

Company Profile



The Lifestyle

Trade-Lance Limited

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Company registration number - 201110

1. Background

a. Company History

Trade-Lance is an East African Company operating in Kenya, Uganda, Ethiopia Rwanda and South Sudan, We are an Information and Communications Technology (ICT) firm that provides solutions services to telecommunication companies and financial institutions. With over 18 years of experience and highly skilled resources in IT service delivery and service support, we are able to deliver quality products and outstanding support.

b. What we do

Trade-Lance has partnerships with local and international ICT companies to enable the delivery of world class services and licensed by various Communications Authorities to provide Value added services.

Services provided range from VAS Solutions, ICT consultancy, Project management, Business Audits, Business Analysis, Systems Architecture, Systems development, Systems integration, Data Centre design and management, Support based on the ITIL framework and ICT training.

We are Mobile Money Aggregators to MTN, Airtel, Africell in Uganda and have integrations with various banks in Uganda.

In South Sudan we delivered the Unified Mobile Money platform that will be used by the whole country. We also provided a broker/middleware to the Unified mobile money platform and all 3rd party integrations use our platform.

In Ethiopia we provided the project management for the Mobile Money platform with Dashan bank.

In Kenya and Rwanda we mainly do consultancy for Telecommunication companies and NGOs.

2. Strategy & Vision

a. Vision statement

Trade-Lance Ltd aims to be the most trusted and respected ICT Company in East Africa.

b. Mission statement

To be a trusted advisor for ICT strategies and services, which deliver commercial benefits, based upon our clients key business requirements. The strategies evolved should be cost-effective, efficient, and agile allowing the organisations to respond rapidly to customer needs.

c. Values

- We stand by our philosophy of service and delivery beyond all else and pride ourselves in providing outstanding expertise, professionalism and client service;
- Being outcome-driven we ensure the ICT solutions we recommend are focused on our client needs – specifically being able to meet budgetary, timeframes and functionality requirements;
- Adopting high standards of ethics in all its business actions and practices;
- Engaging a highly skilled personnel supported by an effective Organisational structure;
- Maximizing shareholder value through strong leadership and business governance;

d. Business goals & objectives

- Delivering innovation and best practise
- Complex ICT solutions made simple
- Deliver relevant ICT solutions to meet customer needs.

e. Growth strategy

Our growth strategy is through organic growth and also leveraging on partnerships to meet the customer demands quicker.

3. Our Products & Services





a. Products

In partnership with other international companies we have robust Mobile Banking systems and Mobile financial services applications. Below are some of the products.

- **Micro Loan Support**

Support for Money lenders, Donors and group savings (SACCOS's). We provide SME's the provision of paying out loans to their customers as a well a medium for collecting premiums with a portal that grants access to view all transactions.

- **Touch Pay: School Fees and Pocket Money**

Touch Pay is a fast and secure way of paying your children's school fees and sending them pocket money without having to queue in banks. All the parents needs to do is load money onto their mobile devices, dial *252# and enter your child's registration number and the amount to pay.

We also provide a closed loop student wallet system that enables parents send money to students while at school and they can spend in areas parents are certain of.

- **M-ticketing**

M-Ticketing is a Trade-Lance service that allows you to sell your event tickets using mobile money on our USSD code, *252#. There are no limitations to the number of events you can host on the ussd.

M-Ticketing replaces paper tickets by offering a convenient and secure way of managing your events. (mticket.252.co.ug)

- **Online Betting Solutions**

Trade-Lance offers a unique mode of betting in Uganda. With betting done on mobile phone, customers are able to send their bets to their favorite betting companies directly from their mobile phone.

We also offer the betting companies a medium to make their collections on *252# and also pay out their lucky winning customers in bulk.

- **M-rent**

M-rent is an online system used by property owners and realtors to manage their properties, collect rent and even paying service providers.

With this service, you are not only able to monitor your properties cash flow, but you can also plan maintenance schedules with your service providers and pay them all their dues at your own convenience. (mrent.252.co.ug)

- **Katale**

Katale: Online Market Place (www.katale.ug).

Katale offers online presence for all retailers and wholesalers a shopping option for their customers.

This service creates convenience for those that do not want to drive to the shops, ordering can be done from the comfort of your home and the delivery made within a short period with flexible payment options such as Mobile money or Visa online.

- **Remittances across Networks**

Trade-Lance offers this very unique and exclusive *252# service where you can send money from your mobile money account to your loved ones on other networks.

This service is very convenient if you don't want to travel distances searching for agents. Your mobile device is all you need.

We also do international remittances in partnership with PostBank. (www.mobisend.biz)

- **Airtime to all Networks**

Our airtime resale service creates convenience for corporations that give airtime to their employees, bars and other establishments selling to their customers.

On *252#, our agents can resale airtime to Vodafone, Africel, Airtel and MTN users. We extend this service to any MTN mobile user to be able to buy airtime for any of the 4 networks and convert it to internet bundles of their preferred networks.

- **SharaPay**

Sharapay is a flexible web based platform that makes multiple payments easy. This platform helps to manage payrolls for any organization or companies that wish to pay their staff and service providers.

By simply uploading an excel file with your recipients names and amounts, you are able to send money to them on any network they may be on and without limitation on the amount of money being sent or the number of recipients on your list. It's fast and easy to use.

Sharapay eliminates insecurities associated with handling large sums of money and even fraud.

- **Merchant payments/Collections**

This payment option reduces the hustle of carrying cash around for customers visiting bars or restaurants. Customers simply pay using Mobile money.

Customers or merchants are able to initiate the payments of the services rendered to them and this comes in handy when one does not have physical money with them. (www.252.co.ug)

b. Services

- **ICT for Business Consultancy** – We focus on organization effectiveness, best-buy for IT, consolidation, certification and Business process simplification and automation through ICT.
- **Business Development and Analysis** – We carry out business reviews to ensure they are operating as per best practice with good governance, have the right resources to deliver, delivery methodologies used.
- **ICT Outsourcing** – We have experienced resources that are able to provide needed IT skills to meet a business gap, We also can partner with a customer to deliver a service to its customers.
- **Mobile Money Consultancy** – With the expertise and experience we have in Mobile Money, we provide financial institutions, regulators, businesses and Mobile Money operators with advice, technical assistance and consultancy. Areas covered are Security, revenue assurance, operations, product development and technical implementations.
- **Cloud Adoption** – We have partnered with various cloud providers and we give our customers the best option for the Cloud service they need. We also assist the customer understand the Cloud Architecture and also how they can evolve into Cloud Computing.
- **Network Management** – Here we focus on Staff Mobility, application network requirements, network operations and optimization.
- **ICT Security** – Work with clients to mitigate cyber-attacks, internal attacks through cost effective best practices, policy management and technology. This covers internal IT systems and Mobile Money platforms.

- **Project Management** - Management of project resources, risk management, financial management, change, risk, Quality and configuration management.
- **Application development** - Bespoke application development for specific customer needs and integration into existing off the shelf applications.

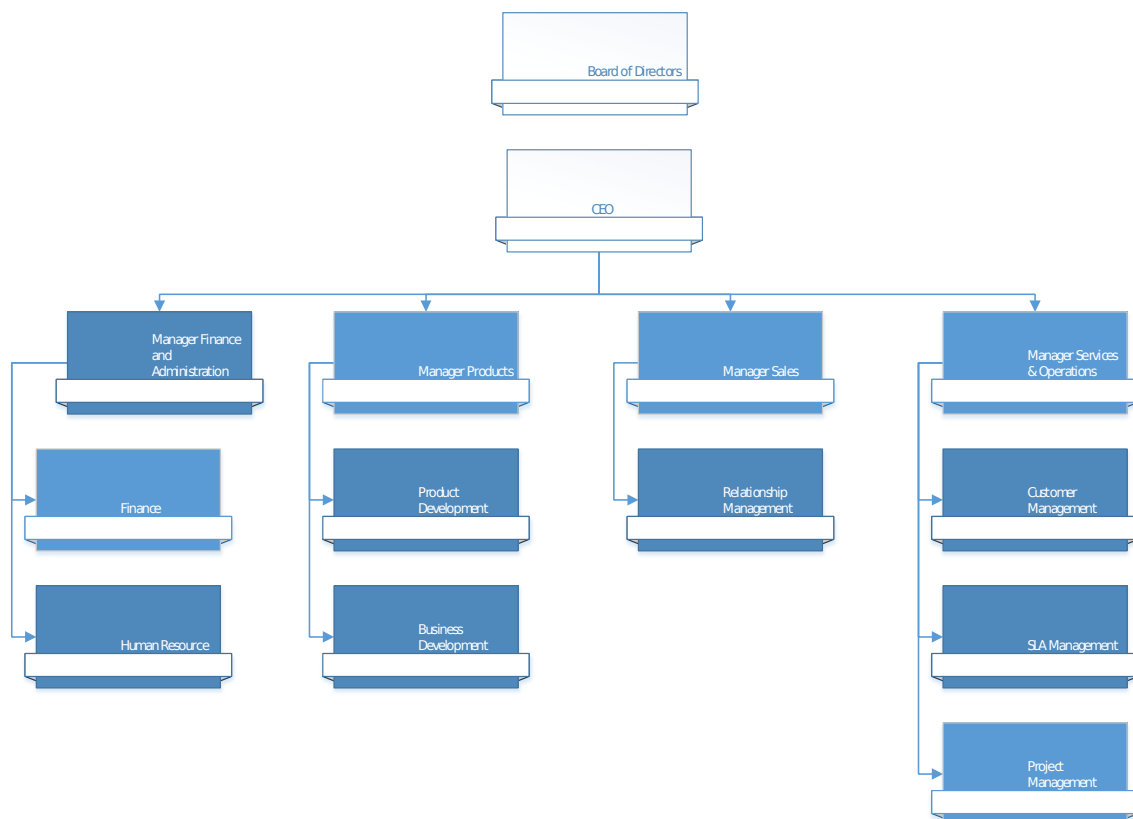
c. Business competitiveness

We in Trade-Lance believe we are competitive in that we strive to understand customer needs reducing the back and forth which is time consuming.

With our 15 years' experience in the sector we provide solutions that are unmatched.

The relatively low cost structure and the availability of high level personnel in the organization, allows the delivery of competitively priced products, with the retention of healthy profit margins for the Company.

4. Management & Ownership



**Thank you for taking the time to read our company profile.
If there are any questions or comments, please feel free to contact us.**

