

## TeleMasters broadens scope

By [Christelle du Toit](#), ITWeb senior journalist  
Johannesburg, 28 Aug 2007

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Telecommunications newcomer TeleMasters will increasingly work in partnership with other companies to provide communications strategies to clients, it says. This will see it move away from its roots in purely least-cost routing (LCR) services.

In a strategy update to its investors, the company said: "LCR is only one aspect of the wider communications environment." It noted that companies focusing only on this element "may still be missing significant opportunities to create strong, long-term foundations for future business growth".

After listing on the JSE's AltX in March, the company delivered net profit figures that were 38.95% higher than forecast. Among its 2 500 clients are Eskom, Anglo Ashanti and the University of Pretoria.

It sees its new approach as being an "evolved" strategic direction for the business in light of its strong growth.

While it will still focus on cost savings for customers, it will now incorporate additional elements into its business. This includes managing non-business usage of company lines, technology options in reducing costs, as well as human resource policies aimed at cost reduction.

TeleMasters says it will utilise strategic partnerships to unpack clients' existing system designs and advise them on alternative strategies.

The company said in its statement: "Its historical LCR focus will fall within the ambit of the company's ability to drive the full audit of its clients' telecommunications strategies – the end result still being guaranteed cost savings."

It says the new strategy is merely an expansion of existing skills within the organisation "to formally incorporate these dimensions and make them available to the market".