



# WHO IS FLOWMESH

- Content marketing and communications specialists
- Heavyweight, experienced researchers
- Specialist, expert writers
- Out-of-the-box-thinking strategists
- B2B is our sweet spot



# MEET YOUR CORE TEAM



ANDREA  
HEAD OF  
CONTENT



CANDY  
TRAFFIC &  
ADMIN



LAUREN  
PEOPLE &  
ADMINISTRATION



DEON  
CONTENT  
SPECIALIST AND  
HEAD OF  
WRITING



JON  
WRITER



Supporting your core team is a diverse team of specialist content creators, designers, activators and copywriters who seamlessly integrate into our campaigns to bring your brand's story and campaigns to life.

# OUR BRAND VISION

Connect brands and customers in the Attention Economy by:

- Forging connections through meaningful, relevant content that adds brand value
- Helping technology companies, financial brands and the agencies that serve them create best-in-class content.

We use stories, knowledge and insights to deliver value, build relationships and close sales.



# SMART CONTENT

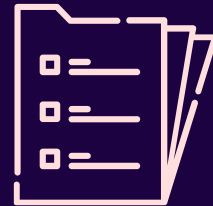
Content>Copy>Communications



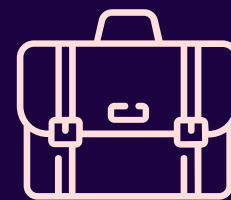
Strategy



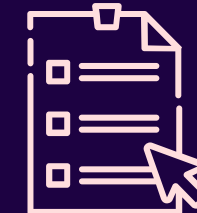
Persona  
development and  
Customer journey  
mapping



Messaging and  
positioning



Research and  
reports



eBooks and  
white papers



Blog posts and  
LinkedIn articles



Case studies  
and media  
releases



Brochures and  
newsletters



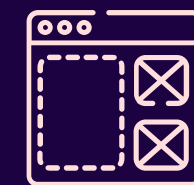
Email campaigns  
and infographics



Social content  
and digital banners



Visual content and  
video scripts



Websites,  
landing pages  
and microsites



Pod- and vodcast  
scripts and  
discussion guides



Sales enablement  
toolkits including  
training,  
presentations, etc.

# SMART PROCESS



**01**

## DISCOVER

Research your sector, landscape, audiences, competitors, goals, vision. Desktop, SME calls/interviews, audits.



**02**

## MAP

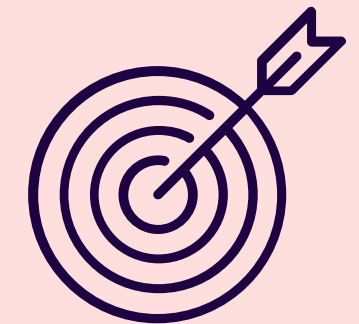
Map out your core messaging document, including audiences and personas.



**03**

## PLAN

Propose a content plan for marketing and sales materials.



**04**

## DELIVER

Deliver the marketing and sales enablement collateral you need.

# SMART COMMUNICATORS

## TUNED-IN EXPERTS

We know what the media wants to hear, what's happening in the ICT industry, and how to connect business offerings with current issues to tell your story.

## A SAFE PAIR OF HANDS

We provide superior writing, sharp media pitching, and thinking deeply about key issues with our clients. We create narratives to break through the clutter.



# OUR COMMUNICATION TOOLKIT

## POSITIONING



PR strategy,  
message  
development



Leadership profiling,  
content creation

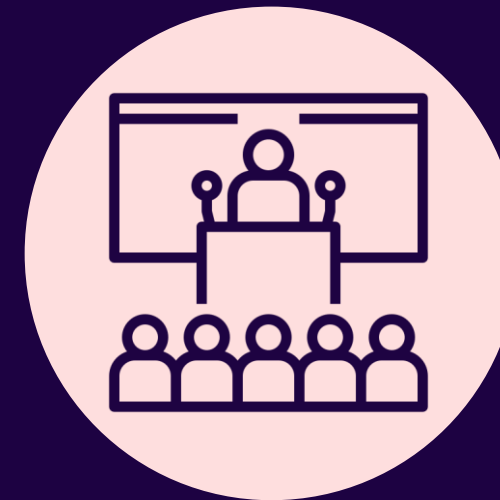


Crisis and reputation  
management

## ENGAGEMENT



Media relations,  
analyst relations,  
social media



Speaking  
opportunities,  
awards entry, events



Partner  
communication,  
customer reference  
programmes

# WE GET BRANDS



Great B2B content that commands attention needs deep knowledge of a brand's customers, products, market and channels. Flowmesh knows how to make complex information resonate with the right audience at a time when channels are saturated with content.

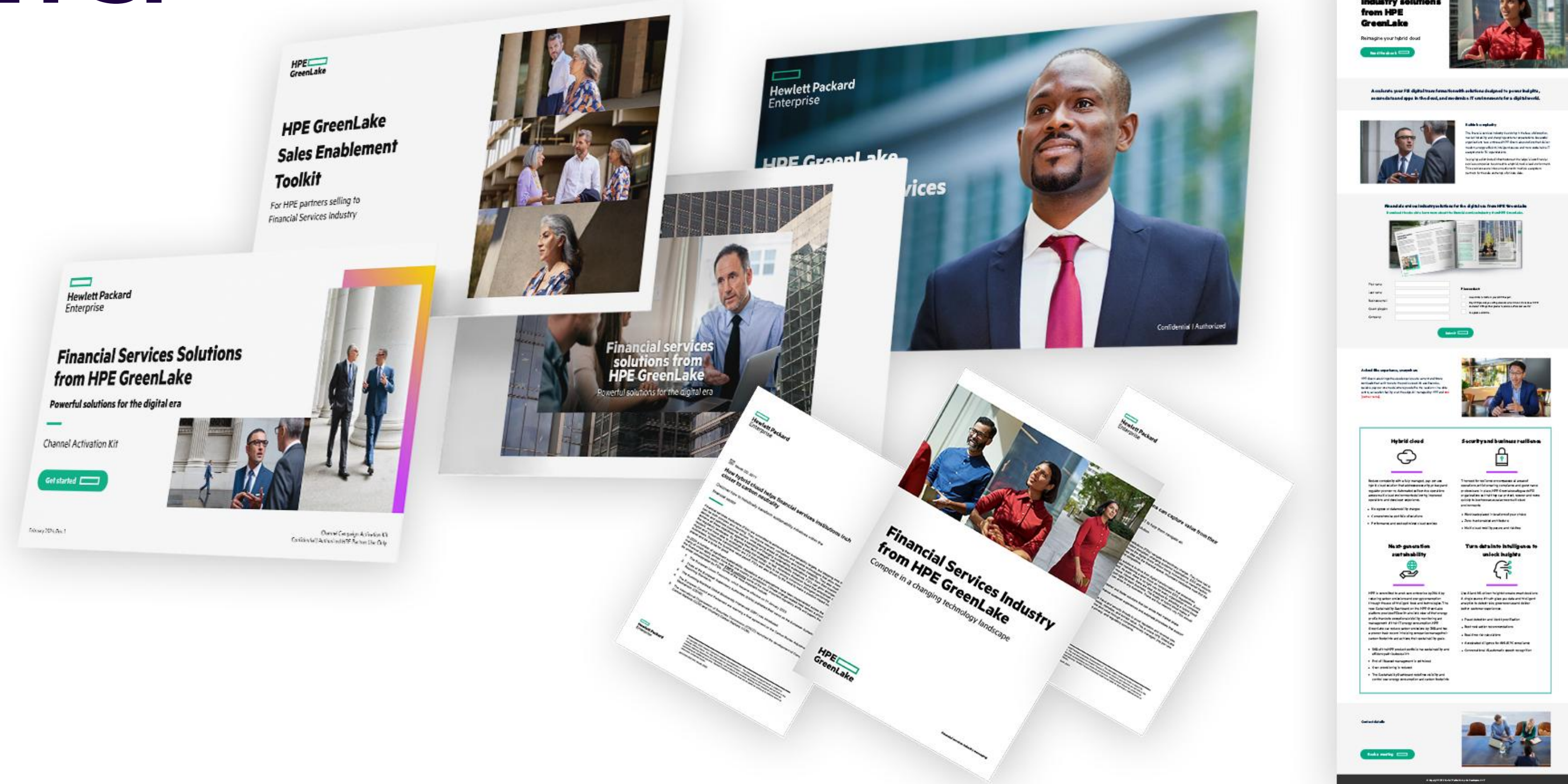


# PORTFOLIO OF WORK

A woman with voluminous curly brown hair is the central figure, wearing a blue denim shirt. She has her eyes closed and is blowing a cloud of multi-colored confetti (pink, yellow, white) towards the camera. The background is a blurred city street with a rainbow flag visible in the distance.

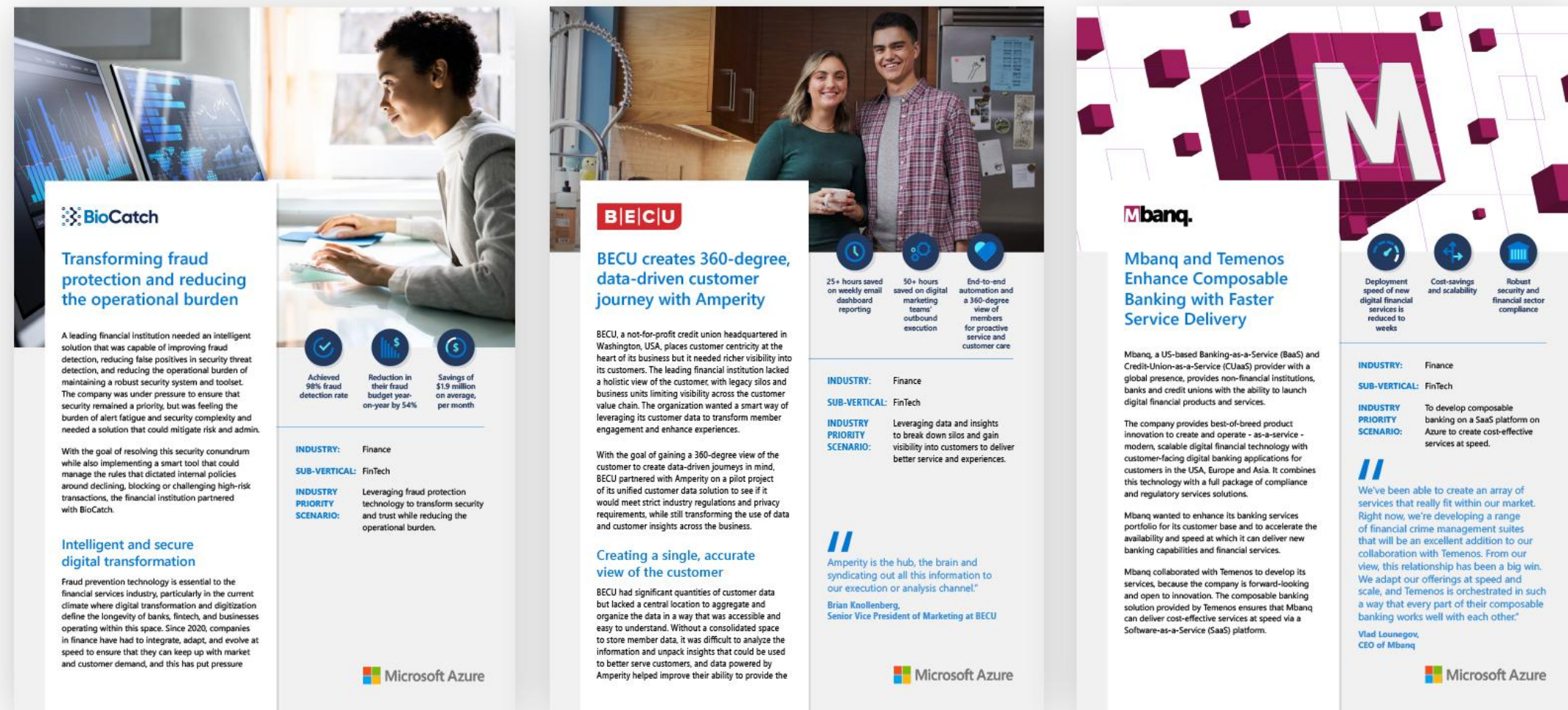
Note: Flowmesh brings the words, but our design partners are pretty awesome, too.

# HPE FSI



Sales enablement kit for partners operating in the FSI sector, wanting to sell HPE GreenLake solutions

# MICROSOFT CASE STUDIES



Numerous success stories about Microsoft Azure implementations across several industries including education, FSI and healthcare

# MOORE GLOBAL NETWORK



**MOORE**

## GLOBAL HOTELS AND LEISURE SECTOR OVERVIEW: Q3-Q4 2022 AND 2023 ANTICIPATIONS

Prepared exclusively for Moore Global Hotels and Leisure Collaboration Group Call

2022-December-08




**MOORE**

## GLOBAL HOTELS AND LEISURE SECTOR OVERVIEW: Q3-Q4 2022 AND 2023 ANTICIPATIONS

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2022-December-08



**MOORE**

## HOTEL AND LEISURE (H&L) SECTOR

Encompasses **500+** Experts  
in **25** Countries  
and **57** Member Firms

With sectoral involvement in the Hotels, Hospitality, Leisure and Tourism

Including a full scope service-mix:  
**AUDIT**  
**ACCOUNTING**  
**PAYROLL**  
**ADVISORY**  
**CORPORATE FINANCE**  
**ESG**



**MOORE**

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**AUDIT**  
**ACCOUNTING**



## LATEST ENERGY, MINING AND RENEWABLES WHITEPAPER

### Lithium-ion battery: The Future of Renewable Energy

Can the lithium-ion battery create a greener and more sustainable future for Energy, Mining and Renewables organisations? Moore Global unpacks the facts around lithium-ion batteries to assess their value in driving a greener and more sustainable future.

[READ MORE](#)



White papers on the environmental impact of Lithium-Ion batteries, the hospitality industry in Africa, and event material

# TRANSUNION



## Africa & Middle East Gender Mainstreaming Awards

Copywriting support services across TransUnion's varied industry focus areas, which include FSI, Public Sector, Automotive and Technology

# AVEVA



**AVEVA**

Industrial innovation driven by the cloud  
With market-leading industrial cybersecurity

Microsoft Partner

**AVEVA + Microsoft**

AVEVA and Microsoft's strategic partnership accelerates the delivery of industrial innovation across key industries, empowering them to shape the future. Our unique combination of capabilities helps your customers capitalize on the power of technology to become more agile, resilient and sustainable.

Quicker implementations   Connect teams more readily   Drive growth opportunities

**AVEVA's unmatched end-to-end solutions and industry expertise**   **Microsoft's rich cloud technology**

**AVEVA Insight - Asset Performance - Predictive Maintenance**  
A cloud platform for Industry 4.0  
• Increase visibility and improve production output  
• Real-time insights, resilience and sustainability  
• [Read more about it](#)

**AVEVA Unified Supply Chain**  
A single source of knowledge to share and communicate decisions  
• Ensure security and visibility of supply chain  
• Simple, consistent access to data  
• Easy integration to external business systems  
• [Find out about it](#)

**AVEVA Unified Operations Center - Energy Management**  
Real-time operational management  
• Generate insights  
• Create information about efficiency  
• Trigger immediate action  
• [Read more about it](#)

**AVEVA Operator Training Simulator (OTS)**  
Cloud-based virtual development environment  
• Understand virtual software capacity and manage on demand  
• Reduce time to market  
• [Learn more about it](#)

**AVEVA Integration Studio**  
Cloud-based virtual development environment  
• Understand virtual software capacity and manage on demand  
• Reduce time to market  
• [Learn more about it](#)

**AVEVA Edge**  
Data collection, manipulation and presentation made easy  
• Edge connectivity, easy monitoring  
• No external programming  
• [Read more about it](#)

**AVEVA Data Hub**  
Build platform to aggregate, analyze and share IoT edge and plant operational data  
• Cloud ready, nothing to build  
• Secure data sharing  
• Remote monitoring and analysis  
• [Read more about it](#)

**AVEVA Process Simulation**  
An intelligent platform that helps engineers develop the process side of their digital twin  
• Integrate process engineering with the digital twin  
• Reduce time to market  
• [Read more about it](#)

**Find out how Total Oleum tapped into AVEVA Operator Training Simulators hosted on Microsoft Azure**  
When Total Oleum deployed six cloud-based AVEVA Operator Training Simulators in partnership with Microsoft Azure, it was able to:

- Reduce training time from several weeks to a few hours
- Train 2000 operators safely and sustainably every year
- Give employees access to the training from anywhere at any time

[Read the full case study](#)

**What to do next**  
For more info, visit [www.aveva.com/partners/microsoft](https://www.aveva.com/partners/microsoft)

Microsoft Partner   Microsoft Partner   Microsoft Partner   Microsoft Partner

**AVEVA**

[www.aveva.com](https://www.aveva.com)   [LinkedIn](#)   [Twitter](#)   [Facebook](#)

For further inquiries, please contact Global Alliance Leader, Tugh Nadeem, at [tugh.nadeem@aveva.com](mailto:tugh.nadeem@aveva.com)

Full content and sales enablement campaign for AVEVA partners, driving digital transformation with their customers

# HPE HCI



HPE HCI 2.0 launch collateral for global marketing teams and sales enablement assets for direct and channel sales teams

# DROPLET



Complete brand refresh, including logos, web site and sales toolkit, and marketing campaigns for channel enablement

# MICROSOFT AZURE

**Microsoft**

# Microsoft Azure for Healthtech

The advantage of the Azure Cloud is Microsoft's vast healthcare ecosystem

Microsoft is driving digital transformation across the healthcare industry. Build on Azure to empower health team collaboration, redefine the consumer experience in healthcare, and shape agile manufacturing for the supply chain of the future.

**Microsoft's Deep Presence in Healthcare**

Microsoft's footprint in every kind of healthcare organization – from providers and payors to pharmaceuticals, life sciences and medical devices – accelerates growth for healthtech, late-stage start-ups. Our people, products and partnerships enable you to become part of our healthcare and life sciences (HLS) network.

## 80%

healthcare providers plan to increase investment in digital solutions\*

\* Future of Healthcare Report: Exploring Healthcare Stakeholders' Expectations for the Next Chapter", HYPERLINK "<https://www.hms.org/resources/future-healthcare-report-exploring-healthcare-stakeholders-expectations-next-chapter>" DDMG, 2021

**Providers**  
Using healthtech to personalize the healthcare experience, improve patient outcomes, and boost clinician and staff satisfaction.

**Payors**  
Developing AI-based predictive models to optimize care management and health outcomes, anticipate and prevent emergencies, and lower costs.

**Pharmaceuticals and Life Sciences**  
Using digital ecosystems to build the pharma supply chain of the future.

**Healthtech**  
Using healthtech, including hybrid cloud, mixed reality, AI and IoT to revolutionize healthcare – from drug development to surgery planning – and drive better health outcomes, improve security, scale faster, and enhance data interoperability.

**Microsoft**

< > Home 2

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**Microsoft**

# Choose Microsoft Azure to grow your healthtech business

**Tegria**

Cut through the clutter of fragmented systems

Empowering health team collaboration

**Microsoft Azure**

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**Microsoft**

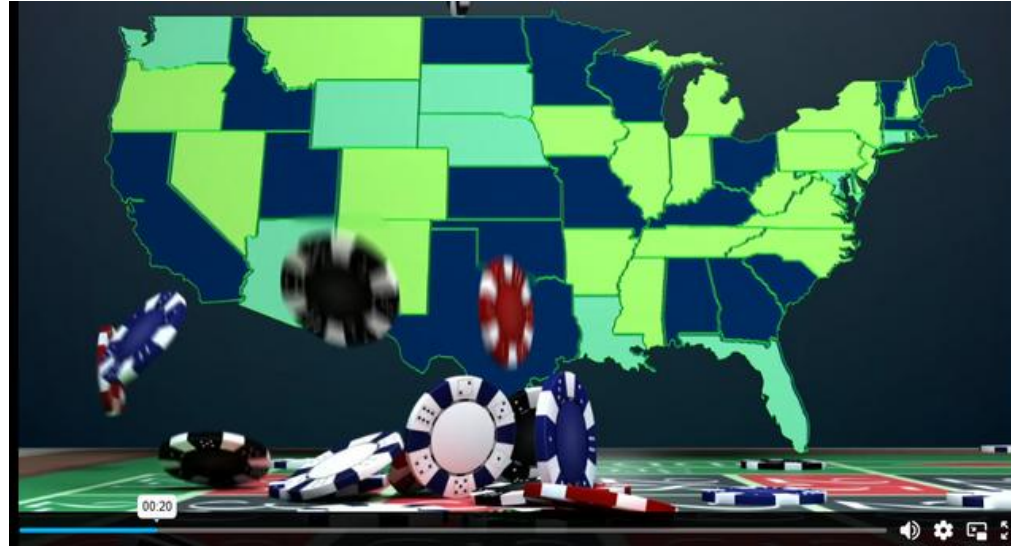
# Cash in on Cloud Week

Earn more than \$120,000 with Microsoft cloud products

Limited Time Offer →

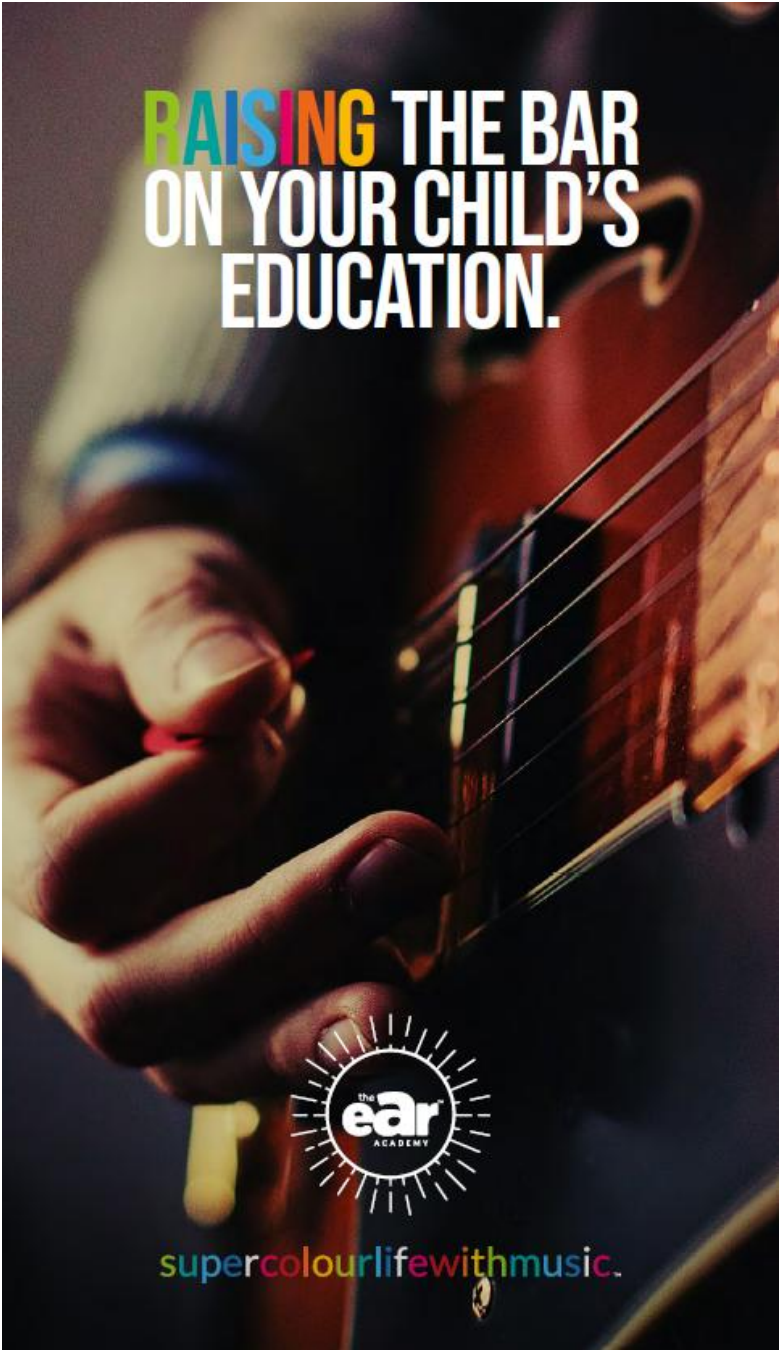
Microsoft full GTM campaign, including blogs, social posts and eBooks, to promote Azure for Healthtech for channel partners

# VIADEX



A full content and sales enablement campaign to help Viadex promote its capabilities in the burgeoning US online gaming market

# EAR ACADEMY



**A WHOLE NEW WAY FOR YOUR CHILD TO EXPLORE AND EXPRESS THEIR MUSICALITY.**

With decades of international music teaching experience at the highest level, we developed a **uniquely holistic curriculum** with a **uniquely engaging structure**.

Then we did what centuries-old wisdom previously couldn't: use technology to put it all together so that it's easily integrated, innovative and interactive.

It's a **new method in a new, online medium**. One that complements traditional teaching, overcomes common obstacles, and makes learning playful, progressive, pitch-perfect.

supercolourlifewithmusic. 

**THE MOST ROUNDED, GROUNDED MUSIC EDUCATION AROUND.**

Our courses **holistically incorporate seven complementary facets of music**: Tunes, Etudes, Exercises, Improvisation, Theory, Hearing and Reading.

It's a **more comprehensive curriculum** that develops **more complete, more competent, more confident musicians**.

**ALL THE TOOLS NEEDED. ALL IN ONE PLACE.**

Hundreds of hours and pages of **interactive learning material** are presented in a variety of absorbing media. Students get all the learning tools they need to stay **supported**, as well as extras to stay **inspired**.

**PLAYGROUND 1: MOON BREEZE**

**Freedom within structure.** The 7 facets live in "PLAYGROUNDS" that encourage self-directed learning. Students can indulge their curiosity, explore what they're drawn to at the time, or follow a guided, step-by-step sequence.

**MATERIAL INCLUDES:**

- INSTRUCTIONAL VIDEOS
- AUDIO TRACKS
- BACKING TRACKS
- SHEDDING SESSIONS
- DOWNLOADABLE NOTATION PDFs


**TOOLS INCLUDE:**


- DICTIONARY OF ALL THINGS MUSIC
- EARMARKS TO TRACK PROGRESS
- INSPIRATION PAGE
- METRONOME & TUNER
- NOTEPAD

supercolourlifewithmusic. 

Campaign to launch an online music tuition platform in the Edutech sector, including brand messaging and brochure work

# MICROSOFT BANKING






# Banking's AI and analytics evolution: are you prepared?


Competitive differentiation and sustainable growth come from delighting customers and empowering employees. But first, banks must modernize core systems to minimize cost and risk and unlock the ability to power business decisions through data and analytics.

## Data hurdles hinder valuable customer and operational insights




**Challenges in data silos include:**

- Aggregating diverse data
- Managing integration across marketing channels
- Minimizing latency for faster insights.



**Addressing technology resources involves:**

- Maintaining legacy systems
- Showing IT ROI in banking and online environments
- Transforming mobile investments into full omnichannel experiences.




**Privacy and security concerns encompass:**


- Safeguarding customer PII data
- Adhering to stringent financial compliance regulations
- Building customer trust through ethical data use.

## We help banking institutions to overcome their data hurdles and create data insights faster with Microsoft data and analytics solutions.


We help banks accelerate data value for the era of AI by:



**Centralizing all data and analytics workloads on a single, open, governed foundation**



**Streamlining efforts to build BI, analytics applications and ML models on a lake-based architecture with reduced data movement**



**Empowering individuals to expedite innovation with secure access to self-service analytics tools that facilitate near real-time insights.**

## We've seen the benefits. Leveraging data for transformation brings substantial advantages\*

**150%**  
increases in work output

**7%**  
Improved spending optimization  
reducing costs by

**80%**  
Process automation  
reducing manual work by

Increased operational efficiency

Reduced legacy technology

### What are the top use cases for AI in banking?

Drive improvements in employee productivity, operational efficiency and customer service experience.

- Product search
- Language translation
- Advisor empowerment
- Fraud detection and prevention
- Enhance contact centers
- Extract call center insights
- Predictive analytics and forecasting
- Code modernization
- Market research
- Product and service innovation

As a Microsoft partner, we can help your organization to maximize the full potential of its data to better serve customers.

Contact us today to learn more.

\*[Sprofile\_website\_url:<Sgeog UI>-fc:#0078d4;bc:#ff8b3f]  
 \* [Sprofile\_office\_phone:fn:<Sgeog UI>-fc:#0078d4;bc:#ff8b3f]  
 \* [Sprofile\_office\_email:fr:<Sgeog UI>-fc:#0078d4;bc:#ff8b3f]

# Cloud scale analytics launch campaign for the banking sector – assets created for partner networks and customers

# HPE GREENLAKE



HPE GreenLake concept build, message, launch - marketing and sales collateral for their Service Provider partner enablement

# SUSTAINABILITY



Moving towards net zero

Sustainability should be at the core of every business

Microsoft

By 2030, emissions need to have been reduced by 45% to reach net zero by 2050.

Achieving net zero and driving collective action will take more than investments, technology and commitments. It's about working together to drive full ecosystem change.

“ We are seeing that while technology use does obviously increase energy use, there is significant potential for greater positive impact through technology-enabled sustainable solution development.”

Stephane Krimmer, IDC Associate Vice President, Manufacturing and Energy Insights

Benefits to reducing emissions

<b>\$26T</b> Economic benefits	<b>\$60B</b> Energy optimization opportunity
<b>70%</b> AI technology to contribute to carbon emissions reduction by 2050	<b>81%</b> of sustainable indices outperformed peer benchmarks



90% of executives think sustainability is important, but only 60% of companies have a sustainability strategy.

4 steps to becoming carbon negative:

1  
Recording and reporting emissions using better data collection and automation

2  
Reducing emissions as much as possible

3  
Replacing electricity consumption with renewables

4  
Removing remaining emissions

Collective effort can make a difference in how we move forward in the fight against climate change



**1.5 °C**  
We need to limit the long-term increase in average global temperatures to this number by 2050



**>130**  
Countries that have now set or are considering a target of reducing emissions to net zero by 2050




**70%**  
This covers the total global emissions of CO<sub>2</sub>

We know sustainability and can talk about how it plugs into technology, healthcare, FinServ and many other industries

# PUBLIC RELATIONS WORK

BL BusinessDay



Mudiwa Gavaza

Technology Correspondent

COMPANIES / TELECOMS & TECHNOLOGY

**SA fintech Entersekt snaps up Estonia digital payment security firm**

Acquisition of Modirum 3-D Secure Payment Solutions creates a significant global player in the sector

BL PREMIUM

12 DECEMBER 2023 - 21:27

by MUDIWA GAVAZA

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in

mail

whatsapp

BL BusinessDay

OPINION

**SERGIO BARBOSA: Radical rethink needed to keep local companies innovating**

SA is falling behind, but solid funding and a shift in approach can reverse the slide

26 SEPTEMBER 2023 - 05:00

by SERGIO BARBOSA

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in

mail

whatsapp

MENU

INSIDER GOLD

Africa

**The enterprise-startup relationship holds the key to creating more African unicorns**

There are currently 1 200 unicorns (startups with a valuation of \$1 billion or more) in the world. Seven of them are in Africa.

By Sergio Barbosa

11 Nov 2023

04:00



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in

mail

whatsapp

TECHCENTRAL

Home » AI and machine learning » Software developers must protect themselves and clients from gen AI risks

**Software developers must protect themselves and clients from gen AI risks**

Promoted | Software specialist Global Kinetic has warned that IT leaders still need to exercise caution around generative AI.

By Global Kinetic


26 March 2024

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in

whatsapp

News Alerts



Dewald Mienie, Global Kinetic head of architecture and technology.

The Citizen

NEWS E-PAPER BUSINESS SPORT PHAKAAATHI LIFESTYLE ENTERTAINMENT

Home » Business



By Vukosi Maluleke

Digital Journalist

11 Jul 2023 | 11:30 am

**Can multi-factor authentication curb call centre fraud?**

*'Whenever you tighten up one channel against security breaches, fraudsters find another way in' – expert.*



Call centre agents need protection from fraudsters who are experts at manipulation.

Picture: iStock

Some of the coverage we have secured in top tier South African media

# IID PR AND MARCOMS WORK

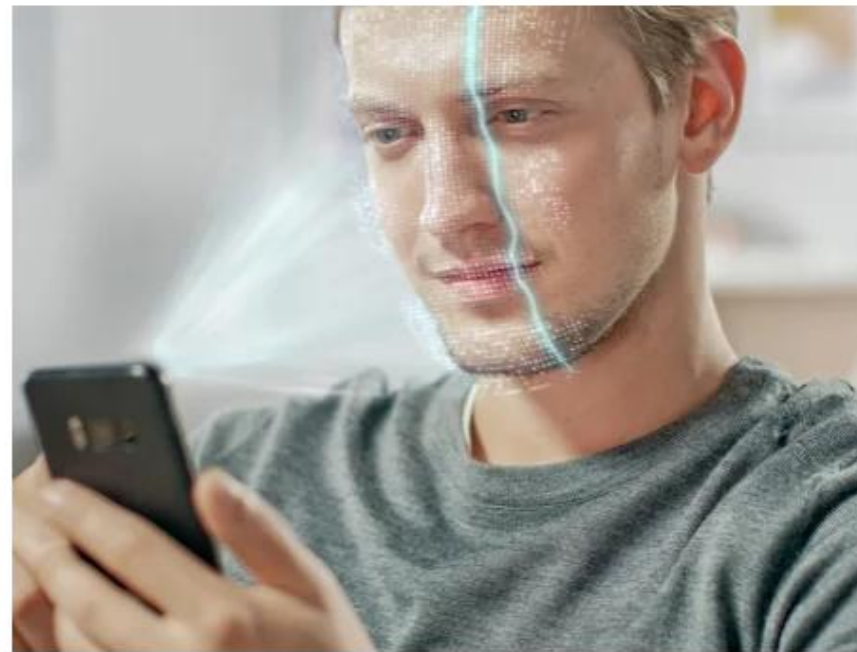
BARCODES AND RFID

4 SEPT

## Tony Blair Institute endorses identity for social change, highlighting iiDENTIFii's technological partner, iProov

iiDENTIFii and iProov's mission for accessible biometric identity is tied to an urgent global focus on the link between identity and access to governmental services.

iiDENTIFii



BUSINESS

JUN 12, 2024

### iiDENTIFii recognised as Luminary in Prism...

The Prism Project aims to help industry influencers and decision-makers understand, innovate and implement digital identity technologies and solutions.

iiDENTIFii



SECURITY

MAY 3, 2024

### iiDENTIFii announces strategic channel partnership

iiDENTIFii and CYBER1 Solutions aim to provide a greater number of businesses with robust identity verification solutions.

iiDENTIFii



TECHFORUM

APR 16, 2024

### Technology behind SA's leading banking apps

Successful and customer-friendly digital banking can be distilled to two key strengths: user experience and security, says Gur Geva, co-founder and CEO of iiDENTIFii.

iiDENTIFii

### Is voice biometrics in banking secure enough?

Issued by iiDENTIFii  
Johannesburg, 29 Jan 2024



Gur Geva, CEO of iiDENTIFii.

### iiDENTIFii announces strategic channel partnership

Issued by iiDENTIFii  
Johannesburg, 03 May 2024

VISIT OUR PRESS OFFICE  
iiDENTIFii



Jayson O'Reilly, Managing Director of CYBER1 Solutions.

iiDENTIFii press release creation, e-books, long-form thought leadership, speaking points, marketing scripts, sales and prospecting documents



# CONTACT

[hello@flowmesh.agency](mailto:hello@flowmesh.agency)

Book a meeting