



## **1 BRIEF OVERVIEW**

Visual International is developing Stellendale Park specifically for the BPO&O industry, considering the substantial growth of that industry since 2005 and expected future growth. With best-of-class dual-redundant fibre optic links, a low cost of property ownership, a proven highly trainable, English-speaking local workforce and an ideal GMT+1 time zone location, Stellendale Park provides highly competitive profit-to-cost ratios and superior customer service levels. Visual International is an established development company with a competent and motivated team of business partners.

## **2 LOCALITY**

Stellendale Park is located only a few kilometres from Cape Town International Airport along a route generally free from major traffic congestion and has easy accessibility to road and rail transport routes. It is centrally located within the greater Cape Town metropolitan area on a major provincial highway (Stellenbosch Arterial), immediately opposite Blackheath Industrial Area, and a few hundred metres away from the regional Zevenwacht shopping mall and Saxonburg Industrial Park.

### **3 FEATURES**

Stellendale Park is easily accessible to a large local workforce served by a convenient range of safe public and private transport options with a substantial pool of potential employees living within safe walking and cycling distances from the precinct. In addition, there is a sizable existing residential component, Stellendale Village, as well as further planned accommodation – in the same precinct. Stellendale Park is in the catchment area of a resource pool of more than 50,000 students, at four universities.

One of the main principles of the design of the Stellendale Park precinct is to promote a satisfied, happy and fulfilled workforce. On-site facilities for the comfort and convenience of workers, visitors and those living there include:

- Well-planned open spaces; with coffee shops, restaurants and retail facilities.
- Crèche; health clinic (doctor and dentist).
- Fuel station with convenience store component.
- Health and fitness club and spa; walking and cycling paths.
- On-site security services; ample parking.
- Dedicated on-site taxi service to train and bus stations, and to residential areas.
- Recruitment, training and other employee service facilities.

All the buildings in Stellendale Park are designed to achieve a green star rating by the Green Build Council of South Africa. An important end result of Stellendale Park's green building design is to ensure improved employee comfort levels. The economic reality of a green workplace is a reduction in energy, operating and maintenance costs, as well as improved productivity and staff performance. A smaller staff turnover, fewer staff sick days and time away from the office are among the tangible benefits to employers.

Some of the reasons for BPO&O operators choosing Stellendale Park include:

- It is close to Cape Town International Airport.
- Is situated in the second economy; and is served by a big local workforce, many of whom already work in the contact centre industry.
- Has easy access to road and rail routes, with both public and private transport modes.
- Connected to three different fibre-optic networks, via multiple exchanges; and which provide total redundancy.
- Is a platinum-grade telecommunications precinct.
- A satisfied, happy workforce is the key to success.
- Provides a rewarding work experience to all.

#### **4 PRECINCT**

Stellendale Park is made up of the following:

- Eight or more Contact Centre buildings, mostly seven storeys on a multiple level parking basement (total Gross Lettable Area (GLA) is approximately 62,000m<sup>2</sup>) including associated retail, recreation, medical, health and care facilities.
- Three or more data centres in the Data Centre Complex with associated office space (total GLA is approximately 8,000m<sup>2</sup> with approximately 3,500m<sup>2</sup> rackable floor space).

#### **5 TELEPHONY/ICT**

Stellendale Park is linked to three high-speed fibre optic cables, within a short distance of multiple points of presence (POPs). Stellendale Park therefore provides virtually limitless, truly seamless telecom connections, with guaranteed availability of service and built-in redundancy. A multi-telco supplier infrastructure strategy is followed in order to service a variety of BPO&O operators; and the availability and redundancy of these telco services provide the necessary reassurance and comfort to the operators. The Stellendale Park precinct caters for the establishment of several data centres – which further increases its attractiveness for BPO&O clients such as contact centre operators and other hosting service providers that run information and communication technology intensive businesses.

#### **6 BPO&O/CONTACT CENTRES**

Stellendale Park is developed specifically for the BPO&O industry, giving consideration to the substantial growth of that industry since 2005 and the expected continued growth. With best-of-class dual-redundant fibre optic links, a low cost of property ownership, a proven highly trainable, English-speaking local workforce and an ideal GMT+1 time zone location, Stellendale Park provides highly competitive profit-to-cost ratios and superior customer service levels.

The 2009 Frost & Sullivan BPO&O/Contact Centre study concluded that South Africa's contact centre capabilities match those of other Tier I destinations and they concluded that the BPO&O growth in South Africa was due to the following:

- The large existing skills base that is easily absorbed into the outsourced BPO&O/contact centre skills base.
- The South African contact centre market being well established and highly sophisticated in terms of technology adoption and services offered.
- The vibrant South African off-shoring industry drawing on the country's linguistic, cultural and product affinity to deliver quality across contact centre service lines.

The establishment of Stellendale Park as a world class, platinum grade telecommunications hub and contact centre precinct, can be expected to boost the BPO&O industry in Cape Town and elsewhere in South Africa.

The South African Government's incentive and support programmes for the BPO&O industry are being noticed in many relevant circles in the world, which encourages more and more contact centre operators to make scouting visits to the country and to conclude re-location agreements. Stellendale Park has the sanction of the Department of Trade and Industry, the main national governmental body making grants available to international contact centre operators establishing in South Africa. Local and international research indicates that the BPO&O industry can become the next wave of property development in South Africa.

## **7 DATA CENTRE COMPLEX**

There is an increasing trend for corporations, small and medium sized businesses, institutions, government departments and others to move to virtualisation. This trend is driving applications to cloud computing and therefore to data centres, to achieve better operational efficiency, cost reductions, an increase in employee productivity, an improvement in energy efficiency and greening, profitable client relationships and risk mitigation. Such a move requires of an organization to re-evaluate and improve its own data centre, to arrange for continuity and back-up data centre facilities, to make decisions about greening and energy efficiency, and all of which lead to a new or modernized data centre being chosen.

Gartner projected the growth in virtual desktops from 12,000 in 2009 in the world to 49 million in 2012. This is an indication of the potential of the data centre industry in the world. South Africa is being regarded as one of the countries with the biggest growth potential of data centre space due to, amongst other, the installation of additional underwater cables (e.g. Seacom, EASSy, WACS), network improvements for the FIFA Soccer World Cup, the issuance of a second land line licence (to Neotel), and other deregulations.

## **8 OPERATIONS COMPANY**

Visual is assembling a team with some of South Africa's most successful information technology companies to jointly develop the first data centre, Data Centre One, at Stellendale Park. It is intended that the same team will undertake the establishment of more data centres elsewhere in South Africa and further afield.

Data Centre One will be a vendor neutral data centre, built and operated to world best practice standards and clients will benefit from being able to choose their own networks and service providers. The main purpose of Data Centre One is to run the applications that handle the core business and operational data of the organizations which will be hosted there. Data Centre One will also be used for off-site backups and for continuity purposes for client companies. Clients will be able to choose from various cloud computing offerings and they can rent any number of fully equipped seats (i.e. with desks, computers, etc) in the same building as Data Centre One.

## **9 ENDORSEMENTS**

Stellendale Park has the enthusiastic local support of the Western Cape Provincial Government, the City of Cape Town and business-led initiatives like Accelerate Cape Town. And it has the backing of Business Process enabling South Africa, Western Cape, a non-profit agency dedicated to the development of the contact centre industry in Cape Town; and of Wesgro, the official investment and trade promotion agency for the Western Cape.

## **10 CONCLUSION**

Currently there is an opportunity to play the lead role in fast tracking the growth of the BPO&O/Contact Centre industry in South Africa and further afield. The appropriate approach is to develop a number of contact centre precincts in the main metropolitan areas, each with ±10,000 seats and ancillary facilities – starting with the first, Stellendale Park. Furthermore, there is a need for the establishment of a network of co-hosting data centres in South Africa and elsewhere in Africa – and Data Centre One provides the ideal opportunity with which to launch such a new group.

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