

# Shyft crowned MTN Business App of the Year

At the 2017 MTN Business App of the Year Awards, which took place last night, Thursday, 12 October 2017, Shyft was named the overall winner.

Shyft was created for Standard Bank with the aim of completely transforming the customer experience. The app allows customers to handle all their forex needs from their phone, with no need to visit the bank. Customers are able to purchase and store forex (USD, GBP, EUR, AUSD), transfer funds overseas, order multi-currency physical travel cards, and create virtual cards that can be used for international online shopping, all from a mobile device.



This app development competition sees both small businesses and large corporates converging, and working together for the greater good of society. It also sees revolutionary solutions being developed and presented by people from a diverse range of socio-economic backgrounds. It's all about connecting people who can provide real solutions to the real-life challenges cutting across society.

Furthermore, this year's edition focused on expanding the judging panel to nine members. The panel was made up of business leaders and experts in their respective fields. All were well equipped to provide inspiration and guidance to the entrants, with the ultimate aim being to enable them to enter, participate and succeed in the world of business.

## Category winners

### Best Enterprise Solution: TransUnion 1Check

For years, TransUnion's printed *Autodealer Guide* has been a trusted source of vehicle and driver information for vehicle dealers, equipping them with invaluable data for making vehicle trading and risk decisions. However, given the move towards mobile, escalating printing costs and the changing business environment, TransUnion identified a need in the market for a low cost, real-time, easy-to-use mobile management tool which not only reduced high printing costs, but closed the gap between fluctuating market values and monthly publishing lead time of their book. In addition, the software provides the financial industry and insurance providers with real-time, up-to-date data for vehicle and insurance decisions via web services or via the app.

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TransUnion releases Digital Dealers Guide



## Best Consumer Solution: OrderIN

OrderIN is a food delivery app. Users are able to order meals via the app, and have their meals delivered in minutes. They can also order ahead and collect or pay in person.

## Best Incubated Solution: EcoSlips

EcoSlips converts ordinary paper slips into digital advertisements that pop up on consumer cell phones. Retailers are able to link their point-of-sale systems to EcoSlips and send transaction slips digitally from any pay point to consumer cell phones. Paper slip waste is reduced and a new advertising platform provides opportunities to grow any business in the retail sector.

## Most Innovative Solution: InterGreatMe

InterGreatMe is an identity management platform, providing users with control of their identities across financial services, telecommunications, insurance and credit providing companies. The platform also allows businesses to comply with FICA, RICA, NCA and POPI laws.

## Best Breakthrough Developer: Zulzi

An on-demand delivery platform for anything around the consumer's area. Zulzi is an online digital mall which links the consumer up with a personal shopper who will deliver to the customer within an hour. Lunch, dinner, groceries, pharmaceuticals or anything else can be ordered.

## Best South African App: Hey Jude

Hey Jude is a real human assistant that lives on your smartphone. Whatever you need, Jude is there to assist you, be it booking restaurants, organising tradesmen or finding information - you name it, Hey Jude does it.



Humans still matter when it comes to artificial intelligence

Heino Gehle 13 Feb 2017



"The MTN Business App of the Year Awards gives expression to our quest to contribute meaningfully to the search for innovative digital solutions that will help address some of the socio-economic challenges we are facing. As a leading telecommunications company, we are always mindful of how technology can foster entrepreneurship, drive economic growth and be leveraged as an enabler for myriad industries," says Mandisa Ntloko, general manager of enterprise marketing: MTN Business SA.

This year, new categories were introduced in line with the evolving technology landscape. The inaugural winners and those recognised in these categories were:

#### 'Women in Science, Technology, Engineering and Mathematics (STEM)' Solution

Two apps and the women responsible for developing them were recognised in this category.

The ORU Social solution is a multi-purpose social network platform tailored for SMEs with professional appeal. It allows users to make new connections, share videos and updates, advertise on the platform, and includes a feature to create groups. There is also an online conferencing facility, and it allows a group to access the same presentations and videos, and more.

TouchSA is all about connecting SMEs with opportunities locally and internationally. With trade and industry alliances in international countries, the app is a great platform for South Africa's small unknown businesses.



Mandisa Ntoko

To honour these women, MTN and the judging panel committed to providing the exceptional women responsible for these apps with guidance and mentorship, all with the aim of assisting them to take their apps to the next level.

#### **Best Gaming Solution: Pick 'n Pay's Super Animals 2**

This solution allows users to meet the all-new South African Super Animals, brought to you by Pick n Pay! Gamers can keep track of their South African Super Animals cards, unlock new badges and earn new rewards as their collections grow. Users can also watch the animals come to life with movement and sound. Fun for animal-lovers of any age.

#### **Best Agriculture Solution: The TreeApp South Africa**

Trees are a central component of virtually every ecological niche in our country, as well as being a life force in our cities and in our own gardens. But sadly, trees are not as easy to get to know as other natural species like birds and mammals. Botany is complicated, but TheTreeApp has found ways of utilising simple English and straightforward visible attributes that

anyone can use as search criteria.

## **Best Health Solution: Watlf Health Portal**

This portal is a new and inventive way of delivering healthcare to the man on the street. A disease management solution designed for ordinary people, it requires the input of basic clinical data from patients and then processes it through an interactive medical knowledge system that is a part of Watlf artificial intelligence.

## **Best Education Solution: Awethu Project**

The Awethu Project App is a mobile business tool aimed at educating one million people in developing economies on how to start and grow a business. The primary objective is to stimulate job creation through entrepreneurship.

## **Best Financial Solution: Shyft for Standard Bank**

Named as the overall winner of the MTN Business App of the Year Awards (details above).

Furthermore, this year more than 48,000 votes were cast in the People's Choice category. South Africa's favourite app is Zulzi.

"The MTN Business App of the Year Awards gives local app developers the opportunity to tap into this exponential growth market, which is seen as the next driver of economic growth in the future."

Ntloko's positive outlook is not unfounded. Since its inception, the MTN Business App of the Year Awards has profiled a number of apps that are commonly used today. These include SnapScan, the payment app that emerged as the overall winner in 2013; WumDrop, an on-demand delivery start-up that scooped the Best Enterprise App and was the Best Overall App in 2015; LIVE Inspect, the app that allows the insurance industry to digitally scan a vehicle's disc to trace its full history, accident history, and overall condition before it is on-boarded by an insurance company; and last year's winner, Domestly, an app that makes it easier to browse, book and pay a cleaner, in addition to enabling the cleaner to manage bookings, money and directions to bookings. Domestly created 600 sustainable jobs in the first six months of going live.

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