

# Everlytic ranked third fastest growing technology company on the Deloitte Technology Africa Fast 50 2014

Issued by [Everlytic](#)

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Everlytic attributes its 606 percent revenue growth to ground-breaking digital communications software and technological know-how in cloud-based marketing solutions.



Everlytic Managing Director, Walter Penfold

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Everlytic has announced that it ranked number three on the Deloitte Technology Africa Fast 50 2014, a ranking of the 50 fastest growing technology companies in Africa. Rankings are based on percentage revenue growth over five years.

Everlytic, the fastest growing technology company in South Africa, grew 606 percent during this period. Everlytic Managing Director, Walter Penfold, credits trailblazing cloud marketing technology to automated digital communications, powerful analytics and dynamic and customised content for the company's revenue growth over the past five years. "Everlytic uses the most advanced software in South Africa to automate digital communications - from newsletters to invoices - across email, mobile and social channels," he reports.

The company is one of the biggest senders of emails in South Africa, Penfold reveals, and has 20 top developers and user experience designers working constantly and consistently in order to build new features, making the software easier and better to use, as well as cementing the value proposition to clients through a full-service offering.

Everlytic's service offering has come a long way in a short time frame, beginning with hosting domains and building websites and content management solutions. The introduction of digital communications was the game changer, with newsletters first being sent out in 2007, but it was really the creation of a proprietary platform known as Everlytic that saw unprecedented levels of growth. It was launched as a general email marketing platform in 2010 and continuous improvements to the offering ensured steady progress, resulting in Everlytic's ranking on the Deloitte Technology Fast 50 2014.

In addition to the technology and practical know-how in helping large enterprises get their message across, Everlytic is able to track communications through powerful analytics and inform the client as to what action the message prompted. This enables dynamic content to be created around the user's needs, customising it in order to make it relevant for the audience.

"Making the Deloitte Technology Fast 50 Africa ranking is a testament to a company's commitment to technology," says Kamal Ramsingh, Deloitte Africa Technology Leader and partner in charge of the Deloitte Technology Fast 50 Africa programme. "With its 606% growth rate over five years, Everlytic has proven that its leadership has the vision and determination to grow in difficult conditions."

Working in technology is a highly competitive sphere, making it a necessity to turn pioneering ideas into cutting-edge tools and services. Everlytic remains at the frontline with one of the best email delivery rates in South Africa, achieved through local scale, widespread expertise, strong client relationships and compliance.



Everlytic, the fastest growing tech company in SA

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"Gaining this accolade, of being number one in South Africa and third in Africa, is a stamp of approval that Everlytic is doing the right thing, and serves as inspiration to keep building on this base and keep evolving to become the brand leader in emerging markets," Penfold concludes.

For more information go to [www.everlytic.com](http://www.everlytic.com).

### ***Deloitte Technology Fast 50 AFRICA selection and qualifications***

*The Technology Fast 50 list is compiled from the Deloitte Africa Technology Fast 50 programmes, nominations submitted directly to the Technology Fast 50, and public company database research. To qualify for the Technology Fast 50, entrants must have had base-year operating revenues of at least \$70,000 and current-year operating revenues of at least \$500,000.*

*Entrants must also be public or private companies headquartered in Africa and must be a "technology company," defined as a company that develops or owns proprietary technology that contributes to a significant portion of the company's operating revenues; or manufactures a technology-related product; or devotes a high percentage of effort to the research and development of technology. Using other companies' technology in a unique way does not qualify.*

### ***About Deloitte Technology Fast 50™ Africa***

*The Deloitte Technology Fast 50 Africa programme is the region's most objective industry-ranking to focus on the technology field, recognising technology companies that have achieved the fastest rates of revenue growth in Africa during the past five years. Combining technological innovation, entrepreneurship and rapid growth, Fast 50 companies - large, small, public and private - span a variety of industry sectors, and are leaders in hardware, software, telecom, semiconductors, internet, media, life sciences and emerging areas, such as clean technology.*

*The programme is supported by the Deloitte Technology Fast 50 initiatives, which rank high growth technology companies by location or specifically defined geographic area and is run by the Deloitte Touche Tohmatsu Limited's Technology, Media & Telecommunications (TMT) global industry group. Co-sponsors include SAP, a market leader in enterprise application software, Dell, a leading supplier of technology solutions, SDEA, the small business development agency and Investec, a leading investment and private bank. More information on the programme and prior year winners is available on [www.fast50Africa.com](http://www.fast50Africa.com)*

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### ***About Everlytic***

*Everlytic specialises in locally compliant cloud marketing software to automate digital communications for large enterprises across email, mobile and social channels, delivering measurable results and value to customers. For more information go to [www.everlytic.com](http://www.everlytic.com)*

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