



**WHERE LIMITATIONS END,
POSSIBILITIES BEGIN**

EDGE COMPUTING



COMPANY DETAILS:

S99 (Pty) Ltd

Registration: 2025/697555/07

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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 WE DO

Every facility has unique challenges. Off-the-shelf IoT systems force you to adapt to their limitations. We flip that script. Our edge computing solutions are intelligent automation platforms that adapt to your environment, not the other way around. Configure them for your specific needs, from simple monitoring to complex industrial control.

WHY WE DO IT

We design our edge computing around a simple truth: automation should work without constant attention.

Smart phones typically host 40-90 apps, yet users actively engage with only a fraction daily, leaving most unused. This supports the idea of crowded phones where essentials dominate and secondary apps gather digital dust. Detailed ratios below highlight the disparity.

App Installation vs. Usage

- Users install 40-90 apps on average, but actively use just 9-10 daily (roughly 11-25% of total).
- About 30 apps see monthly use (33-75% of installed total), while the rest remain rarely opened.

Rarely Used Apps

- 23-25% of apps are opened only once and abandoned forever.
- 62% of apps get used fewer than 11 times total, confirming low engagement for secondary downloads.

Essentials Dominate

- Banking and social media apps drive high repeat usage, with finance apps maintaining 15-20% monthly interactions versus lower rates for utilities.
- Gaming and social apps claim 27-40% of time spent, far outpacing niche tools like monitoring dashboards

Around one in four users abandon a new app after the very first use. This pattern has been remarkably consistent across multiple industry studies.

CORE STATISTIC

- 21–25% of users open a newly downloaded app once and never return (roughly 1 in 4 people).
- Put differently, only about 75–80% of users make it past the first session, and many of those still churn within the first week

HOW WE DO IT

EDGE COMPUTING - INTELLIGENCE WITHOUT THE OVERHEAD

Imagine your smartphone, cluttered with apps, banking, social media, the essentials you actually use. Then the rest: facility monitors, lighting controls, control dashboards, downloaded with the best intentions but opened once and forgotten. Studies show 21-25% of new apps get abandoned after just one use, while most others gather digital dust, rarely seeing a second glance.

OUR EDGE COMPUTING ADVANTAGE:

- Our edge devices flip that script. No app to install, update, or ignore. Intelligence hums locally on your hardware, where rules you set once, like "motion triggers lights" or "temperature dips fire up heating", run autonomously, without nagging notifications or cloud dependency.
- Devices think for themselves on-site, connected only to your secure local Wi-Fi, no internet required. Peek at the browser-based dashboard from any gadget when curiosity calls, not because the system demands it. Door cracks open after hours? A discreet alert arrives right there on your network. Your environment stays optimised in the background, fully off-line and private, yet managing the mundane with intelligence.
- Set it, forget it, truly. No overhead, just seamless intelligence serving you silently. Technology finally works on your terms, freeing your phone and your focus for what matters.

THE PHILOSOPHY:

Set your rules once. Define what triggers what. Then let the system handle it. Motion detected? Lights respond. Temperature drops? Heating adjusts. Door opens after hours?

Your automation runs silently in the background, making decisions, taking actions, maintaining your environment. You check the dashboard when curiosity strikes or something needs attention, not because the system demands you to.

GOAL: Technology that serves you without demanding your attention. Intelligence that works when you're not watching. Automation that respects your time.

YOUR SOLUTION MAY BE COMPLETELY DIFFERENT!

These are examples of what's possible when we start with your problem, not our products.

HOW IT WORKS

These are only examples of what is possible with our intelligent automation that remembers what you forget and actually fixes it, not just alerts you.

You forgot to close the garage before bed. Genesis didn't.

Garage door still open at 10 PM? Genesis closes it. Check your phone for peace of mind, but it's already handled.

Customer left the ice cream fridge open. Genesis didn't.

Door open beyond normal browsing time AND no movement detected? It closes gently. Still actively shopping? It waits. Inventory stays frozen, customers stay browsing.

Staff left the water valve open in the wash bay. Genesis didn't.

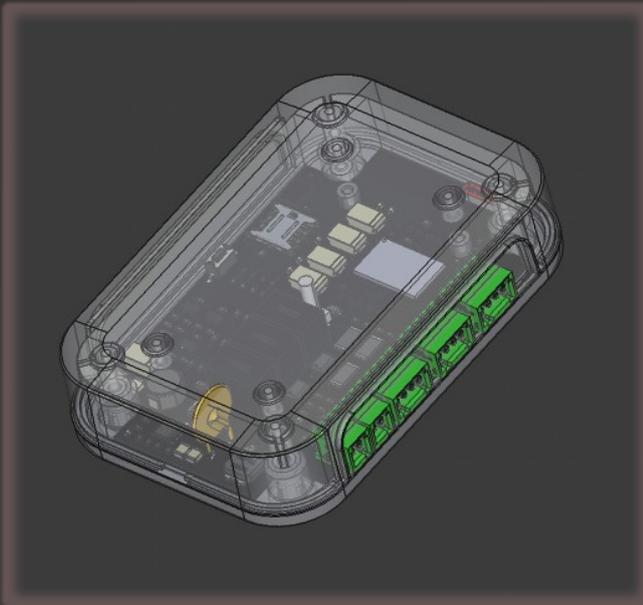
Flow detected beyond normal usage time? Valve closes automatically. Floor stays dry, not flooded.

The crew went home at 4 PM, forgot to turn off the generator. Genesis didn't.

Last vehicle leaves site, no activity detected? Generator shuts down automatically. R500 saved per night. Fuel stays in the tank, equipment stops broadcasting "steal me" to passing thieves.

Same hardware. Different problems prevented. All built around what humans naturally overlook.

The web interface shows you what's already been handled. The real intelligence works silently in the background.



GENESIS

On-board intelligence that thinks for you. Genesis doesn't just monitor, it automates the mundane, and adapts to whatever challenge you throw at it.

The applications? Endless. Your workshop. Your facility. Your home. Your unique problem, Genesis moulds to fit.

WHAT YOU GET:

- 9-tile web dashboard accessible from any browser
- 21 automation inputs to eliminate repetitive tasks
- Logic-based automation that works while you don't
- No app required, access from any device on your network
- White-label options for your custom deployments

GOAL: Skip the app downloads, cloud subscriptions, and rigid systems. Genesis gives you intelligent automation that's as flexible as your imagination, secure on your network, adaptable to your world.

DAPHNE

On-board intelligence for bigger challenges. Daphne doesn't just automate, it orchestrates complex environments, manages industrial processes, and scales to match your ambition.

The applications? Endless. Your factory floor. Your building system. Your complex operation, Daphne rises to meet it.

WHAT YOU GET:

- 16-tile web dashboard for comprehensive monitoring
- Extensive automation inputs for multi-layered control
- Industrial-grade I/O (RS485, CAN Bus, relays, pulse counting)
- Same browser-based access, no specialised software
- White-label options for professional deployments

GOAL: Industrial automation without industrial complexity. Daphne delivers enterprise-level intelligence through the same simple interface, scaled for environments where more inputs, more control, and more reliability matter.



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 Africa 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

Discovery call: 12-24 hours

Genesis Edge Device:

- Off The Shelf: 1-2 business days
- Custom Set-up: 4-8 Weeks

Complex IoT implementation: 2-4 months



HOW TO ENGAGE

Ready to transform your mundane tasks 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