



# Company Profile



# it's not about ideas. it's about making ideas happen

## Introduction

Software solutions empower businesses to connect with their audiences, streamline operations, and unlock new opportunities for growth. In today's digital age, leveraging robust platforms—from websites to enterprise systems—is essential not only for building trust but also for driving innovation and staying competitive across industries.

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**Improving  
the customer  
experience  
on all your  
platforms!**

**Company  
Profile**

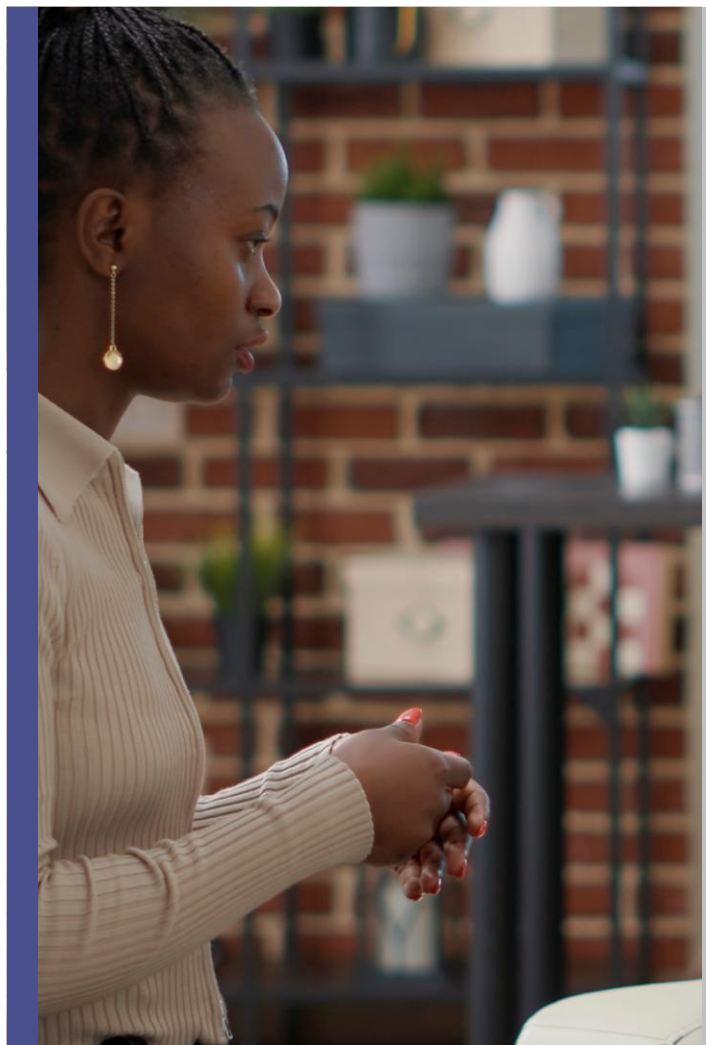
# About our company

## A Creative, Strategic and Accountable Design & Development Agency.

At Techno Fairy, we specialise in crafting reliable, scalable, and innovative software solutions that transform our client's ideas into reality. Our team combines deep technical expertise with a client-focused approach to deliver custom software tailored to your unique needs, whether you're a startup or an established enterprise.

We excel in developing applications for any operating system, browser, or device, leveraging the latest technological advancements to ensure seamless functionality and superior performance. From intuitive user interfaces to robust backend systems, we prioritise creating solutions that enhance efficiency and user satisfaction. Collaboration is at the heart of what we do.

By partnering closely with you, we ensure every project reflects your vision while addressing the challenges and opportunities of your industry. Whether you need a bespoke software platform, a mobile app, or a complete digital transformation, we're here to deliver innovative results that drive success. Let's work together to build intelligent, meaningful, and impactful software solutions that empower your business.





**Strength and growth comes only through continuous effort and struggle...**

## Our Objectives

- ➔ To create, engage and react to the target audience, and achieve extensive edges of the digital world
- ➔ Discovering and exploiting the technology to make our clients' operations efficient, lean, and effective.
- ➔ Our ultimate goal is to provide world-class business solutions and see steady growth in private and public businesses in Botswana, Africa, and the world.

Our fundamental  
**beliefs and values**  
help us in the  
decision-making  
processes.

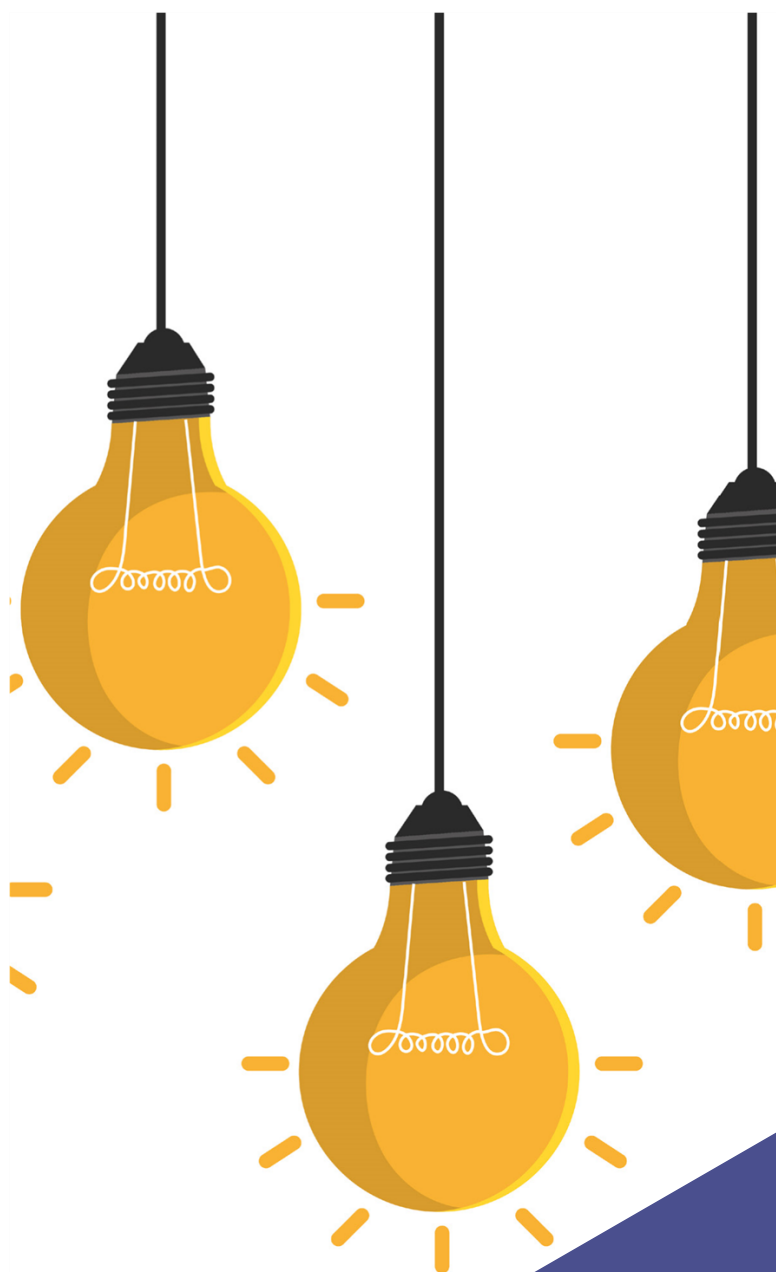
Tailor-made.  
Business-focused. Agile.



## Our Mission

We are an agency that empowers organizations by focusing on the needs of the people we serve; we enable our customers to deliver better outcomes.

Maximizing our clients' revenue by producing strategies that empower and enable them to Do More With Less.



## Core Values

We're happy to be here, and we're energetic and positive about any challenges that come our way.



### Collaboration

We value collaboration as a cornerstone of our success, fostering an environment where skills, expertise, knowledge, and ideas are



### Integrity

We are committed to earning and maintaining the trust of our leaders, colleagues, and team members, recognizing it as the foundation of strong relationships and effective teamwork.



### Excellence

We are dedicated to excellence by continually enhancing our management systems and processes, driving improved performance and delivering

A stylized yellow sun with a smiling face and radiating lines.

## Our Vision Statement

To create exceptional products, operate responsibly, and leverage business innovation to inspire and deliver impactful online solutions.

# Products & Services

We offer a broad range of innovative services designed to engage your users.



## Web Design and Development

- » Built for performance and scalability
- » Optimized for all devices and browsers
- » Secured with enterprise-grade protection
- » Designed to convert visitors into customers



## Digital Product Development



## Int

- » Custom software development
- » Mobile app development (iOS & Android)
- » E-Commerce platforms
- » API integration & system architecture



## Brand & Marketing Strategy

- » Strategic content marketing
- » SEO optimization & analytics
- » Email marketing campaigns

- » Digital brand strategy

## D e s i g n & C r e a t i v e S e r v i c e s

- » User interface (UI) design
- » User experience (UX) research & testing
- » Brand identity development
- » Motion graphics & animation

## B u s i n e s s T e c h n o l o g y C o n s u l t a n c y

- » Digital transformation strategy
- » Technology stack optimization
- » System integration planning
- » IT infrastructure assessment

## O n g o i n g S u p p o r t & O p t i m i z a t i o n

- » 24/7 technical support
- » Regular maintenance & updates
- » Performance monitoring
- » Security patching

# How we work.

## Discussion

The process of determining what your projects need to achieve and what needs to be created to make that happen.

## Wireframing

A process where designers draw overviews of interactive products to establish the structure and flow of possible design solutions.



## **Development**

Activities dedicated to the process of creating, designing, deploying and supporting software.

## **Testing**

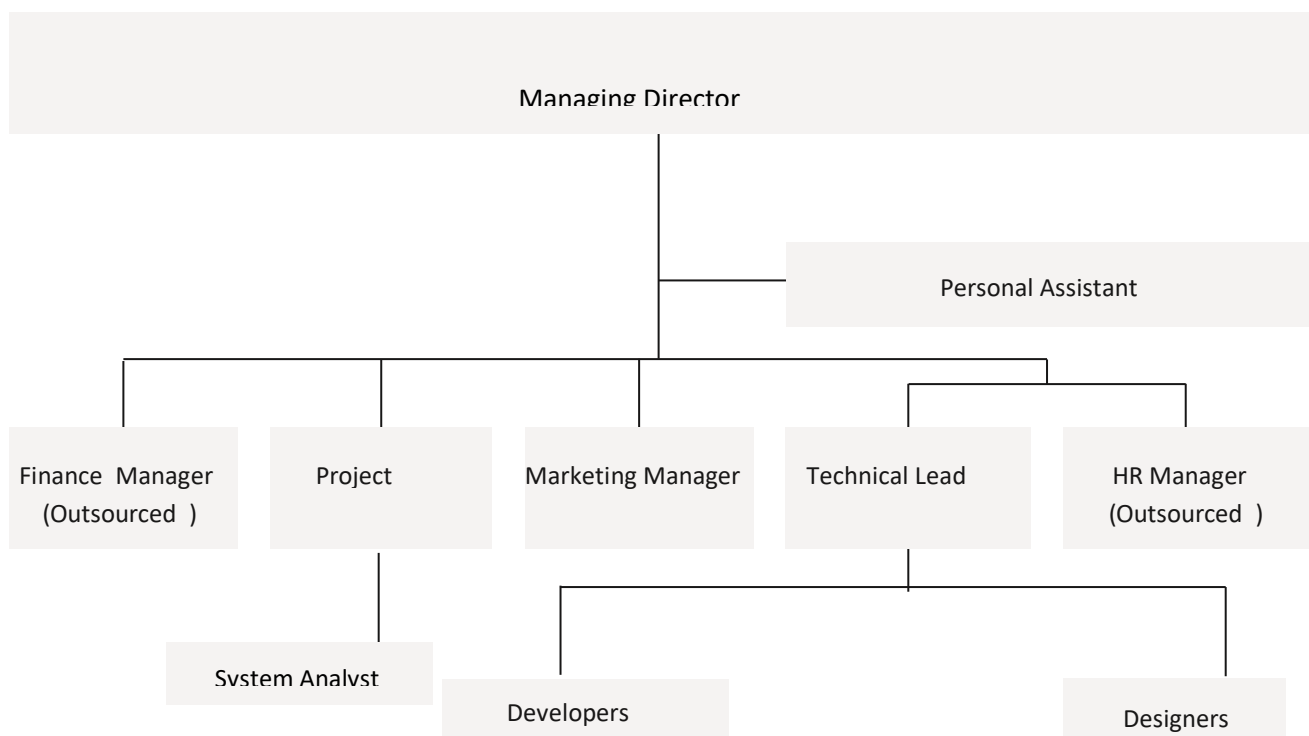
Risk analysis, design of a test architecture and delivery model, test suite design, test analysis, test set and data design, test preparation, test execution, anomaly analysis and defect resolution.

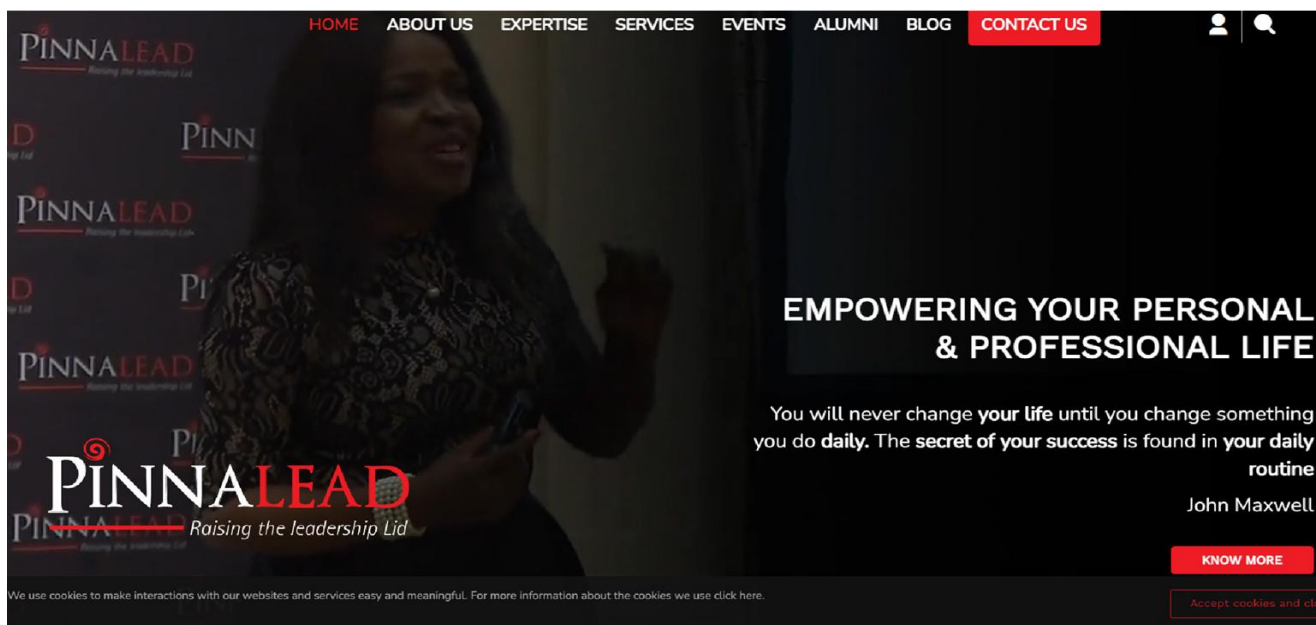
## **Delivery**

A method of ensuring successful transition to a new business and/or technical state and the associated benefits realised by the organisation

# ORGANISATIONAL STRUCTURE

Leading with Vision Driving Excellence





PinnaLead Raising the leadership Lid

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EMPOWERING YOUR PERSONAL & PROFESSIONAL LIFE

You will never change **your life** until you change something you do **daily**. The **secret of your success** is found in **your daily routine**

John Maxwell

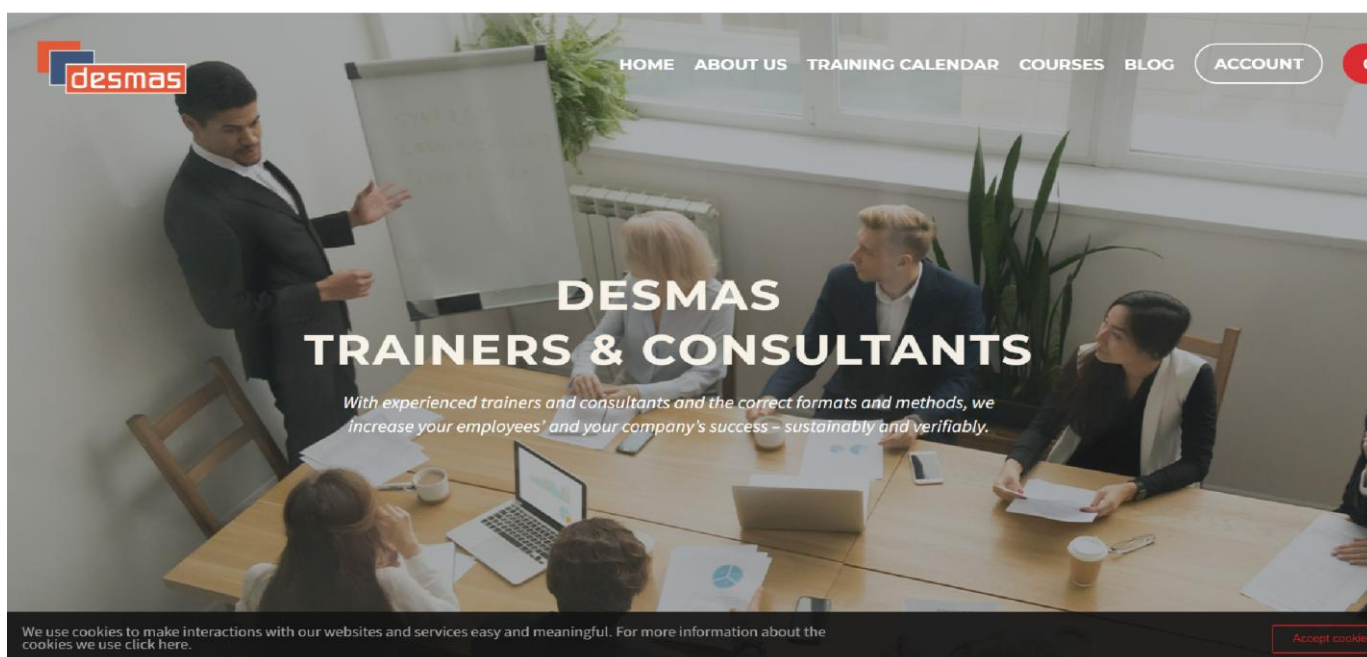
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Highlights  
2021-



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HOME ABOUT US TRAINING CALENDAR COURSES BLOG ACCOUNT

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## Sign In

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Dark mode ☐

We have successfully digitized key Botswana Police Service processes, including public order management, criminal record clearance, motor vehicle clearance, and firearms acquisition. While these services are currently awaiting piloting, they have already demonstrated significant improvements in turnaround times for submission and verification, enhanced customer experience and operational efficiency, and seamless integration with relevant stakeholders.

Successfully developed a solution that streamlined the submission and management of asset and liability declarations, significantly improved turnaround times for submission and verification, enhanced customer experience and operational efficiency, and established seamless integration with relevant stakeholders.

it's not about  
ideas, **it's about**  
**making ideas**  
**happen**



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