



**WHERE LIMITATIONS END,
POSSIBILITIES BEGIN**

CPK Codex



COMPANY DETAILS:

S99 (Pty) Ltd

Registration: 2025/697555/07

Address: 34 Okkerneut Street, Weltevredenpark, Roodepoort, Gauteng 1709, South Africa

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POSITIONING

You describe the problem. We create the solution. If it's impossible, that's where we start. We build solutions from the ground up - solving the problem you're actually facing. Where others see limitations, we see launching points.

ORIGIN

S99 started in 2025, from an insight 15 years in the making

Mark Coxen, our founder, spent more than two decades in the EMEA IoT and digital transformation space, watching the same pattern repeat: businesses with real problems met with partial solutions. Template websites that didn't fit. IoT systems that solved one issue while creating three more. Consultants who analysed but didn't implement. Vendors who sold products, not solutions.

Every client conversation revealed the same gap, companies needed partners who understood their actual challenges, not suppliers pushing pre-built answers.

By 2025, the market was ready for something different. Re-branding an existing consulting firm wouldn't work, the old model was part of the problem. S99 was born from necessity: a company built specifically to solve problems others couldn't or wouldn't touch.

The difficulties facing businesses globally, particularly in South Africa and emerging EMEA markets, created the perfect soil. The seed that had been developing for 15 years finally found ground ready to receive it.

S99 exists because the market demanded what didn't exist yet. We just listened long enough to hear it.



HOW WE WORK

Digital transformation isn't about forcing technology into your operations, it's about understanding where your business flows and where it breaks, then building solutions that strengthen what works and fix what doesn't. Our process follows four essential steps:

DISCOVERY & DIGITAL AUDIT

We start by listening. This might mean joint visits with your customers, observing your operations, reviewing your current systems, and understanding the full picture of your business challenges. We audit your digital presence, operational work-flows, and hidden inefficiencies.

PROBLEM MAPPING

We map what's really happening, not just what you think the problem is. Sometimes you come to us asking for a spreadsheet and we discover you need an entirely different solution. We trace the patterns, expose the waste, and reveal opportunities others miss.

CUSTOM SOLUTION DESIGN

Based on what we've learned, we design solutions built specifically for your business. Not templates. Not off-the-shelf products. Solutions that address your actual challenges.

IMPLEMENTATION & INTEGRATION

We build, implement, and integrate until it works naturally within your operations. Every solution is tested, refined, and delivered ready to use.

CORE CAPABILITIES:

- **Digital Identity & Web Development:** Make your business easy to find, strong and a trusted online presence
- **Fleet Cost Intelligence:** Real cost-per-kilometre clarity for fleet control and decision-making.
- **Synchronex:** Coordinated Experience Systems, bridging the gap in the "last three feet" that brings brands to life.
- **Edge Automation & Control:** Edge Computing, Smart on-site automation with simple web interfaces, no apps required.

WHAT WE'VE BUILT

From digital identity and web development to fleet cost intelligence, synchronised device systems, and edge computing automation, we build what our clients couldn't articulate until we walked through their challenges together.

NOT SURE WHERE TO START?

Call us anyway. Every transformation begins with a conversation.

WHAT DOES YOUR FLEET ACTUALLY COST?

Your GPS tracker tells you where your vehicles are. CPK Codex tells you which ones are draining your budget and which ones are driving profit. Real cost-per-kilometre data for every vehicle, every trip, every decision.

Keep your tracker. Add the financial intelligence.

TRADITIONAL FLEET TRACKING

GPS tracking, route optimisation, and driver monitoring built for operational oversight. Answers where vehicles are and what drivers are doing.

Focus:

- *Real-time location tracking:* Live GPS positioning shows where every vehicle is right now, with geofencing alerts and route compliance monitoring for operational control
- *Driver behaviour monitoring:* Speed violations, harsh braking, idling time, and off-route alerts keep drivers accountable.
- *Preventive maintenance scheduling:* Service reminders based on odometer readings and time intervals ensure compliance without financial context

Deliverable: Operational dashboards & safety alerts

Goal: Track your physical assets

COST PER KILOMETRE

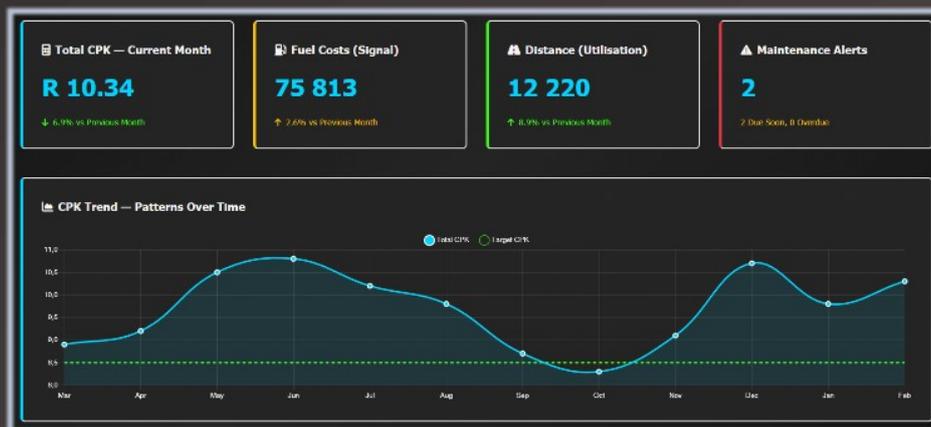
Performance-based fleet analytics that separate winners from losers. Every vehicle gets a grade, every trend gets context, and every decision gets the data it deserves.

Focus:

- *Vehicle grading system:* Performance ratings that combine running costs, total CPK, and year-over-year trends, instant visibility into which vehicles earn their keep
- *Same Time Last Year intelligence:* Strip away seasonal noise to see if your fuel programs, maintenance strategies, and operational changes are actually working
- *CPK trend analysis:* Patterns over time reveal cost creep before it becomes crisis, giving you lead time to act strategically

Deliverable: Executive reports & financial intelligence

Goal: Know your fleet economics



HOW IT WORKS

Four steps to fleet financial clarity:

1. Capture Everything

Admin staff enter fuel purchases, maintenance invoices, insurance premiums, licensing fees—every cost that touches your fleet—into protected Excel workbook templates. Formulas are locked to ensure data integrity; you just fill in the numbers.

2. Load & Analyse

Management launches the CPK Codex desktop application and loads the current month's workbook. The software performs all calculations instantly, no manual spreadsheet work, no formula errors, just verified financial intelligence.

3. See Your Fleet Health Instantly

Dashboard KPIs show total CPK, running costs, fuel efficiency, and maintenance alerts at a glance. Vehicle performance ratings (83%, 90%, 100%) combine running CPK, total costs, and year-over-year trends—instantly see which vehicles earn their keep and which need replacement.

4. Export & Present

Generate professional PDF reports with one click. Same Time Last Year comparisons strip away seasonal noise. CPK trend analysis reveals cost creep before it becomes crisis. Boardroom-ready intelligence, no manual formatting required.

Deployment:

One license per organisation, unlimited users within your company

- *Self-managed:* Your team handles data entry monthly (white-label available)
- *Managed service:* We handle data entry, you get monthly reports (white-label available)
- *Support included:* Email and phone assistance for licensed installations

WHEN DO YOU NEED CPK CODEX

You need CPK Codex when guesswork starts costing you money.

Implement CPK Codex when:

- You're pricing routes based on gut feel rather than actual cost data
- Your CFO asks "what does our fleet actually cost?" and you can't give a confident answer
- You suspect certain vehicles are bleeding margins but can't prove it with numbers
- You're deciding which vehicles to replace next based on age, not financial performance
- Maintenance costs feel high but you can't quantify the trend or identify the culprits
- You're expanding your fleet and need to know which vehicle types deliver the best ROI
- You're sitting in boardroom meetings defending fleet decisions without data to back them up
- Your fuel efficiency initiatives launched months ago but you still don't know if they're working

Timing matters:

- Before budget season - Get year-over-year data locked in for accurate planning
- Before fleet expansion - Know which vehicles are winners before you buy more
- After merger/acquisition - Combine fleets with visibility into inherited cost structures
- When replacing vehicles - Base decisions on real cost signals, not manufacturer warranties expiring

The cost of waiting: Every month without CPK intelligence is another month of pricing routes blindly, replacing vehicles on schedule instead of economics, and missing the profit drains hiding in your fleet data.

Goal: Reveal the profitability, not replace what already works



WHO NEEDS CPK CODEX

Any business where vehicles are a significant cost centre—not just an operational tool.

CPK Codex is built for organisations running 2 to 250+ vehicle fleets across any combination of:

- Passenger vehicles - Sales teams, executive transport, pool cars
- Light delivery vehicles (LDVs) - Courier services, field technicians, local distribution
- Commercial trucks - Freight, logistics, construction, bulk transport
- Mixed fleets - Companies running multiple vehicle types with different cost profiles

Typical users:

- Fleet managers who need to justify replacement decisions with data, not gut feel
- Finance teams who are tired of treating fleet costs as a black box in the budget
- Operations directors balancing service delivery against rising vehicle expenses
- Business owners running tight margins where every rand per kilometre matters
- CFOs and MDs who need boardroom-ready fleet intelligence without hiring analysts

Company profiles:

- Construction firms with site vehicles and equipment transport
- Logistics and courier companies where CPK directly impacts pricing
- Sales organisations with distributed field teams
- Service businesses (maintenance, installation, consulting) with mobile workforces
- Rental and leasing companies managing asset profitability
- Government and municipal fleets with accountability requirements

If vehicles are more than 10% of your operational costs, CPK Codex pays for itself.

Goal: Make fleet financial intelligence accessible to any business that runs vehicles—regardless of fleet size, industry, or technical expertise

TECHNOLOGY SHOULD SERVE PEOPLE, NOT DEMAND MORE FROM THEM

WHAT WE TRANSFORM

Transformation means your business operates differently after we're done. It means:

- Problems you managed daily become automated
- Information buried in spreadsheets becomes actionable intelligence
- Operational costs you couldn't track become visible and manageable
- Digital presence that was costing you customers now generates them

We don't just deliver technology, we change how your business functions.



OUR CLIENTS

We work exclusively with private sector businesses focused on growth, innovation, and legitimate commerce. Our partnerships are built on shared values:

VALUE	IN PRACTICE
Integrity	We build what we commit to. No unnecessary complexity. No hidden agendas.
Stewardship	We design systems that save time, cost, energy, and attention.
Excellence	We deliver solutions built to last, clean, clear, and reliable.
Service	Solutions exist to help businesses work better, not just to look impressive.

DELIVERY MODEL

Based in Johannesburg, delivering across South Africa and EMEA markets. We're accessible digitally from day one - discovery calls, progress updates, and ongoing collaboration happen efficiently online. Face-to-face engagement happens when it adds real value: initial site audits, customer visits for research, critical implementation milestones.

For Greater Johannesburg clients, on-site visits are standard. For clients outside the region, we'll discuss travel requirements transparently during scoping - some projects need boots on the ground, others don't. You'll know upfront what's necessary and what the costs are, no surprises.

DELIVERY TIME LINES

Download a trial from our website

White Label: 10-15 Business days



HOW TO ENGAGE

Ready to transform your business challenges into solutions?

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Start with a discovery call. We'll listen to your challenges, audit what's really happening, and show you what's possible.

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V CARD - Mark Coxen



WhatsApp

A TREE NEVER EATS ITS OWN FRUIT – MARK COXEN – FOUNDER S99