

## Vodacom launches Fast Forward Series

Vodacom is launching a series of workshops and interactive sessions called the Fast Forward Series, to drive significant growth and change within the South African business sector. The series will target Small-to-Medium Enterprises, Large Enterprises, Public and Global Enterprises and offer everything from industry trend updates and workshops to innovation sprints, developer series and hackathons.



Fatima Hassim, managing executive at Vodacom Business

With the rise of the digital economy, comes the need for businesses, irrespective of size to acquire key skills to stay relevant. The Vodacom Fast Forward Series' focus is on creating a collaborative environment with its partners, to develop tailored plans to help facilitate this skills development and information transfer to promote business growth and strategic decision-making across small, medium, and large enterprises in an ever-changing market.

The Fast Forward Series will ensure that all business-relevant stakeholders, looking to boost their knowledge on "digital transformation" and take their business to the cloud, can learn from these programmes, either by physically attending the sessions or by accessing them on a soon-to-be-launched business e-learning platform.

"As the trusted partner of choice for business in South Africa, we want to help them understand and prepare for the Fourth Industrial Revolution by adopting the technology that is being made available to optimise their business processes and efforts," says Fatima Hassim, Vodacom Business managing executive.

The first part of the series is in collaboration with Samsung and an ecosystem of partners, including Business Doctors, WeAreMonsters, Google and Facebook. These initial sessions will see SA's leading telco connect with small-to-medium businesses to provide them with the tools, skills and insights to assist them along their digital journey to success. This phase will see up to 480 businesses given free access to content and receive hands-on training from experts to grow their digital skills.

"Our objective here is to create an environment that will address key business challenges – focusing on helping them to develop strategies to survive and thrive in today's digital economy," adds Hassim.

"We have partnered with digital pioneers, some of the best in the industry, to pave the way for South African businesses looking to undergo a digital transition. We look forward to a successful initial phase and are certain there will be room to grow in the future. Our ambition is to connect and grow South African businesses so they are able to meaningfully take part in the Fourth Industrial Revolution," Hassim adds.

For more, go to [www.vodacombusiness.co.za/business/terms/vodacom-fast-forward-series](http://www.vodacombusiness.co.za/business/terms/vodacom-fast-forward-series)

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