

Bula announces joint venture with Gestetner SA

Bula Holdings, supplier of software, services and infrastructure have announced a strategic joint venture with Gestetner SA. The announcement is made only 5 months after Bula acquired CommerceQuest SA, an IBM systems integrator.

"We have an acquisition plan in place that positions the Bula group of companies as a true solutions provider. We've had to take a re-look at our target markets and are launching an aggressive campaign into the SMB and government space. The joint venture with Gestetner SA gives us that extra boost and ties us into one of the leading document solution companies in southern Africa. Both Bula and Gestetner SA will be tapping into their respective client base and will aggressively cross-sell into these customers," says Richard Isaacs, CEO Bula Holdings.

The joint venture, launched as Bula Document Solutions, not only spells significance for Bula, but also for Gestetner SA.

Bula Document Solutions offers customers throughout southern Africa total document management solutions, services, supplies and consultancy to help them run more efficiently and productively. They provide IT based digital hardware as well as software solutions to manage the complete document cycle.

"The JV with Bula will further increase our footprint in South Africa and give our existing client base access to the software that Bula has to offer. It will also give Gestetner access to the Bula client base and vice versa. In order to differentiate ourselves from our competitors we believe, in addition to our service, a full software suite will give Gestetner the competitive advantage and will increase our clients' productivity and cost efficiencies," says Richard Pinkert, MD Gestetner SA.

The Bula group of companies consists of Bula Solutions, Bula Technologies, Bula Document Solutions and CommerceQuest SA.