

New Communication Service Offered

Ready-to-connect telecommunications services are a key differentiator in the property market, especially in new developments, such as security complexes, golf estates, shopping centres and business parks.

In fact, these services were identified as a top priority for 83% of property developers and 72% of residents who took part in recent market research commissioned by Telkom.

Responding to this survey, Telkom has introduced Property Development (PD) Connect, a service especially developed for architects and property professionals to facilitate the implementation of communications and broadband infrastructure.

By registering with PD Connect, a developer is able to establish the necessary communications infrastructure before building begins. Progress can be tracked using a unique reference number, either through a single contact point or through lodging a query on the website.

"With this product the communications infrastructure is pre-installed throughout the development," says Yvonne Lombaard, senior manager of Telkom's PD Connect division.

"This effectively means prospective buyers can choose from a range of connectivity services that can be pre-ordered before they take occupation of the premises."

Telkom connectivity options cover a range of communication needs and budgets, from a small business, large office park to a large factory. Services include internet packages, broadband access and internet accounts, calling plans suited to individual needs, software for PC to PC phone calls and a gate access control service that offers free calls between the gate and residents and a range of other value added services. Other Telkom products provide infrastructure for entertainment and multimedia presentations, and can turn a boardroom or lounge into a cinema and concert hall. All the user needs to do is plug in his plasma screen, LCD monitor, TV, PC, gaming machine, notebook, iPod and speakers and it's all systems go.