



# About Us

ECAT Online is a web development and online Marketing Agency, established in 2002. It is 51% black female owned and a level 2 B-BBEE contributor. The company was founded by Hugues (Hugo) Gauthier. Hugo is undoubtedly one of the few experts in South Africa specialising in online systems for the building industry amongst many industries. His knowledge in all the fields of online development makes him an asset to his clients and alliance partners. ECAT is a South African company, based in Pretoria. The company has an astounding track record in web design, and online development and we serve medium to large businesses in South Africa and internationally.

Our team of experts ensures that our clients are kept up to date with all the latest technology available. ECAT has built a reputable image of quality excellence and professionalism within the online market. This can be seen through our extensive clientele and through our various client's steadfast loyalty and their high-quality websites and online systems. Our commitment to our clients is captured in our brand promise "Creating business online". In this ever-changing industry, it is necessary to continue to think outside the box and be creative. This is something we strive for. We help businesses modernize and digitize their processes.

## Our Competitive Edge

Our diligent customer support/care team is at the heart of what we do. Their passion, creativity and dedication are what makes us a success. Each of our team members are unique and bring with them different skills and points of view.

This gives us an edge and allows us to see the unseen, which ultimately challenges us to continue to push the boundaries of what we know and what we do. We penetrate the market through our cost leadership strategy. Our products are competitively priced on the market, meaning it is the cheapest.

*“Their passion, creativity and dedication are what makes us a success.”*

## Vision

To become a prime performer in the global marketplace by providing highly innovative web and mobile app designing, development and online marketing services that will drive our client's business towards growth. Global reputation is the ambition of every company and we want to achieve it through our experience.

## Mission

- We offer web design solutions to suit the needs of all consumers.
- We Provide the best service at affordable cost.
- We Create success for our stakeholders by living our values
- We Contribute to the communities we serve

## Values

- **Transparency:** To ensure complete transparency in the practise and build trust by providing regular updates on the project.
- **Commitment:** At the core of commitment is reliability and personal responsibility. We value the ability of our staff and organization to honour our commitments, to clients and to each other.
- **Service Excellence:** Generating excellence in the field of web development and SEO. we strive to provide the highest quality service to our clients.
- **Innovation:** We innovate new web ideas and technology for online businesses.
- **Integrity:** Honesty and trust are central to integrity, as is consistency in our business.

## Our Value Proposition

Professional, reliable, efficient and effective Services are the cornerstone of our daily operations

## Our Online Services

- Website Design
- Online Marketing
- SEO Optimization
- Google AdWords
- eCommerce Solution
- Mobile App
- CRM & Content Management
- Web Development
- Database Solutions

# Standard Online Package

This is the perfect package for any small to medium business. We will ensure that your website attracts the correct clientele by ranking your main 5 keywords in the top 2 pages of Google. With our monthly follow up, we will be able to monitor your website progress and make all the necessary adjustment where necessary.

**R1,710.00 / Monthly (incl. VAT)**

- Website Design & Maintenance.
- Statistics
- Online Activities.
- Product Database Maintenance (20 products)
- SEO Optimization (5 Generic Keywords / 10 Sub keywords)
- Hosting Solution ((5 Gbytes bandwidth, 20 Gbytes Disk Space)

# Comprehensive Online Package

Not need to look further if you are looking for a complete solution for your business. Our team of online & SEO experts will ensure that your website is up to date with all the latest technology, therefore certifying you the best ranking and success rate on all the platforms. This package is the ultimate solution for all businesses who wish to invest in online marketing and therefore making significant saving.

**R2,850.00 / Monthly (incl. VAT)**

This package is the ultimate solution for all businesses

- Website Design & Maintenance
- Statistics
- Online Activities
- Client Management Module
- Page Management
- Import & Export Module
- Product Database Maintenance (100 products)
- SEO Optimization (20 Generic Keywords, 50 Sub Keywords, Backlinks, In Deep Optimization, Competitor Analysis
- Hosting Solution (20 Gbytes bandwidth, 100 Gbytes Disk Space)



## Remarkable Support & Service

At ECAT, the customer is assured of excellent advisory service We provide a monthly customer care service, ensuring total customer satisfaction for all our clients. General update are made within 24 hours and follow a strict approval process We provide vertically integrated services - One company takes care of all your online needs



## SEO Expert

We are a top-ranked SEO consultant in South Africa Over 12 years of SEO expertise Proven track record of success across different industries. We continuously research for new SEO strategy.



## Quality

We proud ourselves in providing high quality services at very competitive prices for all our online solutions. We conduct rigorous test ensuring that your website meet all the internet standard and requirement set by Google and all available platform. All website activities are monitored at all times giving you the tools to ensure the full success of your website & online solution.



## Competitive Pricing & Integrity

Our prices are lower than any of our competitor We guarantee your website success. Great return on your investment. We are an honest online company, and we will never overcharge you



## Experience

We have over 20 years of expertise in Online Solution. We have over 25 years of expertise in Web Development & Database Solutions. We have over 40 years of expertise in computer programming.



## Credibility

ECAT is a South African based company. We currently service over 100 reputable clients in South Africa and internationally. Over many years, we have built very strong relationships with key players.

# Management Profiles



**Rethabile Matekane**  
Executive Director (Marketing Director)

Rethabile's work experience spans to almost 20 years in the Marketing Industry. She has a strong background in areas such as Strategy, brand strategy, Marketing, PR, Communication, Business development to mention a few. Rethabile worked for companies like Lion of Africa Insurance & Lion of Africa Life Insurance as Head- Group Marketing, Old Mutual SA as Senior Marketing Consultant Northern Region PFA, Old Mutual Emerging Markets as Senior Project Manager- Marketing. Director and worked as Chief Executive Officer (CEO) and Co-Founder of WAY FINANCIAL SERVICES (WAYFS) FSP50619, an Insurance Life Cell Captive underwritten by Guardrisk Insurance Company Limited FSP46. For the past two years working as the Chief Executive Officer for WAYFS, her role was to incept the Life Cell captive (Long term Insurance). To ensure license requirements are met. The Cell captive insurance license was granted on the 31st of July 2018, The Cell captive operates in the Assistance business selling funeral benefit product and in the Life space, building new products such as Life cover, Disability, Dreaded Disease.

She is currently an Executive Director (Marketing Director) at ECAT Online System, responsible to overseeing the development and implementation of marketing strategies to drive sales and build brand awareness. Her responsibilities include developing an overall marketing plan, approving campaigns and measuring the return on investment of various advertising methods.

Rethabile is an astute and level-headed strategic thinker backed by industry recognized expertise in the fields of Marketing, Brand Innovation, Content writing, Communications Management, Corporate Social Investment, Business Development and Stakeholder Relations. Her skills include Leadership skill, Creative Skill, Business Communication and writing Skills, Negotiation Skill, Influencing Skill, Project Management skill, Analytical skill, Computer Skill, Business Strategy and Marketing Strategy skills, Networking Skill.

She is an intelligent business leader with managerial, professional etiquette. She is a hard worker, innovative, committed, and forward-thinking leader, who holds a post Graduate degree in Management advance programme (MAP98) from the WITS Business. She holds a degree in Master of Management in Strategic Marketing at the WITS Business School. It is in this same regard, that Rethabile is one of the many sought after female industry experts in the field of marketing and Insurance.

She is a success oriented, self-motivated and determined all round marketing expert who holds various academic accreditations from well recognized institutions such as the WITS Business School, University of Cape Town's- Graduate School of Business, Damelin, the Old Mutual Business School and the Institute of Marketing Management (IMM), (Insurance Regulatory Examination (RE5) to name a few.

She is passionate about empowering women!

In 2016 she was selected to join the panel of judges at the Standard Bank Top Woman Awards.



**Hugo Gauthier**  
Founder and Managing Director

Hugo is the founder of ECAT Online System. He is undoubtedly one of the few experts in South Africa specialising in online systems for the building industry. His knowledge in all the fields of online development makes him an asset to his clients and alliance partners. Over the years Hugo has developed a strong relationship with key players in the electrical, plumbing & hardware industry and his good understanding of the industry, combined with his knowledge of Google, makes him the perfect candidate for any online marketing strategy. His business skills, life skills, online knowledge, language and acute understanding of the building & online marketing industry makes him the perfect choice of any alliance partners based locally or internationally.

Hugo graduated as an Electronic Engineer at Montreal Ecole Polytechnique in 1992 and did his final year project at the CNRS research centre in Toulouse, France. He worked 4 years in the electronic engineering field before deciding to travel at the age of 27.

In 2002 Hugo established an Online web development and online Marketing Agency called ECAT Online System (ECAT). ECAT is a South African company, based in Pretoria. The company has an astounding track record in web design, and online development and serves medium to large businesses in South Africa and internationally.

The team of experts ensures that the clients are kept up to date with all the latest technology available. ECAT has built a reputable image of quality excellence and professionalism within the online market. This can be seen through the extensive clientele and through the various client's steadfast loyalty and the high-quality websites and online systems. ECAT's commitment to their clients is captured in their brand promise "Creating business online".

Hugo is a dedicated individual who believes in the future of South Africa and understands that to achieve a brighter future for all, we must stand together regardless of race, conviction and belief and work together as a united front.