

# BIRGER.

## THE STRATEGIC METAMORPHOSIS OF BLANCHE, BIRGER

On 30th April 2015 the strategic metamorphosis of Blanche, Birger culminated with the unveiling and launch of its new brand, BIRGER. After 62 years of continuous achievements in Mauritius and the Indian Ocean islands, the shareholders and directors of Blanche, Birger have taken the decision to rebrand the company following an internal reorganization. This new direction to the business was initiated in 2010, when it was decided to focus the activities of the company in providing technology solutions and services in Mauritius and the Indian Ocean region.

“Finalizing the strategic transformation of our company with this rebranding exercise is very exciting times for us, because it represents the culminating point in the restructuring process of the whole organization that was started in 2010. I am proud to share with you our new brand: BIRGER. This new brand heralds new times for us since the choice of our new name BIRGER. is a tribute to Isia Birger, the founder of the company who had a visionary leadership in bringing innovations from across the world to our region”, explains Jacques Harel, CEO of BIRGER.

BIRGER. has the ambition to capitalize on its strong market position, innovative philosophy and service centered culture acquired over the past 62 years to sustain its development and leadership position as the premier leading technology solution and service provider in the Indian ocean region spanning from Asia to Africa. “We consider our regional expansion as a natural development because we have always been active in the region since our inception”, adds Jacques.

One of the key objectives of the reorganization of the company was to transform it from a traditional hierarchical structure to a flatter and more agile business unit (BU) structure to focus on its eight core competences:

1. Self-service solutions;
2. Enterprise systems and solutions;
3. Network and security solutions;
4. Business systems and solutions;
5. Copying and imaging solutions;
6. Secured Solutions;
7. Outsourcing Solutions; and
8. Managed Services.

This flat structure has transpired from the company's values and operational philosophy and provides the following benefits:

- **SPECIALISATION:** Each BU is in control of its delivery from start to finish, but more importantly each employee is an expert in a unique field of operation;
- **COMMUNICATION:** This flat organization facilitates communication across all levels of the organization and banks on enhanced interactions with management to increase the responsiveness and agility of the company;
- **FREE TO ACT:** The new resulting corporate culture encourages each employee to manage his/her professional career development with one objective to meet and exceed customer expectations. In being free to act, employees are encouraged to be more assertive and entrepreneurial in bringing new ideas or opportunities to enhance their careers while adding Value to the Clients' businesses

"The announcement of our new brand (and new strategy) is an opportunity to explain to our stakeholders the process we have adopted to develop our new brand, which is aligned with our inherent internal values and core competences. The new brand, BIRGER., is bold, assertive, and unique which reflects the way we conduct our business" says Jacques Harel.

Stéphane Chasteau de Balyon, Managing Director and founder of Capgraph, was appointed to rebrand the organization in August 2013: "The rebranding exercise of Blanche, Birger was a challenging assignment for Capgraph due to the long history of the company but at the same time it was evident for us from the outset that the Blanche, Birger's brand was disconnected with the organization's offerings and image. Despite our initial opinion

and before making our recommendations, we have used a proven methodology to conduct workshops with employees, carry out surveys with customers and develop the new brand using best practices. The outcome of our findings is that Blanche, Birger has an excellent reputation in delivering its solutions and services, but suffered from its old image and poor visual identity. This is why our recommendations have leveraged on its strengths and we have addressed its weaknesses. The new brand BIRGER. capitalizes on its long EXPERIENCE, its ESTABLISHED market position and communicates its objective to play a key role into the foreseeable future, which echoes its SECURE appearance” explains Stéphane Chasteau de Balyon.

Ashraf Oozeerally, founder of One Essence: “ I have been advising Blanche, Birger since 2008 and I can attest that the new identity of BIRGER. is a smooth transition to lay the foundations of the company for its future development. The choice of the new name and colors are wise choices giving a new identity and at the same time maintaining a link with the roots of the company” explains Ashraf Oozeerally.

The new logo BIRGER was created using a well-structured process hinging on internal and external surveys, discussion groups and external professional advice. The new logo expresses the internal values of company, maintains its link with its origins, provides stability to thrive over time, and ensures its visual identity is distinctive and unique, while at the same time reflecting how Birger conducts business.



BIRGER. currently works with leading technology firms like Entrust-Datacard, IBM, Microsoft, NCR and Symantec with a foot print in Comores, Kenya, Madagascar, Mauritius, Rodrigues, Seychelles and Uganda. BIRGER. provides latest technology solutions customized to the needs of its customers in the Indian Ocean region. The company has been associated with a number of breakthrough technologies in the past for both the public and private sectors. BIRGER. has expertise in delivering industry specific solutions to the following verticals: banks, telecoms, call centers and hotels. " We focus on technology innovation and always think today how to better implement tomorrow's solutions so as to make sure our customers, and their end-clients get access to greater Value", concludes Jacques Harel.



**BIRGER.**

#### **OUR VISION**

**To be the recognised brand that continuously provides optimal technological driven services and solutions.**

#### **Jacques Harel**

Chief Executive Officer of BIRGER.

Mr. Jacques Harel was appointed as CEO of BIRGER. on April 1, 2007.

He holds a Bachelor of Arts Degree in Business Studies, from the University of Westminster, London and is also a Chartered Accountant from the Institute of Chartered Accountants in England and Wales. He has worked for De Chazal du Mée from January 1999 to March 2007 in Mauritius, Tanzania and Seychelles gaining expertise in various sectors namely hospitality, real estate, petroleum, agriculture, manufacturing and financial services. Mr. Harel is married and has 2 sons.