

COMPANY PROFILE



EST. 2014

IT Playground (Pty) Ltd

The Future of Information Technology

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BACKGROUND SUMMARY

IT Playground was established in February 2014 and is a subsidiary of Zinda-Lefalatsa Group of Companies (Pty) Ltd #ZLGroup which was registered in 2014. The Founder and CEO started the company with R12.00 which he borrowed from a neighbor to respond to a call out.

There was a point where things got very tough for the company but instead of giving up the founder destroyed his qualifications so that he won't have anything to fall back on. #fallforward



WHO WE ARE

IT Playground (Pty) Ltd is a multi-disciplinary company providing Information Technology and Business Services in South Africa and beyond its borders. We provide a variety of ICT Services.

Our business approach is based on:

- Innovation
- Reliability
- Thoroughness
- Empowerment
- Trustworthiness
- Personalized relationships with our clients

Because of a diverse corporate culture and a wealth of expertise at IT Playground, we are uniquely positioned in the ICT and Business Services industry to provide our clients with a holistic approach to the management of various support functions within their organizations. In particular, we have devised cutting edge innovations proven to drive down costs and improve operational efficiency for our clients.

BLACK ECONOMIC EMPOWERMENT

IT Playground is a 100% black owned and managed company. The founder/director comes from a previously disadvantaged background. We as IT Playground understand the problems facing our communities and we are constantly looking for opportunities and ways in which we can help uplift fellow previously disadvantaged individuals and their respective communities.



MISSION

Our mission is to provide innovative and low cost solutions that result in tangible and measurable improvement to operational efficiency for all our valued clients.

&

VISION

Our Vision is to become one of the most innovative group in the whole of Africa.

OUR EXPERIENCE

The combined work experience between the IT Specialists of IT Playground is in excess of 15 years in the ICT and Business Services industry. We have also worked with and built good business relations with some of the biggest ICT software and hardware vendors and distributors. This enables us to deliver on our promise of cost efficient solutions that improve operational efficiency. Furthermore, our decades of innovative approaches to ICT and business problems have let to unique combinations of cutting edge technologies that allow us to provide unsurpassed quality service.



OUR OPERATING MODEL

As a young and vibrant organization we understand the value of flexibility and creativity. We recognize that every business is unique and faces unique opportunities and challenges. Therefore we have adopted an operating model that offers our clients customized service packages that are directly in line with business goals and objectives.



ABOUT THE FOUNDING DIRECTOR

Lebohang "LeboIT" Lefalatsa is the founding director of ZL Group. He has been in the ICT Industry for over 15 years. He currently holds information technology and business qualifications from the following institutions: National Computer College, University of Cape Town and University of Free State.

LeboIT was selected as one of the TOP 50 Most Promising ICT Entrepreneurs from across the Free State, Northern Cape, Western Cape, Eastern Cape and KZN provinces, according to MTN South Africa, EBL Institute and ActionCOACH in 2022. He is currently receiving business coaching from Doctor / ActionCOACH Thabo Pitse (No. 1 ranked business coach in Africa & No. 9 in the world) and also attended 1 year masterclasses with Africa's leading business experts #Vusi Thembekwayo, #Harry Welby-Cooke and many more...

LeboIT is currently receiving funding from Dept. of Science and Innovation for one of his inventions, and also scored an interview from one of the biggest radio stations (Lesedi FM) in South Africa because of another invention which was piloted by Botshabelo Digital Hub. Click [here](#) for more information.



HONORS & AWARDS

- Lebohang "LeboIT" Lefalatsa won two Awards from the Business Excellence Awards which were held at the DurbanICC in 2022.
 - Best Community Impact Award
 - United Nations Sustainable Development Goals Award

Issued by : EBL Institute

Sponsored by: MTN SA, UFS Business School, ActionCOACH and EBL

- He is a former Free State PEC Member of Progressive Blacks in Information and Communication Technology (PBICT)

OUR SERVICES

- ICT Consulting/Support
- VOIP Lines, Headset and GeoNumbers
- Web Development
- Domain Name Registration and Hosting packages
- Emails (Hosting and Admin)
- Workstation, Hardware, Software and Networks (Installation and Maintenance)
- Cyber Security (Penetration testing, Advisory, Setup and Maintenance)
- Secure Backup Solutions (Online and Offline)
- Data Recovery (Deleted Data, Formatted Hard Drives, Etc.)
- ICT Sales and Software Licensing
- CCTV Surveillance Systems (Installations, Setup and Maintenance)
- Corporate Identity Branding (Letterheads, Logos, Brochures, Business Cards, Etc)



OUR CLIENTS

The personnel at IT Playground have a vast array of experience in both the private and public sectors as consultants, technicians and solutions architects. Below are some of the clients we have completed projects for and still continue to serve with utmost dedication:

- Free State Sports Confederation (FSSC)
- ANC Free State Whippery/Caucus
- ANC Free State Provincial Office
- City Of Ekurhuleni (Ward 35)
- Robs Investment Holdings
- Robs Property (Pty) Ltd
- Mi-Coin Investment (Pty) Ltd
- Tinx Konseltasie Dienste
- Guarantee Trust Support Services
- SGC Training Consultants
- Fihla Funeral Services
- Harrismith Flight Academy
- Only1Cuisine (Pty) Ltd
- LDSW Inc. and LD Consulting
- NNN Accountants (Pty) Ltd
- KRT Financial Consultants
- BQ Express Couriers
- Park Village Auction
- Trendy VR World (Pty) Ltd
- NKY Entertainment CC
- Diketso Promotions (Pty) Ltd
- House of Dirty Shakers (Pty) Ltd
- MTTM Financial Services (Pty) Ltd
- Tessa Muller Arts and Culture Academy
- Association for the Advancement of Black Accountants of Southern Africa - ABASA Free State Branch
- And Many more



ZL SUBSIDIARIES

IT PLAYGROUND

- The Future of Information Technology
- Current state - Active

PLAYGROUND DISTRIBUTION SA

- High quality Technology Distributors
- We have partnered with several manufacturers throughout Africa to improve customer experience through convenience, accuracy, and timely delivery.
- Current state - Active

STREET VENDORS AND FREE TO JOIN DELIVERIES' PLATFORM

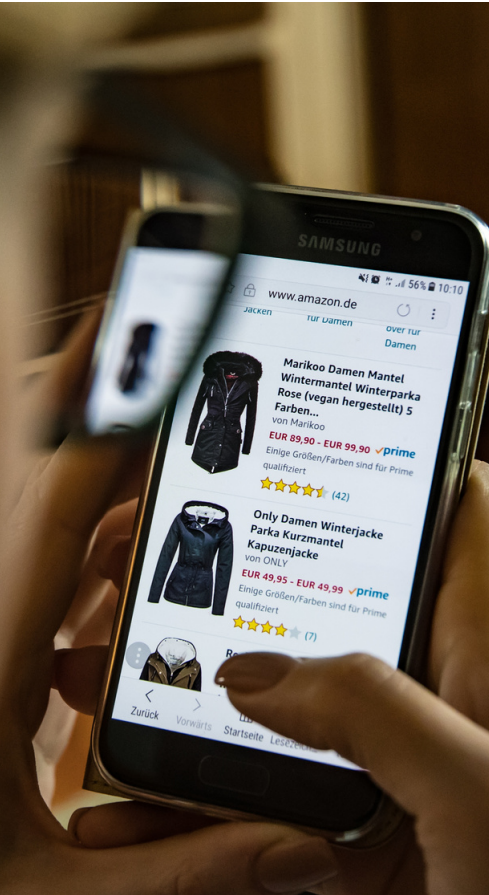
- Street Vendors is a platform for all African vendors.
- Revenue stream - Generating income from different packages
- Current state - Active (Phase one in progress, phase 2 underconstruction)

PLAYGROUND RADIO (CONVERTED TO MANTSOPA FM)

- Mantsopa Fm is the first radio station in the region of mantsopa.
- Mantsopa region has been struggling to open their first radio station since 2009. (IT Playground made it possible, with the assistance of 3 local members and IT Playground will always be part of this history)
- Listenership - Over 9000 Globally in less than 2 months.
- Benefits - ZL Group will be able to spread the word about their services and projects globally.
- Current state - Active

PLAGROUND JAZZ CLUB

- Foundation - We are currently utilizing a tavern as a foundation for the club
- Market research - First of its kind in the region and the response has been good up to so far, as we slowly implement changes for our future goal.
- Current state - Active



STREET VENDORS PLATFORM

Street Vendors is a platform for all African vendors. This platform is for individuals who vend items from their houses, physical stores or even the streets. Our aim is to aid this vendors to reach more consumers but we are not just going to stop there.

Phase 2 - We are on a process of developing a free to join deliveries platform. Our aim for this platform is to increase delivery speed while provide low fees. We will be utilize it outside Street vendors platform.

This project is currently receiving funding from the Department of Science and Innovation through the TIA. For more please visit: streetvendors.africa



UPGRADE2.0 (SECURITY PLATFORM)

Recently cyber attacks increased by 30% because of the pandemic and IoT concept. This is why we decided to upgrade our website to advanced web2 and include a security platform with the following features: Application Security, Internet of Things (IoT) Security, Network Security, Infrastructure Security, Cloud Security, and Cyber security online academy. We have tested some of the scripts on Street Vendors Platform and passed few security test with a B+ and higher from well known security testing platforms e.g. Mozilla.

Our current focus is on law firms, accounting firms and government sectors because at the moment an elephant can pass through their systems undetected.

IT PLAYGROUND

The Future of Information Technology

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CONCLUSION

IT Playground is an organization you can trust to provide you with a holistic and comprehensive ICT service. We have the resources and capabilities to supply all the ICT infrastructure necessary get your organization up and running within the shortest turnaround times and with minimal cost and interruption to your business operations. Our operating model implies that we will remain part of your day to day operations ensuring that all the infrastructure we put in place functions optimally at all times.