

Membership Value Proposition

The business of members is dramatically changing as technology and services evolve. Members are providing citizens with innovative digital communication services, and competing in the highly dynamic digital markets in the respective countries. The role of the association and its members is to make sure that the evolution of infrastructure, networks and services are coordinated and harmonised and market dynamics are reflected in technology, policy and regulatory debates. Respective country or national markets are home, but through the regional integration the single digital market is the destination which will unlock real opportunities for business and citizens.

Contributing to standardisation, technology adoption and shaping the policy and regulatory environment and being the voice of the industry, the association plays a key role in making sure that the policy making institutions in the region and other stakeholders world wide get first-class information on the market reality, as well as the technical aspects of delivering digital communications and services.

Our value proposition answers three questions:

1. What do the members most need? Do we know the members' problems and concerns? What is the urgency to solve them?
2. What does the association do well today to answer those needs?
3. How will our claim create a better future for the members?

Our value proposition for what we stand for is:

"We are a strong and united voice for the Information and Communication Technology industry in Southern Africa. We represent the interests of operators and service providers, and provide services to members, to ensure they can grow their businesses."

We help members grow their businesses through:

- Helping members with resources for reference of best practices, compliance and benchmark for full harmonization and building future proof networks.
- Providing useful information, advice, insights, resources and inspiration for running and growing their business.
- Helping members understand and be fully aware of the latest standards and trends enabling them to develop appropriate technology and services Request for Proposals (RFPs).
- Contributing to global ICT Standardisation and deployment.
- Collectively lobby with a stronger voice for industry led harmonisation of infrastructure, networks, regional policies, regulations and standards making and adoption to support the growth of the industry.
- 360° sharing experience, knowledge and latest thinking to drive the industry and members' businesses into the future.
- Training, skills development, thought leadership programmes and unique networking opportunities
- Risk mitigation
- Representing the industry at regional and international meetings when issues of the industry are debated.