



**WHERE LIMITATIONS END,
POSSIBILITIES BEGIN**

Web Development



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 WE DO

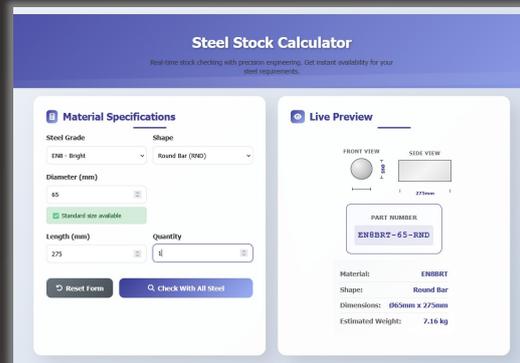
Your business has its own rhythm, your website should move with it. We architect custom web environments that align with how you operate: clear structure, honest speed, and room to grow. The results above aren't theory; they're the outcome of design that serves purpose and code that carries its weight.

DIGITAL IDENTITY & ONLINE PRESENCE

We design and deploy digital presence that creates clarity, confidence, and credibility in the market.

- Corporate websites & brand identity systems
- Online tools, calculators & customer services
- Communication work flows that improve response and engagement

Goal: Make it easy for customers to find you, understand you, and do business with you.



CUSTOM DEVELOPMENT JOURNEY

Eight purposeful steps: from first insight to lasting impact. No guesswork. No noise. Just clarity built in.

1. Insight

We start by looking at what you already have, your current site, search results and online footprint. We identify dead ends, confusion and noise so we know exactly what needs to change and where the real gaps are.

2. Priorities

Together we define what the website must actually do: support sales, answer questions, qualify leads, or reduce admin. We turn scattered requests into a clear list of priorities that reflects how your business really works.

3. Business Model

We sit down with you to understand how you quote, follow up, deliver and support clients. Those conversations become the blueprint that shapes every page, message and action on the site.

4. Customer Journey

Before any design work, we map out the content, user journeys and key actions. You see a simple, visual plan of how visitors will move from first visit through to enquiry or decision.

5. Digital Identity

Then we design layouts, typography and visuals that match your brand and make it easy to read, click and respond on desktop, tablet and mobile. Looks good, but more importantly, it works.

6. Foundations

We build in clean, hand written code focused on speed, security and stability. No unnecessary plug-ins, no mystery systems, just a solid foundation you can own and trust.

7. Refinement

Before launch, we test contact forms, flows and key actions the way your clients will use them. You review everything live, we refine the details and make sure the site feels natural to use.

7. Launch

Launch is not the end, it's the beginning. We monitor behaviour and feedback, then make sensible, focused adjustments. The result is a calm, reliable system in the background that produces loud, visible results in the foreground.

CONTINUITY & ENGAGEMENT ASSURANCE

We ensure your business remains visible, reachable, and operational while your full website is being crafted.

- Temporary branded landing page deployed during development
- Live contact channels (phone, email, WhatsApp, forms) remain active
- Clear messaging to guide customers while the full platform is built
- SEO-safe transition that preserves momentum and search presence

Goal: Stay open. Stay credible. Stay connected, even while building.



SOMEONE ALWAYS BUILDS WHAT IS NEXT, WHAT IF IT'S FINALLY YOUR TURN?

CASE STUDY: ALL STEEL SERVICES

THE PROBLEM:

All Steel Services is a long-established steel merchant built on relationships, consistency, and trust. While strong off-line, the business was almost invisible online.

There was no clear digital presence, search traffic was being intercepted by competitors, and Google results created confusion about the company's identity.

The brand was solid — but unseen.

WHAT WE BUILT:

We began with a full digital identity audit, engaging customers, suppliers, and staff to translate All Steel's existing strength into a clear, credible online presence — without modernising away its heritage.

The brand was refined and positioned as:

"All Steel Services | Patrons of Steel"

A company that stands for quality, reliability, and trust.

The centrepiece was the All Steel Online Steel Calculator, a tool designed not to display stock or pricing, but to make buying effortless. Customers could calculate their requirements, generate a structured inquiry, and request a quote in three clicks. This approach protected pricing, prevented competitor benchmarking, and drove consistent, high-quality inbound leads.

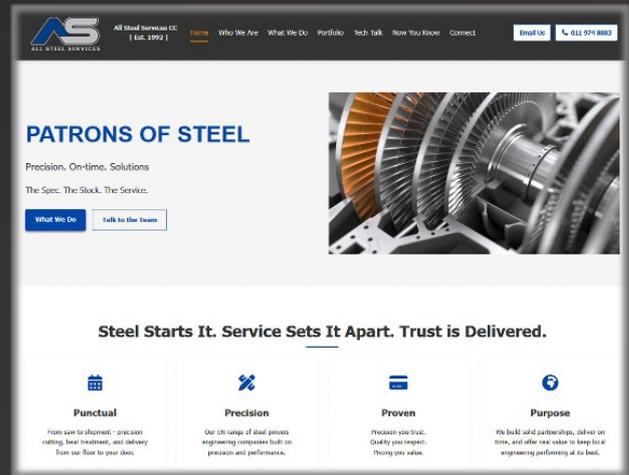
To support this, we:

- Deployed a live communication page during development to generate business immediately
- Introduced a dedicated WhatsApp quote line with structured enquiries
- Implemented shared inbox systems for faster, coordinated sales responses

Internally, we:

- Streamlined ERP-related quoting processes
- Trained staff to confidently use new digital tools

Goal: Reveal the brand, within "3 clicks", not replace it.



Performance Metrics	
* Landing Page Unique Visitors (1st Month)	287
* Landing Page No of Visits (1st Month)	446
* Landing Page No of Hits (1st Month)	1 629
* Landing Page Data Transfer (1st Month)	78.5 MB
* Landing Page Design Timeline (1st Month)	15 Days
Launch Month Unique Visitors	446
Launch Month No of Visits	670
Launch Month No of Website Hits	5438
Launch Month Data Transfer	4.89 GB
Total Design Timeline	90 Days

* The landing page was launched as a fully functional one pager to enable direct customer contact, replacing the typical "Site Under Construction" placeholder.

STARTER PLATFORM

Ideal for small to mid-sized businesses needing a professional, credible online presence without unnecessary complexity.

- Custom-designed (no templates), hand-coded for security, reliability, and long-term maintainability.
- SSL-secured from day one and search-ready with clean SEO structure and social link previews.
- Designed around your brand identity, including colours, fonts, and visual language.
- Up to 5 core pages: Home, About, Products or Services, Portfolio or Case Studies, and Contact.
- Complete ownership of the full code base and documentation, with no platform lock-in.
- Built on a scalable foundation, ready to grow into Premium or Advanced platforms as your business evolves.

R24 999 ex VAT

PREMIUM PLATFORM

Best suited to growing businesses that want to educate, build trust, and answer customer questions before the first call.

- Includes everything in the Starter Platform, with the same solid foundation, design quality, and full ownership.
- Up to 8 pages, allowing space for deeper storytelling, offers, and support content.
- Includes Blog or Insights, Case Studies or Projects, and an FAQ or Knowledge Base to reduce repeat enquiries.
- Content is structured to guide visitors from first impression to contact or enquiry.
- Stronger on-page SEO through improved content structure and internal linking.
- Built to scale seamlessly into the Advanced Platform as your needs grow.

From R49 999 ex VAT

ADVANCED PLATFORM

Designed for organisations that need their website to support operations, generate enquiries, and connect with business systems.

- Strategic discovery translates sales, service, and operational goals into a clear, effective site plan.
- User journeys and page layouts built around how customers think and decide.
- Includes interactive tools such as calculators, quote forms, dashboards, or gated resources.
- Integration-ready for CRM, ERP, mailing lists, and future automation.
- Fast, hand-coded architecture focused on performance, stability, and SEO clarity.
- Full ownership with complete code and documentation — no licences or lock-in.
- Modular by design, allowing new features, sections, or expansions as your business grows.

From R99 999 ex VAT

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

Clear stages, realistic schedules, and steady progress from first conversation to launch.

- **Discovery Call:** Initial discussion and scope alignment within 12–24 hours.
- **Insight & Identity Phase:** Brand, goals, and positioning refined over 7–14 business days.
- **Customer Journey & Landing Page:** User flow planning and interim landing page deployed within 7–14 business days, ensuring continued visibility and engagement.
- **Starter Platforms:** Full design, build, and launch completed in 36–60 days.
- **Premium & Advanced Platforms:** Strategic builds with deeper features delivered over 3–6 months, depending on scope and integration.

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