

The Smart DNA Company.

This is the company built on the classic successful firm with a twist.

The twist is that this company is built to survive in the new global economy.



Ripplewave

*IT project managers,
Domain registration,
Web hosting & SEO,
IT Equipment,
Home automation,
LAN,WAN & Hotspots,*

*P.o. Box 99640 - 80107 Msa.
email: mail@ripplewave.com
cell: +254 722 800 580*

Attributes

1. Efficient
2. Lean
3. Effective
4. Social Media friendly
5. Vertically integrated
6. Automated
7. Secure
8. Mobile
9. Responsive
10. Small environmental footprint

The current crop of companies are focusing on the bottom line, profits and production. They push their employees to obliteration trying to capture that elusive dream.

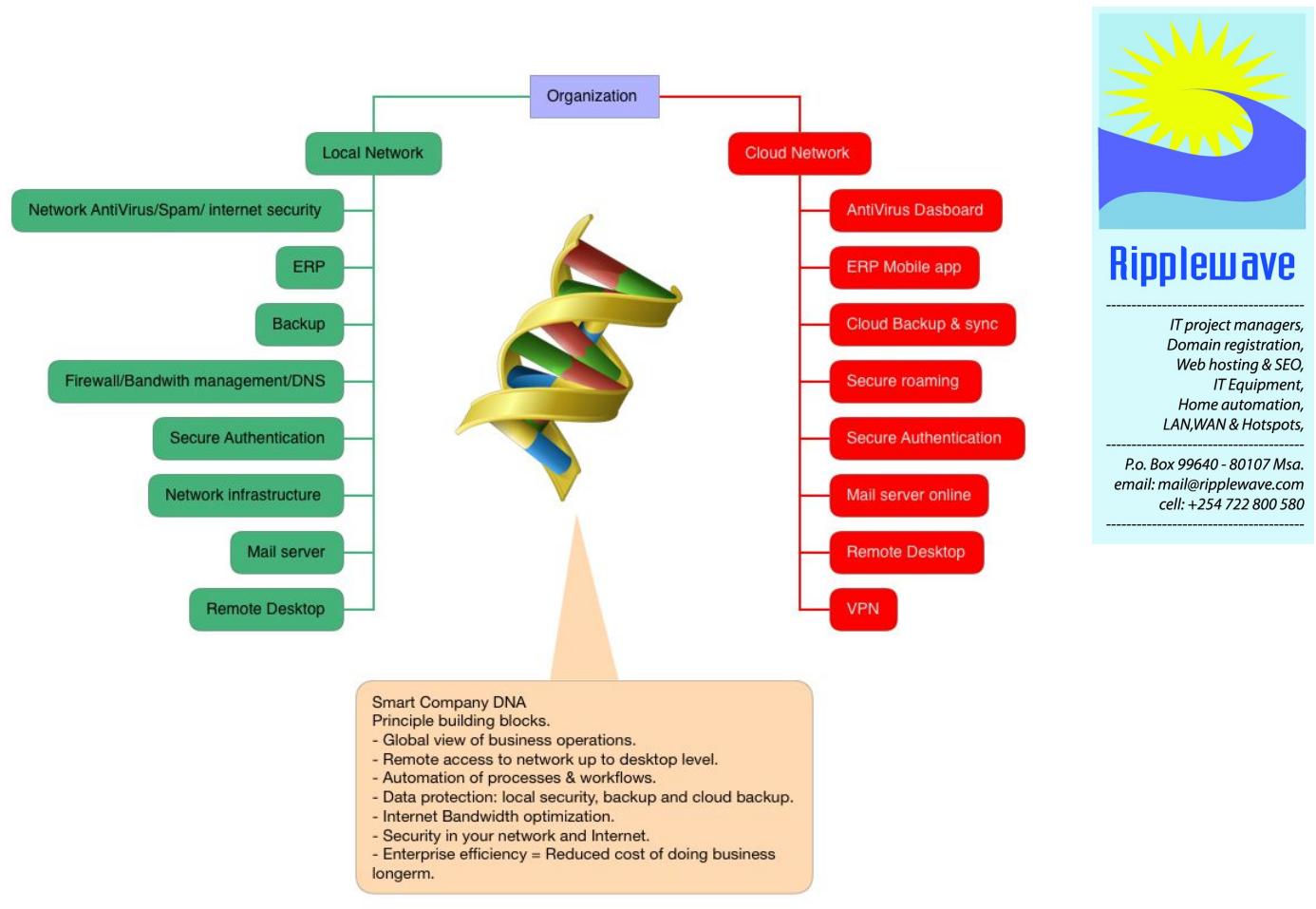
With the Smart Company Model, the company goals are built into the DNA of the company.

This is a technology approach to aid the Smart company to archive their goals everyday.

With the network under control, secure and backed up; the employees can focus on fulfilling their core tasks. The global view of the business, the data, statistics and analytics give the management the tools to be responsive and effective in anticipating the market demands and requirements.

Smart Company DNA.

- Global view of Business operations.
- Remote access to Network up to the desktop level.
- Automation of processes and workflows.
- Data protection: Local security, backup and cloud backup
- Internet Bandwidth Optimisation. Filter rouge traffic.
- Security in your network and Internet.
- Enterprise efficiency: Reduced cost of doing business long term.



Implementing the Smart Company DNA.

Network management.

1. **Infrastructure:** There is need to streamline the network efficiency. Local Network speeds are key to effectiveness in backups, cloud integration, mail services, Remote Desktop, firewall and bandwidth management. To archive this we need to.
 - a. Upgrade network cabling, switches and routers to Gigabit Ethernet & Fibre readiness.
 - b. Create server/cabinet/rack room to house network equipment.
 - c. Install Network Area Storage device to commence backup of computers and documents and create shared/synced folders for easy sharing.
 - d. Install high speed router with Fibre ready ports.

The infrastructure improvements will provide a technological advantage of 3-5 years to your network lifespan. Meaning that with minimal hardware investments you can have a high performance network for many years into the future.

2. **Network Software Automation:** Automate your antivirus/ spam / mail and Internet management from a viewable dashboard both in the network and online. Have zero-day protection for your mail, networks and



computers from hacking, internal sabotage and online phishing schemes. The rollout for the automation will require:

- a. Network antivirus/antispam/internet protection.
 - b. Secure mail solutions with calendaring, groupware and push synchronization to Smartphones (Blackberry/Windows/IOS/Android).
 - c. Secure authentication automation: Secure all connections in your office including VPN, computers, phones and devices. Have logs and stats on access throughout your enterprise. Protect your enterprise from data breaches and fraud, secure your intellectual property.
3. **Domain independence:** Many companies have their domains with ISP's and Data service providers. They use your domain to promote the largeness of their organizations and tie you down to their connections. Effectively, they "own" your domain and you are subject to them and any malice from them will lead to your loss. Set your enterprise free from ISP control to ISP independence meaning that you can use any connection and a combination of connections without worrying about the provider because all they provide you is a connection, nothing more, nothing less. To set you free we provide:
- a. Closed domain registration and hosting out of Kenya.
 - b. Secure domain hosting in the US with 99.9% SLA uptime.
 - c. Name privacy and protection as well as Google standard spam, phishing and fraud prevention.
 - d. Local personal support for all products provided.
4. **Bandwidth management:** Corporations in the country tend to use one connection for all their services. This is not an antifragile approach as when the link goes down so goes the service. Secondly when users are playing renegade in your network, downloading torrents, porn, copyrighted works, streaming audio and video, cracked software and malware. We rescue your network through:
- a. End to end secure DNS.
 - b. Bandwidth graphing, tracking, user and device controls.
 - c. Multi-wan routing and load balancing and redundancy.
 - d. Smart cache for large network downloads, sites and updates.
 - e. Secure VPN connections to your network even when out of the country.

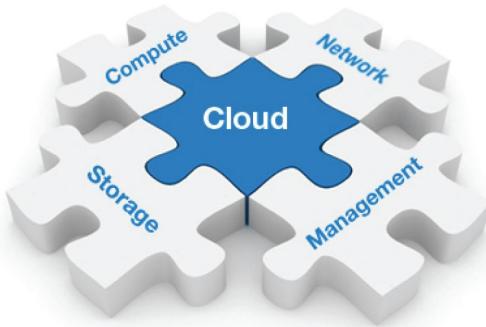


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Cloud management.



1. **Online dashboards:** Our focus on 360° Global view on your business means that we aim to provide easy access to high level information through online dashboards and apps. From your antivirus solution, router interface, mail server, DNS, Global spam, ERP, cloud backup and secure authentication are provided via dashboards and apps. Which means that from the comfort of your smartphone or tablet you can have a complete overview of your processes, resources and profitability.

when you are on the move. We offer an umbrella of protection for high value personnel who travel. You need not worry where you connect, our cloud based protection will cover your traffic from those who seek to infiltrate your organization. Rest easy knowing that your digital footprints are erased so no one can follow you.

3. **Remote access and VPN:** enjoy access to your office resources wherever you are, ghost sign on documents, integrate it with CCTV, vehicle tracking, access control and you have the power to have an influence far beyond your authority. Your agility will help in swift decision making, reduction of waste and built in technology cost saving that will be enjoyed for the effective life of your organization.
4. **Cloud Backup:** Your data is your goldmine. Even with onsite backups, tragedies can happen and you can lose all your data through fire, sabotage, equipment failure and espionage. As a backup of last resort we have cloud backup solutions with extremely large storage and can only be accessed by those with rights to do so.
5. **Other cloud based automations:** For the different areas of industry and enterprise we can integrate vehicle tracking, Cctv, access control, resource automation, call tracking etc.

Company Best Practices.

The Smart DNA approach is built around the Company's best practices. The company's best practices are hard coded into the Smart DNA implementation. We have included some of the global best practices to illustrate the relationship between best practices and Smart DNA.

As your business grows, you will need to change to adapt to new circumstances. You can experiment with different ways of working to see which suits your business best.

But this approach is inefficient and may lead you to make inappropriate decisions. A far more effective way of making changes is to look at how successful businesses operate and to introduce their ways of working into your business.

Evaluating how your operations compare with the most effective and profitable enterprises, and then using their most successful elements - the "best practice" in your own business, can make a big difference.

This guide explains what best practice is and how identifying it and introducing elements in your business can bring significant benefits.

WHAT IS BEST PRACTICE?

Best practice means finding - and using - the best ways of working to achieve your business objectives. It involves keeping up to date with the ways that successful businesses operate - in your sector and others - and measuring your ways of working against those used by the market leaders.

Best practice through benchmarking

Applying best practice means learning from and through the experience of others. One way of doing this is through benchmarking, which allows you to compare your business with other successful businesses to highlight areas where your business could improve.

Best practice through standards

Standards are fixed specifications or benchmarks, which are established by independent bodies such ISO, etc. Such bodies develops both technical and management standards. Technical standards are precise specifications against which a business can measure the quality of its product, service or processes. Management standards are models for achieving best business and organisational practice.

Applying the appropriate standards to your business will enable you to apply best practice across the organisation, and to work against objective criteria to achieve manufacturing or service quality.

What are the benefits to my business?

A best practice strategy can help your business to:

1. become more competitive
2. increase sales and develop new markets
3. reduce costs and become more efficient
4. improve the skills of your workforce





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5. use technology more effectively
6. reduce waste and improve quality
7. respond more quickly to innovations in your sector

MANAGEMENT BEST PRACTICE

Management best practice involves:

1. The communication of a clear mission and strategy.
2. leadership by example
3. the setting of demanding but realistic targets
4. an open and communicative management style
5. clear and careful strategic planning

There are several business tools that you can use to achieve management best practice, including:

1. benchmarking
2. forecasting
3. financial planning
4. strategic planning
5. performance monitoring

A very effective way of monitoring your business is to introduce key performance indicators (KPIs). These can be used to measure progress in achieving business objectives across a range of activities and enable you to identify areas that need attention. KPIs can be used to measure activities such as sales volumes, profitability, quality and staff turnover.

The KPIs you choose will depend on your specific business. They should, however, be related to your overall objectives, be clearly measurable and provide an indication of where improvements need to be made.

Tools such as benchmarking, business planning and performance monitoring will help you to compare the performance of your business with that of your peers and competitors and against your own business objectives. Where necessary, you can introduce new ways of working to improve competitiveness and business efficiency. Having accurate and up-to-date information about your business performance will also help future planning and change management.

Communicating your objectives and strategies is an essential part of management best practice. A good communications policy will ensure that everyone in your business knows the direction in which the business is heading, and understands their own part in its development.

BEST PRACTICE IN PEOPLE MANAGEMENT

Successful businesses are those that attract, develop, motivate and retain the best people.

You will get the most benefit from your people if you have key strategies for doing so.

These can include:

1. involving employees in the development of the business
2. communicating with employees
3. adopting flexible working and policies that encourage equality and diversity
4. setting targets and rewarding achievement
5. offering employee development and training

Employees are often in a position to see where improvements to working methods can be made or when market demands are changing. Thus, production staff will be aware of inefficient production processes, while customer service staff will know common sources of complaints.

You can use this detailed knowledge by involving employees in developing improved ways of working. This is likely to make your staff feel valued, as well as gaining employee trust, commitment and buy-in when implementing changes.

Good people management should extend across all areas of your business. Recruitment, training and people development, working practices and the working environment are all areas which you should continually review to see where improvements can be made. People management systems such as performance appraisals, quality circles, cascade briefings, 360 degree feedback, and internal communications will help you to get the best from your employees.

IMPROVING BUSINESS OPERATIONS THROUGH BEST PRACTICE

Most businesses have some operational issues that can be improved through the introduction of best practice methods, including:

1. quality management
2. stock control, delivery and supply chain management
3. purchasing and ordering
4. information management

You can identify which operational areas will benefit from best practice methods by:

1. benchmarking
2. internal analysis
3. reviewing appropriate national and international standards

Areas for improvement could include the introduction of quality management systems such as Total Quality Management, automated stock control, just-in-time ordering and delivery and "lean" manufacturing and supply.



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When you have identified the areas for improvement, you can implement changes. It is important, however, to keep your employees, suppliers and customers aware of what you are doing, and to make sure that the changes do not cause unnecessary disruption to your business.



BEST PRACTICE IN SALES AND MARKETING

The right sales and marketing strategies play an essential role in the success of your business.

Developments in technology have opened up entirely new ways to market and sell products and services. Best practice now involves harnessing the power of the Internet, email and mobile telephony to increase the effectiveness of getting products and services to the customer.

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Even the smallest business can benefit from having a website. Many organisations also use electronic newsletters (often known as e-zines), regular emails and SMS (text) messaging to communicate with their markets. The benefits of this kind of marketing include:

worldwide reach - a website can be seen by visitors from all over the world
lower costs - a website can cost much less to set up and run than a traditional store
a level playing field - small businesses can compete alongside the websites of much larger businesses
better targeting - emails are less likely to be opened by someone else, and opt-in mailing lists ensure that your message is read by someone who wants to receive it
new markets - a website makes it easier to target customers who were previously out of reach
As with all best practice, it is important to get the implementation right. Your website needs to be thought out carefully, and updated regularly.

You need to be aware of the legislation that applies to electronic business communications, including selling from websites.

ENCOURAGING INNOVATION

Fostering a culture of innovation and creativity in your business can help you stay one step ahead of your competitors by ensuring that your products and services remain up to date and in line with what your customers need. You will be able to react more quickly to changing markets, customer expectations and needs, and you are likely to see changes coming before others do.

Maintain a culture of innovation

Best practice in innovation involves constantly looking at your existing products, processes and procedures to see what improvements can be made to keep them at the cutting edge.

Innovative businesses often have strong, inspirational leaders and management, and well-trained and

motivated employees. These businesses maintain a culture of innovation, constantly looking at every aspect of the organisation - not just its products and services - and asking the question "how can it be done better?"

Innovation may come in the form of small changes to existing products or services – e.g. increasing the number of megapixels on a digital camera - or in the form of a completely new product or service. The innovation may come from internal sources such as a product development team or be inspired by external forces such as customer requests or developments in related technologies.

USING IT TO ACHIEVE BEST PRACTICE

It is possible to give your business a distinct competitive advantage by making good use of IT. High-speed telephone networks, along with the Internet, enable you to communicate ever more effectively and to distribute information quickly and accurately.

The Internet has revolutionised the way businesses communicate with customers and suppliers to market themselves, access information and buy and sell products. In larger organisations, intranets and extranets - internal and external communications networks - are used to communicate with employees, customers, suppliers and other stakeholders.

Broadband Internet access is much quicker than a dial-up connection and also allows everyone in an organisation to be online all the time. This improves business efficiency and, because it is available for a fixed monthly charge, it is easier to control costs.

Along with wireless networking and mobile telephony, the Internet enables new ways of deploying staff - hot desking, remote working and "virtual teams" are all possible initiatives, allowing increased productivity, improved communication and more flexible working methods.

Even in the smallest companies, integrated databases and systems can bring significant cost savings and improvements in efficiency.

IT security

In addition to improving business efficiency, the wider use of technologies such as the Internet, mobile telephony and wireless networking increases the use of security breaches. It is important, therefore, to adopt best practice for IT security. Ensure that you have appropriate safeguards for information access passwords, firewalls, and security software - and that all of your employees are fully trained in their use.

The Smart DNA plan balances the total cost of ownership with return of investment through the following key benefits:

- **Active management** of computers can substantially reduce lifetime costs.



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- **Pro-active monitoring.** Monitoring tools, in experienced hands, allow problems to be addressed and resolved before they reach crisis point. Recently, we identified a faulty hard drive on a client's server before it had actually crashed. We were able to back up and replace the drive with no disruption to the organization. Without the monitoring, they would have found themselves with a crashed server, no backup and days of disruption and lost productivity.
- **Planning.** Proper planning can cut both direct and indirect costs. For example, upgrading an entire network at once, if planned properly, can cost substantially less than piecemeal upgrades. You can negotiate volume discounts with suppliers, minimize downtime with a proper project schedule, ensure that all staff use the same systems and bring in trainers to ensure that everyone will be using the new system efficiently.
- **Policies & standards.** In many organizations, users customize their computers to the extent that each is effectively operating a different kind of machine. This dramatically increases support costs as well as chewing up users' time. Clear policies on computer set-up and what is and isn't allowed will help dramatically. Proper Internet usage policies will cut virus and spyware infections.
- **Training.** Poor IT skills in the workplace are a significant cause of lost productivity. Examples are slow and inaccurate typing, inability to effectively use a wide range of functions for key software like Office and inadvertently downloading viruses. Nobody would learn to drive a car by trial and error! Proper training is essential for cost-effective use of IT resources.
- **Vendor management.** The more complex an environment becomes, the harder it is for business owners to diagnose the source of a problem. Let's say email isn't going out or coming in. Is it the Internet connection? The wireless router? The incoming email provider? The outgoing email provider? The spam filter? The BES server? The Exchange server? Outlook? Staff or owners typically spend a lot of time working with multiple vendors to try to pinpoint the problem. Users may not know what questions to ask, and vendor support personnel may be junior and limited in their ability to diagnose. Vendors are also notorious for passing the buck. By using a knowledgeable managed services provider like Ripplewave as your single point of contact to liaise with and manage vendors, a whole lot of these issues magically disappear.
- **Automation.** The last few years have seen an explosion of superb monitoring and management tools, yet a surprising number of IT consultants don't use them. That's bad news for their clients, because reactive on-site support costs more. Upgrades, for example, used to be a slow and laborious task, but can now be scheduled to run automatically outside of business hours, with no disruption to users. Remote patch management allows managed services providers to delay installing patches until they've been pronounced safe and then install automatically at convenient times.

- **Remote support** tools allow the number of site visits to be cut by up to 90%, with dramatic savings. Not only do consultants not need to factor in travel costs, but techs can also work on several computers at once. That means you only pay for the time they spend working on your computer, not the hours it sometimes takes for processes to run while the tech hangs around your office drinking your coffee.
- **Backup and Disaster Recovery.** An appropriate, well-functioning backup and DR system is a critical part of business insurance. It can save significant money and productivity, and, in some cases, whole businesses.
- **Security.** Effective and appropriate security measures can prevent significant disruptions, and are essential to some organizations.

I hope that you will find this proposal both informative and conclusive.

Kind regards,



Louis Murimi Njoka,

Dip. Project Management S.A.G, UK, A+,OsX,Jos
Mikrotik, Altn, Eset,URC

Ripplewave.

Tudor | Mombasa.

P.O. Box 99640-80107 | Mombasa – KENYA

Office Cell: +254 700 511 570 (cecilia)

Personal Cell: +254 722 800580 | +254 732 800 580

Skype: 170455702077 | **Google:** 17047652380

Email: mail@ripplewave.com



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