Reinventing Broad Based Black Economic Empowerment (BB-BEE)

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Enabling Content Integration

Mobile Friendly, Cross Referencing, Interactive, Spin-offs, Facilitating a conversation, Sharable, Relevant, Manageable, Up-to-date, Content Management Structure, RSS Integration, Website Feed Integration, Social Management Integration, Newsletter Management & Template Design, Scheduling, Article Approval

Ensuring Usability

Complexity of use, Time-to-post Factor, Info-Is-Beautiful, User & Role Capability Management, Content Management, Community Management

Upholding Security

Brute-Force Attacks, Framework Recognition, Phishing, Bucket Brigade, Keylogging, Server Breach, Backups, Fail-Save Management

Analyzing Analytics & Strategy

Analytics & Statistical Strategy, Usability Improvement Metrics, Statistic Reports, In-depth User Platform Targeting, Bounce Strategy Improvements, Geo Location Strategies, Community Analysis

Managing Agility & Scalability

Code Management, Browser Version Control, Website, Dud-Improvements, Redesign, Disk Space Management, Traffic Improvements, Data Usage Improvements

Introduction

B-BBEE is one of the most misunderstood and hotly debated issues in South Africa, purely for the fact that it is not communicated properly. It illicit fears, resentments, misgivings and feelings of inadequacy from all race groups. Since 2005, Square Carrot has helped many multinationals like Lenovo, Kintetso, Osram and Verbatum to attain solid BEE strategies.

There was just one problem, the process was extremely paper intensive and due to BEE Verification Agents not enlisting the same perspective on how to interpret legislation brought about confusion and deliberate disappointment concerning the Level of certification.

Description

In May 2012 Ignis (Ig) Bortslap (MD, Square Carrot) came to us with an idea on how to revolutionize the Broad-Based-Black-Economic Empowerment industry. As a typical forward-thinking business owner, it was easy for Ig to converse the core concept but taking it to market was a whole different story. This is how On The Verge (OTV) took an idea from concept to market:

GOING DIGITAL

The first thing was to clarify the future state of activities and tasks (BEE2.0) from the old procedure (BEE1.0). Hence, OTV had to study every procedure and calculation Square Carrot performed to deliver its BEE consultation service the BEE1.0 way. Whilst studying how hundreds of complex formulas from legislation fit into the verification audit, Riaan Hefer (MD, Square Carrot), sat down and drafted a new strategy which included the all the screen mechanics and calculations to facilitate a new procedure called BEE2.0.

The draft proposed a '5-step' procedure instead of the old '7 categories' which simplified the online processing and interaction.

THE MECHANICS

After the screen mechanics were done, Naas Hefer (Operations, Square Carrot) took the heart of the system and made it a communication hub where intermediaries like Call Centre Agents, BEE Consultants, Verification Agents and internal employees are able to converse in order to reduce lead time on activities such as

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finance queries, information collection, verification status etc. Client's are even able to converse with each other on how they have implemented Socio-Economic Development Programmes and which implementation route to follow.

After almost 75% of all the screens were developed, the New Codes of Good Practice for B-BBEE opened for public comment. The new paper sought to re-construct the BEE framework for assessment and concerns in the camp around sunc-costs became very real as drastic changes to the assessment might threaten the agility of the new BEE2.0 process. Soon after studying the document it too revealed that government wanted to reduce the original 7 categories to 5. The agility of Riaan's initial concept proved to be no match even for government wanting to change legislation.

GOING LIVE

Any system is a challenge to 'go live' with. Looking back, "there isn't a better way of doing this" Riaan says, and at OTV being the System Administrator, the support team agrees that they enjoy working on such a user-friendly system. The BEE2.0 system is currently live at www.squarecarrot.co.za where Ignis and his team which, now includes partners audit firms who assist in the BEE verification, signs up new client on a daily bases.

Conclusion

OTV took a simple concept: "from enterprise, to consultant, to verification agent, all doing business around the same table" to a marketable product where a whole industry is now standing together to ensure equitable trading in South Africa.