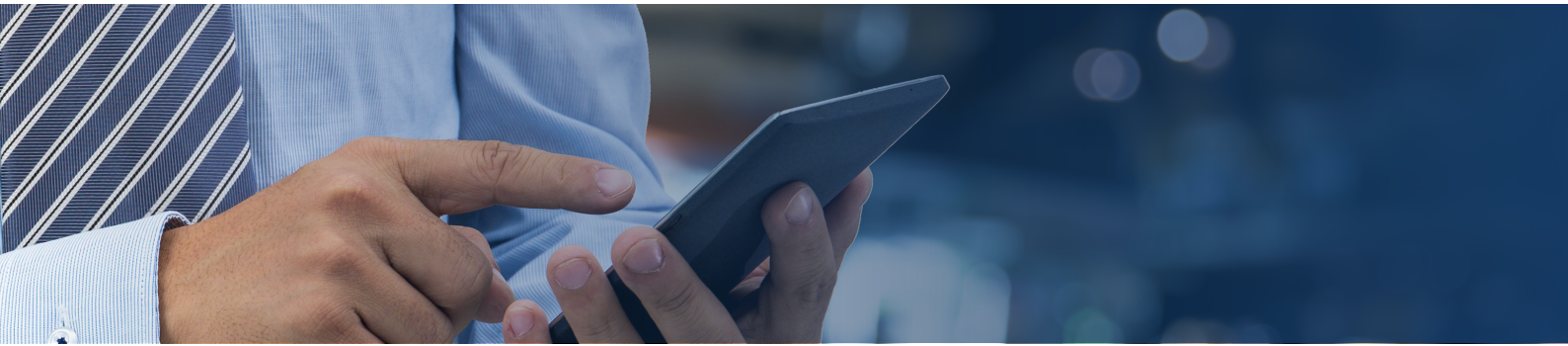
Select the Add Button.



Server Type: Select the appropriate Server Type. The AMS Gateway Server is used for the South African AMS based Server and the Starlite are used for the Namibian based AMS Server



# Airtime Setup.



**Server ID Number:** This is an identifier used by IQ to uniquely identify a gateway server; you can leave the default numeric value.

**Hostname or IP address:** Please Enter the AMS Server's DNS Name or Local IP Address. Please note, this is not the remote server's IP Address. This is where the AMS Gateway Service application is installed on your local network Server or PC.

**Port:** Please enter the Port that IQ requires to communicate to the AMS Gateway application.

(The default port for the application is Port 1562.)  
If another port needs to be specified, please consult the BLULABEL consultant.

**User ID:** Please enter the User ID to access the AMS Gateway Service. This is not an IQ User ID: You need to acquire the User ID from the BLULABEL consultant.

**Pin:** Please enter the Pin to access the AMS Gateway Service. This is not an IQ Pin: You need to acquire the Pin from the BLULABEL consultant.

IQ Services - Server Setups Version 5.0.7.0

**iQPOS**

Server ID	Type	Hostname	Port	UserID	UserPin

**Edit Data**

All communication with the airtime gateway uses the same user id & pin. The latest airtime gateway supports 'automatic entityid creation', so if you are using the latest airtime gateway you don't have to worry about the terminal mappings or entityid's. Older versions of the airtime gateway however, requires administrators to create a unique entityid number for every iq terminal through the airtime gateway configuration screen. Also note that if you are using an older airtime gateway, plus you use high values for iq terminal numbers you need to map the high iq terminal numbers to the low airtime gateway entityid numbers, ensuring manually that the mappings maintain unique entityid numbers per terminal. Luckily the only thing to keep in mind when upgrading from an older, to a newer airtime gateway, to ensure that you have the correct user id & pin for one user.

Server Type	AMS Gateway
Server ID Number	1
Hostname or IP address	1
Port (Default 1562)	1562
User ID	1
Pin	1234

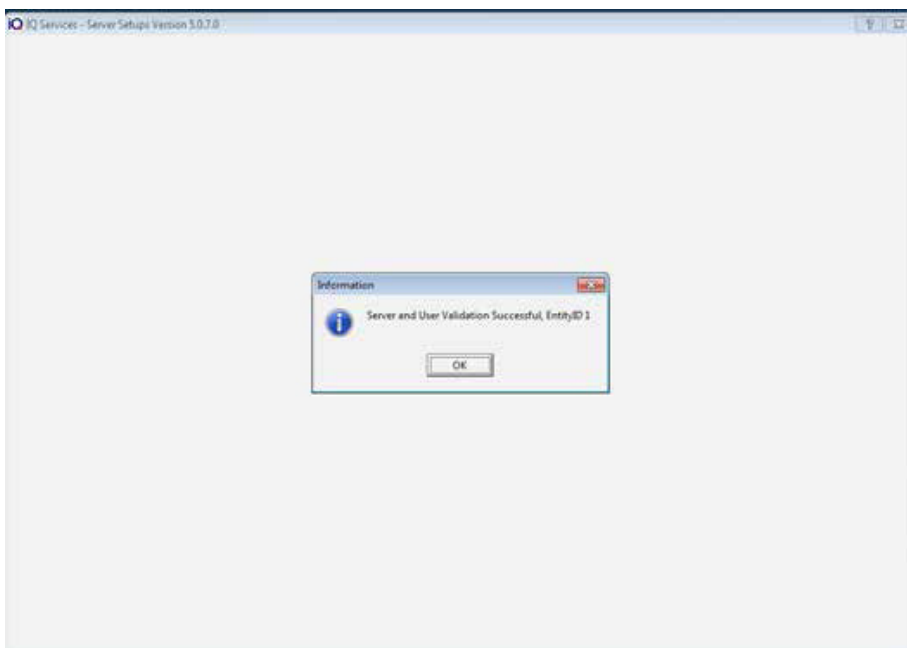
Remote Pin Change

Save Edit Cancel Edit

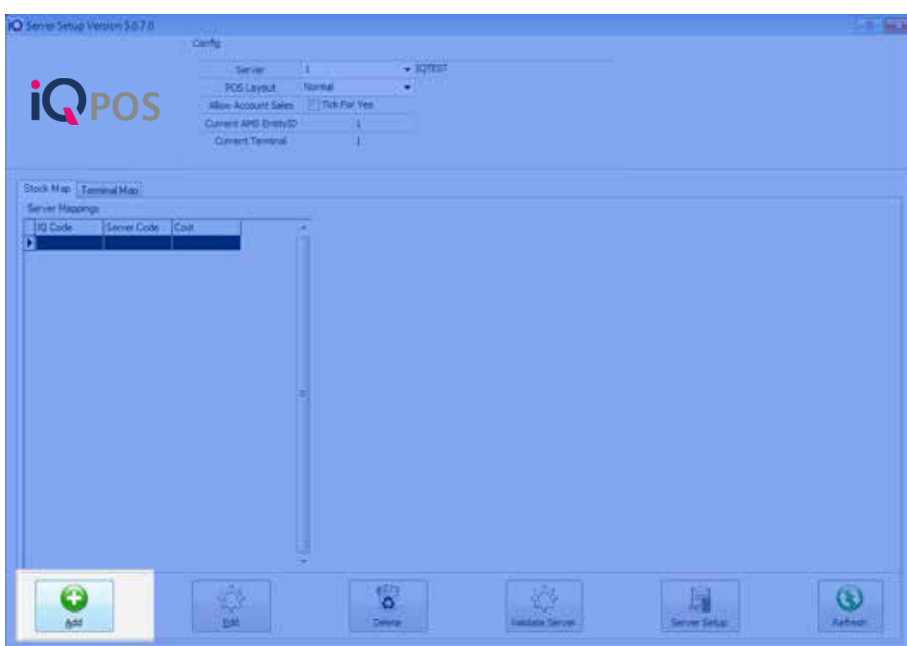
Add Edit Delete Validate User Ok

Once all the applicable information has been filled in, please select the Save Edit button to save the configuration settings for the AMS Gateway Service. Please select the Validate User button on the IQ Services screen to validate if the server works or not.

# Airtime Setup.



If this dialog box appears the AMS Gateway Communication is successful. Please select the Ok button once all these actions have been performed.



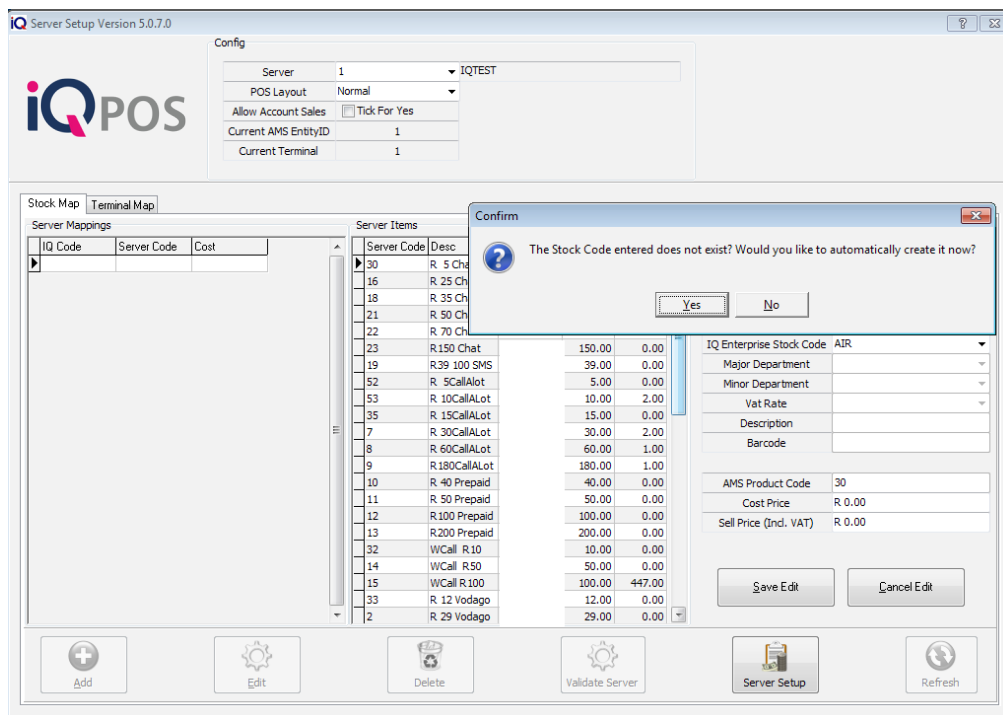
How do you create an Airtime Stock Item?

Select the Add button on the screen.

Please note, IQ prefers that you set up the Airtime item in the AMS Gateway module.



# Airtime Setup.



Enter your appropriate Airtime Code. As you will see on the dialog box, the Airtime item cannot be located on the system. IQ will prompt you to enter a IQ Enterprise Stock Code. If the Stock Code does not exist, the system will automatically create the Stock Code.

**IQ Enterprise Stock Code:** Please enter the stock code that will be used in the IQ Software.

**Major Department:** Please select a valid Major Department.

**Minor Department:** Please select a valid Minor Department.

**Vat Rate:** Please select the appropriate Vat Rate.

**Description:** Please enter a description for the stock item.

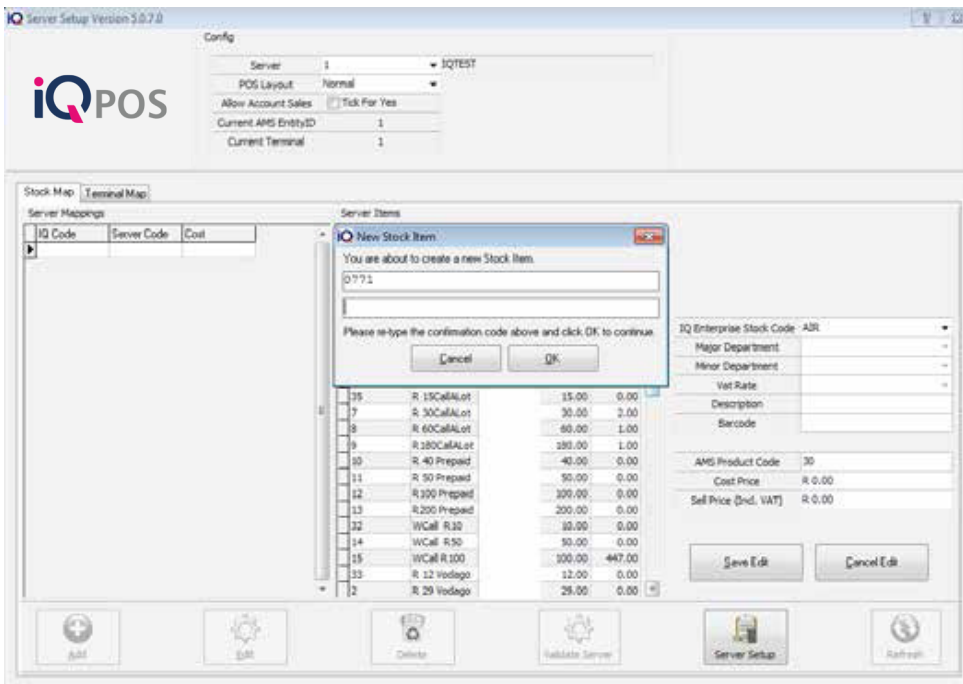
**Barcode:** Please enter a barcode for the stock item.

**AMS Product Code:** This is the AMS Product Code that you have linked to the IQ Stock Item.

**Cost Price:** Please enter a cost price.

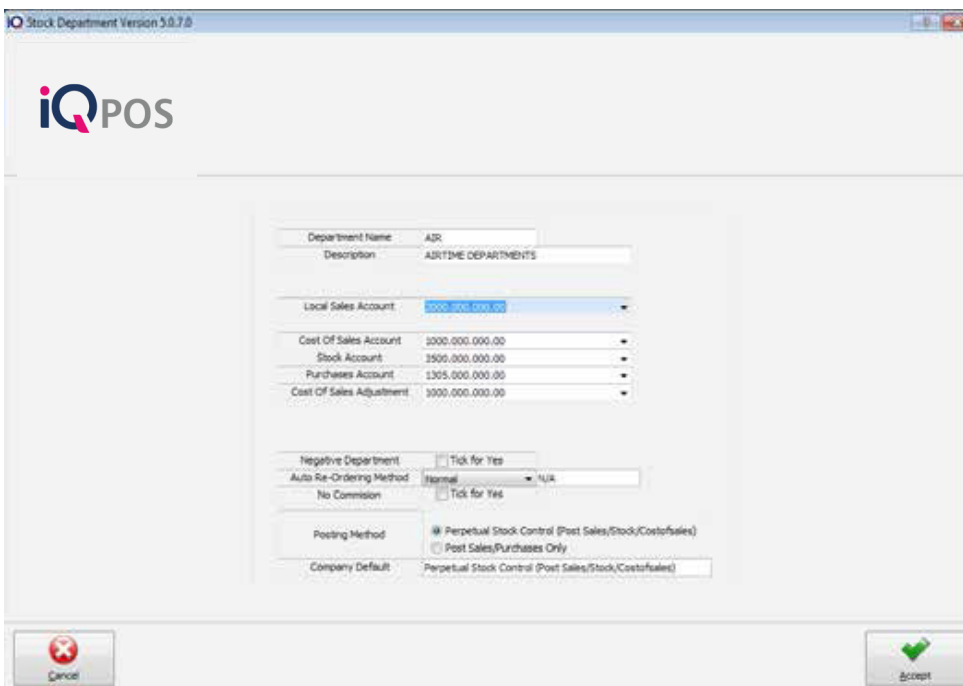
**Sell Price:** Please enter a sell price for the item.

# Airtime Setup.



An override message dialog box will appear.

Enter the information that is requested.

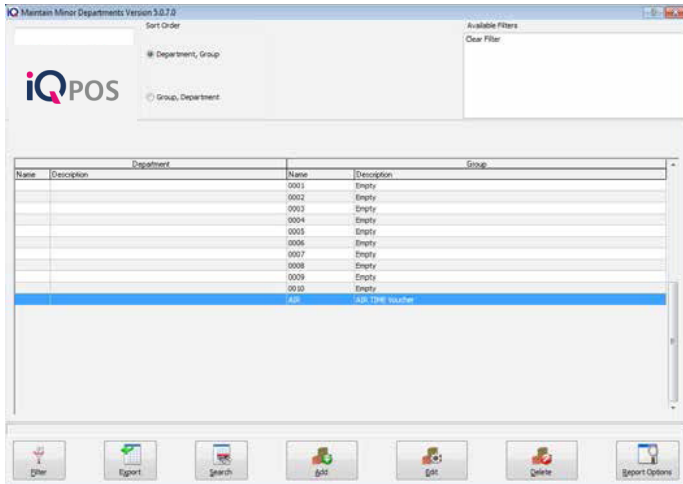


As per the exception clause IQ Support is not allowed to specify which departments you must use.

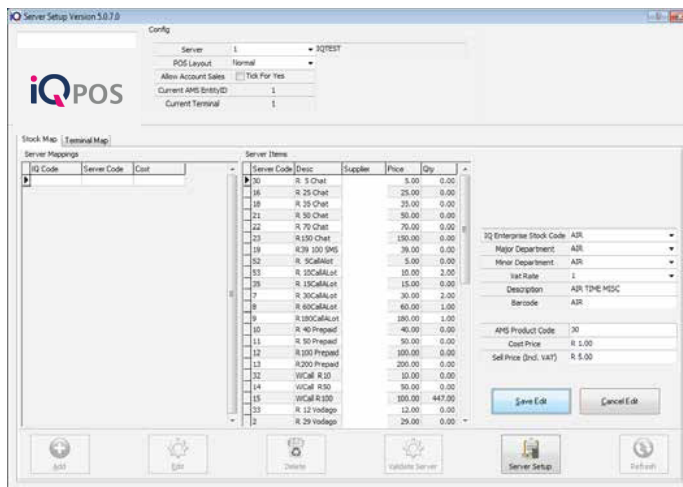
This major department was created for demonstration purposes.



# Airtime Setup.



As per the exception clause, IQ Support staff is not allowed to specify which departments you must use. This minor department was for demonstration purposes.



Please note you need to link your stock item that you have created in IQ to the stock item on the AMS Gateway software. The IQ Stock Item will be illustrated in the Left Pane and the AMS Gateway Items will be illustrated in the Server Items section.

The IQ Code represents the IQ Stock Item Code.

The Server Code represents the Stock Item Code on the AMS Gateway Software.

## Additional Information:

Any additional development will require Amendments to this specification and will require quotation on such amendments. Any requirement for Additional specification, crucial to the functionality of the application (according to the opinion of the IQ Retail Development Team), arising as a result of insight gained during actual development will result in Development including such specification and may result in additional expenses for the client due to Specification development and / or consultation and additional development time required.

## About IQ Retail (Pty) Ltd

IQ Retail (Pty) Ltd is a software development company that provides expertise in complete financial and business administration solutions. IQ Retail has been active in the development of business systems specialising in the accounting and retail management environment since 1986. In this highly competitive market, IQ Retail has grown to become one of the premier providers of innovative and strategic business solutions.

## Contact IQ Retail

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| info@iqretail.co.za

| www.iqretail.co.za