



# Company Profile

2021

# What Drives Our Vision

BetaX, pronounced 'Beta - X ' is a Digital Innovation Agency that supports organizations in delivering better experiences to their clients through continuous product, service and operational Digital Innovation.



**Beta**  
Everyday

We start each work day with a simple yet driving goal – How can we make the world a better place for all.



# Moving You Towards Beta

## ✓ A Supplier That Values Your Goals

We go 'beyond the pixel' to develop intuitive experiences that are both synergistic with customer needs and your organizations values and vision.

## ✓ Agile and Innovative Culture

Choosing BetaX as your Digital Innovation Partner keeps your organization focused on improving products and services, whilst we accelerate your Digital Products and ICT operations towards the point of continuous innovation.

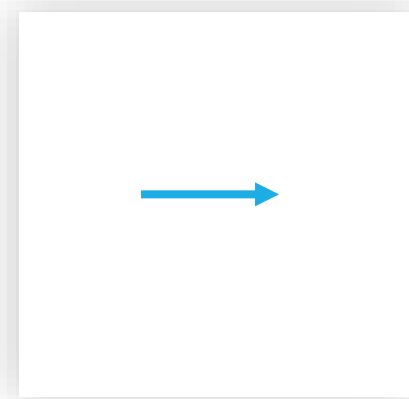


**Our Cross-Industry Experience**  
Allows us to Deliver Turn-Key,  
Modern And Value-Driven  
Experiences.



# How We Measure Our Growth

BetaX understands that supporting the sustainability of people, the environment, and local economic development is more valuable than market share growth. BetaX Invests in and welcomes research, development and support initiatives that promote sustainability for ALL.



## **Beta** Livelihoods

We measure our companies growth by asking – How are we improving the livelihood of people in this economy?



# Building A Better Tomorrow

## ✓ Are we empowering the local economy?

We are committed to playing a role in supporting the attainment of a decent standard of living for ALL.

Primarily focused on the following areas:

- Education & Skills Development
- Digital Transformation
- Environmental Sustainability
- Reducing Poverty
- Reducing Inequality

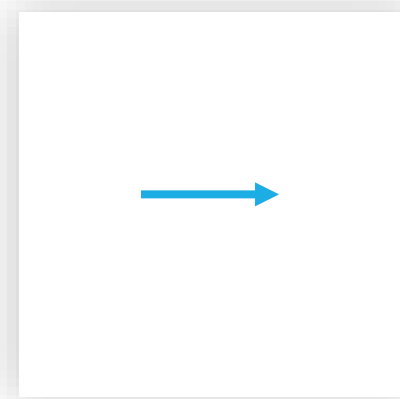
## ✓ Are our clients, employees and suppliers aligned with our Core Values?

We value empathy, excellence, creativity, integrity, and kindness.



# Our Digital Products

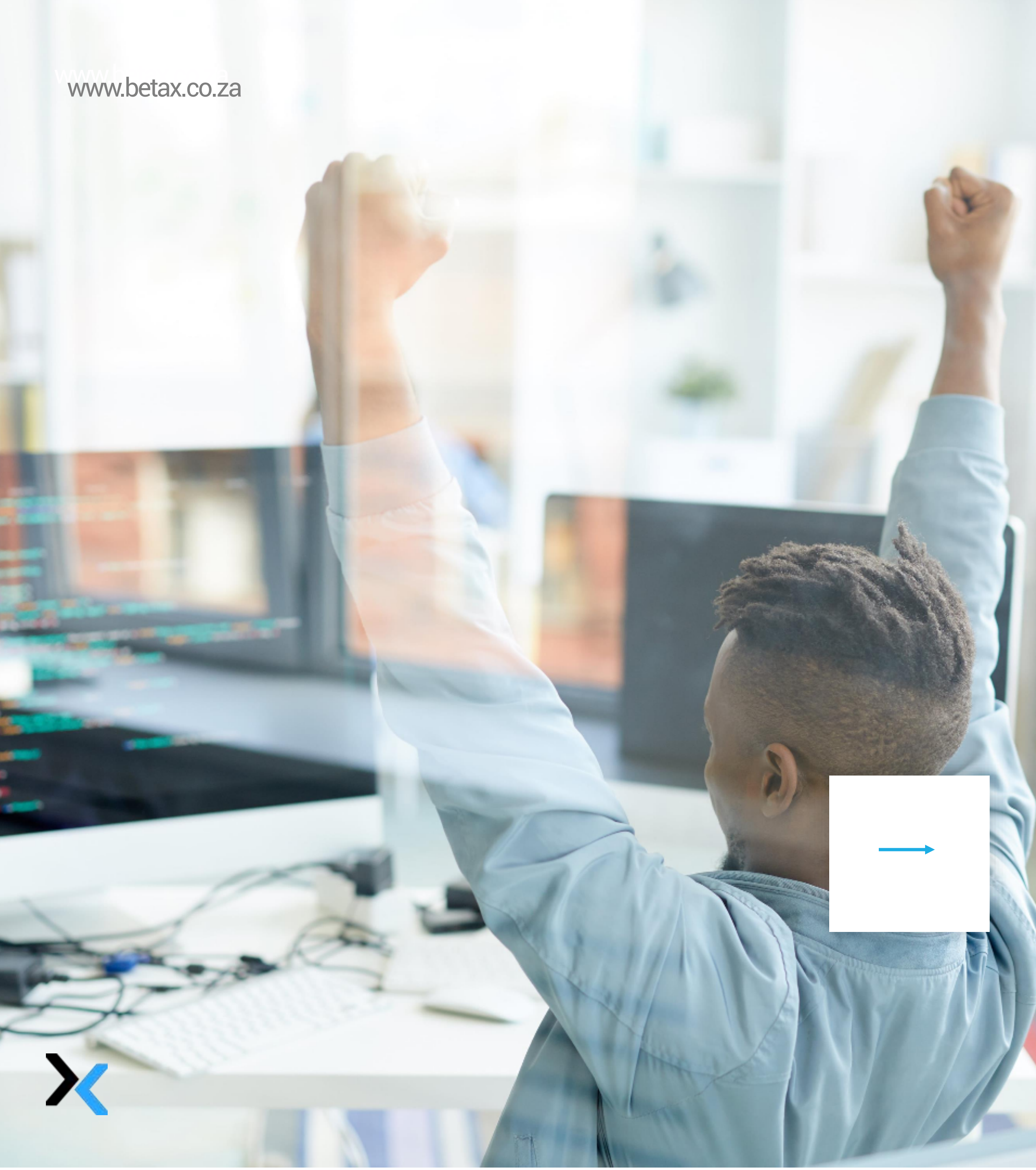
BetaX specializes in developing intuitive digital experiences that are synergistic with the times yet true to the essence of the company's vision. We go beyond the pixel to ensure that our Systems, Services and Solutions are attractive, practical and appeal to User and Business needs.



**Beta**  
**Business**

We work with our clients to **Discover**, **Design** and **Develop** solutions are useful, scalable and competitive.





# Our Products Software

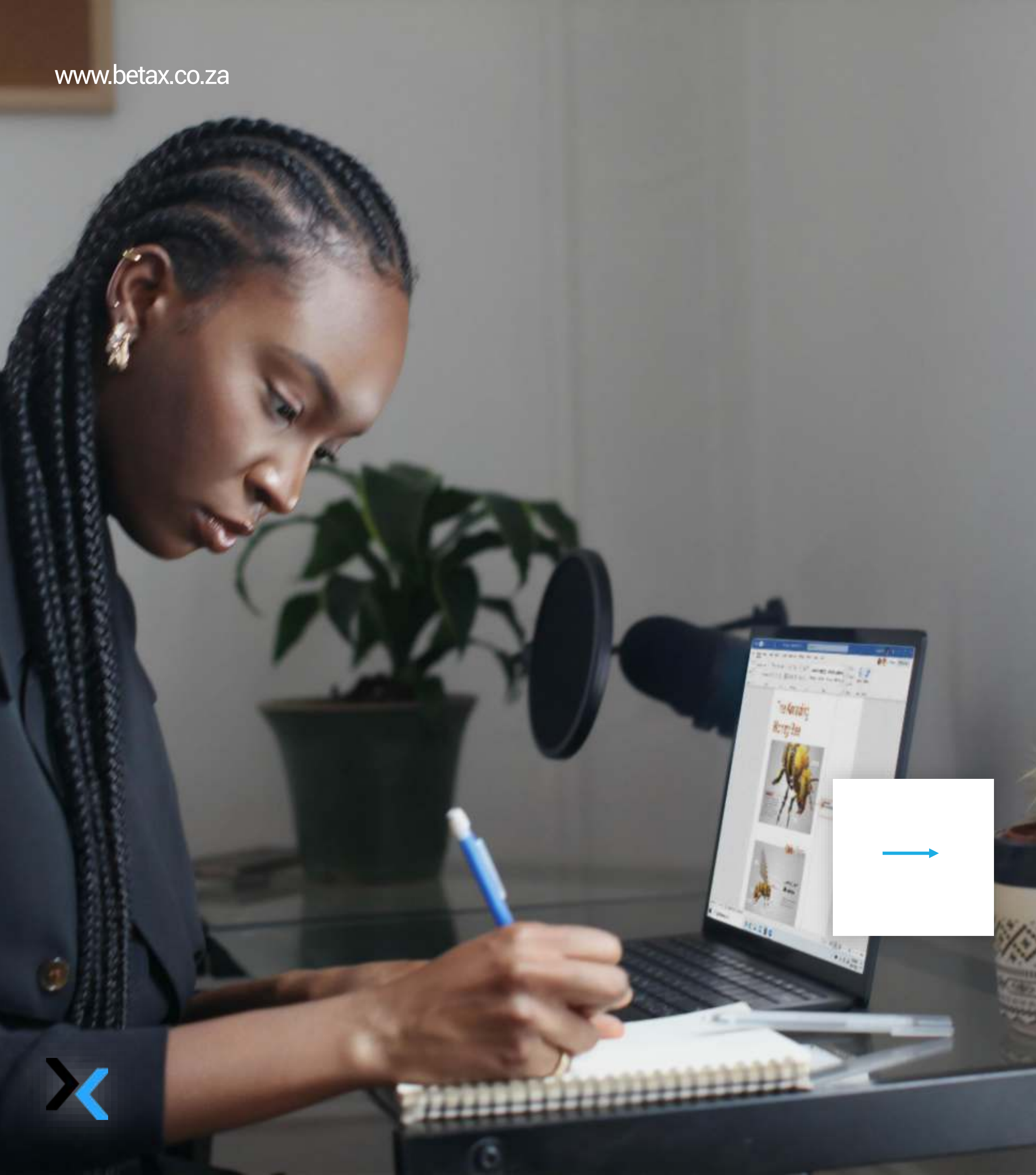
We enjoy designing, developing, implementing and maintaining **Custom, Useful, Intuitive, and Modern** Software for our clients.

## Beta Software

- Front-end Development
- Back-end Development
- Integration Development
- Enterprise Resource Planning Apps
- Productivity & CRM Apps
- CMS & E-Commerce Apps
- Intranets & Workspaces

**Let's get started:**  
[devops@betax.co.za](mailto:devops@betax.co.za)  
[sales@betax.co.za](mailto:sales@betax.co.za)





# Our Products

## Visual Design

We offer modular **Digital Design** services to support your digital product development or marketing initiatives **based on your scope.**

### Beta Design

- Brand Identity
- UI/UX Design
- Audio Mixing & Mastering
- Graphic Design
- Animation/ Motion Design
- Videography/ Photography and
- SEO Copywriting

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# Our Services Research

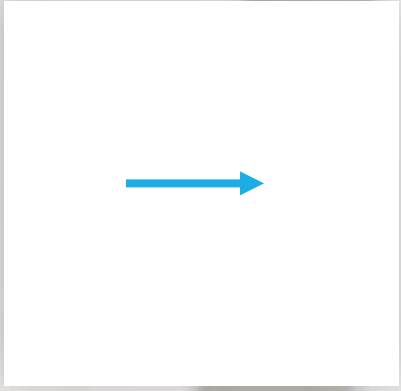
We work with **market research and analysis** organizations who help us contextualize each project with its competitive landscape for **better product-market fit**.

## Beta Research

- Market Analysis & Trend
- Industry SWOT Analysis,
- User Analysis
- Industry Forecasts,
- Economic Forecasts
- Global, Regional and Country Industry Overviews

Let's get started:  
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# Our Services

## Analysis

We define **product requirements** in relation to a Technical Architectural Framework for operational excellence and continuous improvement.

### Beta Analysis

- Business Requirements
- Functional Requirements
- User Interface Requirements
- System Requirements
- Infrastructure Requirements
- Operational Requirements
- Cyber Security Requirements

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# Our Services Infrastructure

We have partnered with specialist organizations to secure and enable **reliable & scalable cloud-based operations** for micro and macro-scale solutions.

## Beta Infrastructure

- Data Storage and Hosting
- Equipment/ Hardware
- Computing & Virtualization
- Security & Disaster Recovery
- VOIP and Connectivity (LAN/ WAN)
- Call Centers and Help Desk Support

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# Experience Better, Today

## ✓ I'm ready, how do we get started?

Contact our sales team ([sales@betax.co.za](mailto:sales@betax.co.za)) to set up a project scope meeting so we can discuss and define your Digital Innovation needs.

## ✓ How much will all of this cost?

Visit our website [www.betax.co.za](http://www.betax.co.za) to download our latest Product Catalogues, View Case Studies of featured completed projects, and use our Software Project Pricing Tools.

### Get In Touch With Us:

Enquiries: [hello@betax.co.za](mailto:hello@betax.co.za)

Sales: [sales@betax.co.za](mailto:sales@betax.co.za)



# Modular Digital Design Pricing



## Custom Turn-key Solutions

Brief us on your goal: [hello@betax.co.za](mailto:hello@betax.co.za)

Sales Enquiries [sales@betax.co.za](mailto:sales@betax.co.za)

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## Website and Web Application Development

Corporate Websites from R1000 per page

E-commerce from R1000 per month



## System Requirements and Visual Design

Graphic Design from R600 per page

Videography from R5000 per day



## Application and System Development

Application Prototypes from R20 000

Application Development from R30 000



## Technical Documentation

Requirements Documentation from R5 000

System Design Documentation from R10 000





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