

Simplifying B-BBEE & Moving Business Beyond Compliance

BEESA was established in 2005 with the specific purpose of improving people's lives through the transformation possibilities offered by the Broad-Based Black Economic Empowerment policy.

B-BBEE has unfortunately been seen as a "tax" by many businesses making correct implementation challenging. In simplistic terms B-BBEE, in the private sector, is driven by competitiveness and risk. This creates two factors that then determine a business' participation level. In BEESA we call this a **BEE Profile** and the **Transformation Scale**.

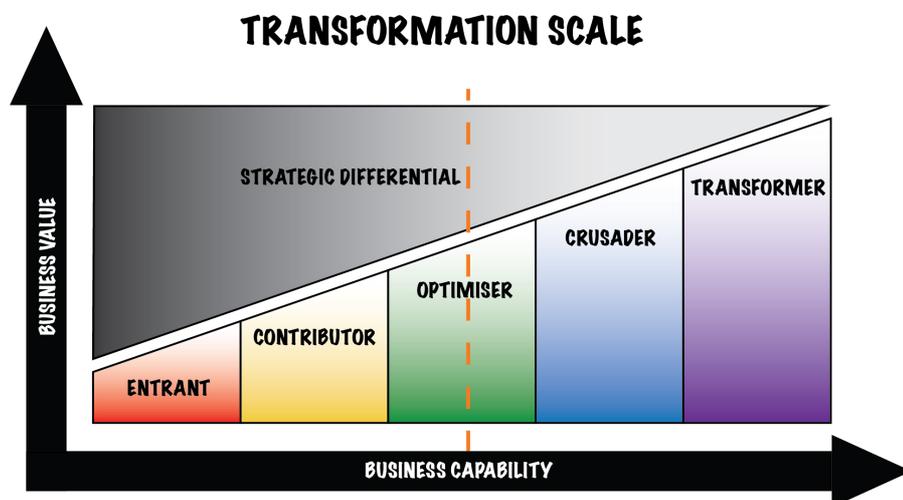
BEE Profile:

A BEE Profile that is predominantly driven by a client's needs and the market that a business operates within. Typically, the more competitive the area, the higher the need for a strong B-BBEE score. This profile is often complicated further by a business producing multiple products that fit into different segments of a client's supply risk and profit impact calculations. Understanding this is a primary step in working with the B-BBEE Scorecard. Many businesses have yet to understand the leverage that they have in the market and it is not simply about client demand for B-BBEE Level that should be viewed when applying this policy to a business operation.

Reviewing a B-BBEE Level in isolation is a limited view and while two companies may be scoring the same B-BBEE Level, the manner and understanding by which this is achieved is often vastly different. This led BEESA to develop an understanding of differing levels of business approach and maturity in the B-BBEE space and as a result we developed a proprietary and advanced view of segmentation in what we call the **Transformation Scale**.

Transformation Scale:

Not all businesses need to be a Level 1 and not all businesses need to improve their B-BBEE Scoring. While some businesses may find their scoring to be sufficient, many are finding that the return on investment is lacking and B-BBEE activities are not aligned with business activity, thereby causing waste and frustration. There are many factors that determine a business' B-BBEE Journey. Knowing where B-BBEE fits in to the business is critical to understanding the strategic control of BEE Level as well as business return on investment.



BEESA has built products and services to cater to the varying positions on this scale. Our consulting area caters to both those that simply need B-BBEE points on the left side of the scale as well as to those that require more business integration on the right side of the scale and we even have solutions for those that feature somewhere in between. This has allowed us to provide meaningful help to businesses of all levels; from the smaller businesses to South Africa's largest blue chip providers.

Business Profile

Offices In: Johannesburg, Centurion & Cape Town



BEESA's Products & Services

BEESA essentially focuses on 2 elements; **Educating** clients and then providing **solutions** in the B-BBEE environment. These 2 elements are therefore incorporated into all 3 areas of BEESA's delivery for ease of understanding and improved engagement.

- Training
- Consulting
- Software

Training: The BEE Academy

Training is addressed by BEESA's very own BEE Academy. BEESA offers a number of B-BBEE short courses as well as more in-depth BEE Management Training and even a Transformation Learnership where BEESA's consulting professionals share their extensive experience in Transformation and Change Management.

Consulting: BEESA Score Management & Transformation Consulting

Consulting is the engine of our solutions offering and is further categorised into 2 subsections to cater to the differing needs of South African businesses. Score Management is the entry point, which addresses all aspects of B-BBEE scoring along with analytics and actual score measurement, tracking and audit preparation. Transformation Consulting takes this a step further and digs deeper into the business challenges of our clients who desire more meaningful business embedding and hardwiring of B-BBEE into their operations. Within these 2 sectors you will also find many Ad Hoc Solutions, including Ownership Consulting, Employment Equity, Skills Development or Supply Chain support.

Software: SmartScore

The future of B-BBEE management and tracking lies in software and we have spent the last 3 and half years developing the right tool to track and manage your B-BBEE Score while also allowing you to plan through various scenarios before they happen.

Product Mapping:

With the concept of the Transformation Scale, we have mapped our product offerings against that of B-BBEE integration requirements and the needs of the economic environment of the country. With 10 years of in-the-trenches experience, BEESA is well positioned as a professional B-BBEE educator and solutions provider with unparalleled success. From our free basic B-BBEE Codes training courses to our advanced specialist workshops; our B-BBEE score consulting solutions to our deep business integration consulting (Integrated Sustainable BEE - ISBEE); and our in-depth tracking and scenario planning tool, BEESA has developed the most advanced and embrasive B-BBEE solution to the South African market allowing our clients to truly be Enlightened, Empowered and Enabled.

Clients of BEESA

- Alfa Laval
- Arcelor Mital
- Barloworld Equipment
- BHP Billiton
- British American Tobacco SA
- CBI Electric
- Eaton Electric
- EDCON
- Exxaro
- Flowserve
- Ford
- Honda
- Neotel
- IBM
- LG
- Liquid Automation Systems
- Morpho Cards
- Mr Price
- Nestle
- Pandrol
- Primedia Group
- Redpath Mining
- Samsung
- Tiger Brands
- Unilever
- Value Logistics
- Woolworths

Business Profile

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Our Clients

BEESA prides itself in helping people to meet their objectives and we only consider our work complete once a client has achieved success. For this reason we focus strongly on our kickoff meetings to set clear parameters and outcomes for all undertakings.

Here are a few words from our clients:

*"We engaged with BEESA for Score Management Services. This entailed BEESA assisting JWT in collating the evidence and verifying its validity. BEESA also compiled a file for the verification agency, as well as a file for us to retain. They also provided us with score conversion services and presented the 2015 Codes. I just wanted to thank you for the awesome service. We got the Level 3 rating, as predicted on the final review. Thank you so so so much." - **JWT***

*"Our success was possible because we had open communication lines between the consultant and ourselves and any questions were resolved in minutes both ways. Explanations were clear and guidelines were there to follow and made the results easy and painless. The professional approach and advice also assisted in the smooth audit by Moore Stephens." - **North Holdings***

*"I have been to numerous BEESA Workshops and these have assisted me in various fields including the BEE Scorecard, Skills Development and others. The understanding that I got from BEESA helped me to effectively obtain my new BEE Certificate and not drop a level. I was also able to achieve good skills inputs to our employees." - **Thermitrex***

*"Impressive knowledge and overall application of new Codes. BEESA assisted by drilling down into the specific areas of focus where significant impact can be made. Over Impressed!" - **Melco***

*"Hands down the best facilitation I have experienced. Content was amazing; clear and concise. All questions were answered." - **Rekopane***

*"Every aspect was beyond expectation, BEESA would definitely be my preferred consulting company as each employee I have dealt with is efficient and professional." - **Dunlop Industrial Group***

*"Very good positioning of B-BBEE - one of the best that I have heard, along with an honest and pragmatic approach to handling Enterprise & Supplier Development." - **Mutual & Federal***

Enlighten | Empower | Enable