

LEARNING CURVE

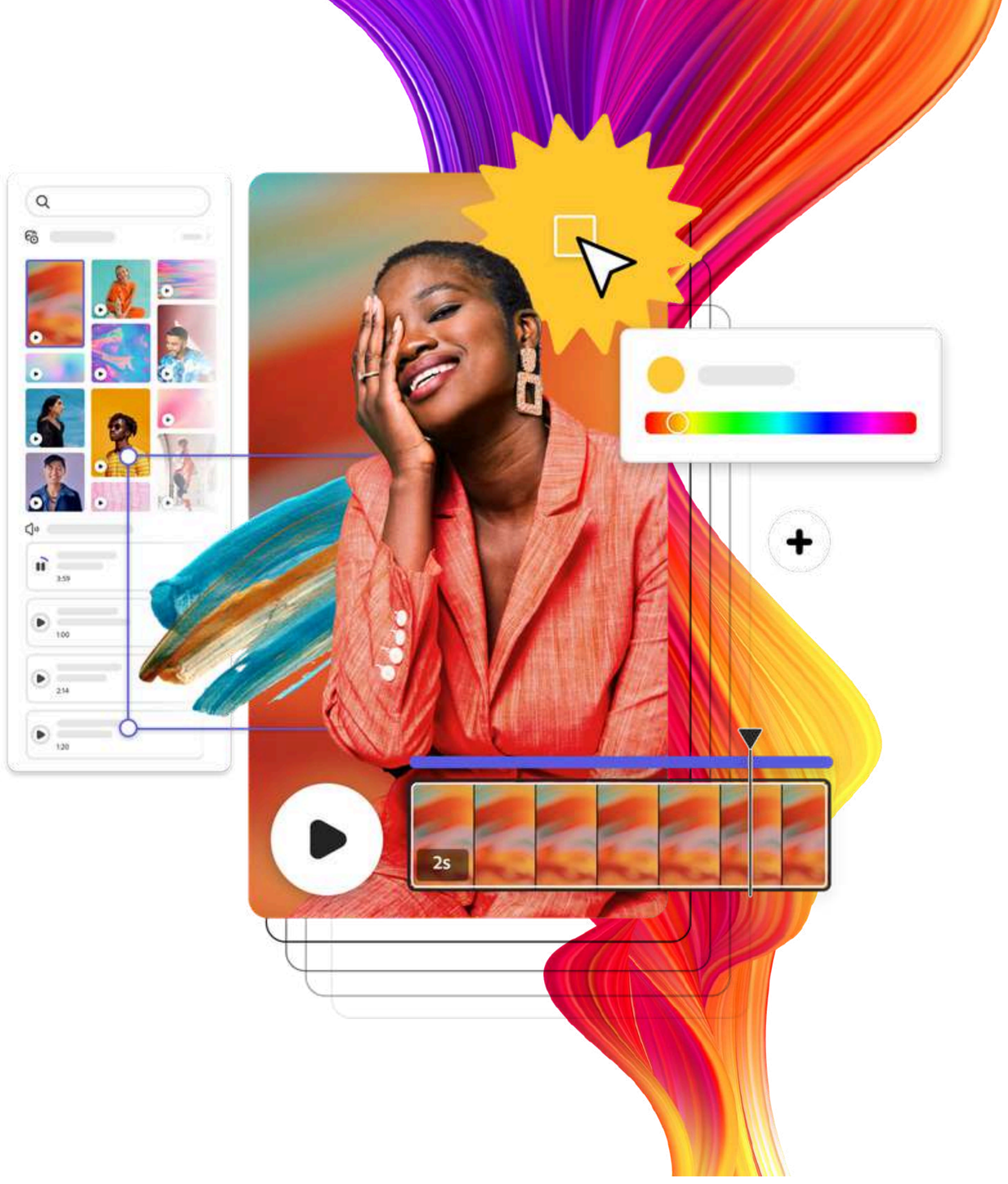
THE POWER OF POSSIBILITY

THIS IS US

We are digital software solution specialists, doing what we love:

Using our vast digital tech skills and experience to expand your opportunities. We know the digital world will never stop changing and our customer needs keep evolving.
But the more things change, the more we keep moving, innovating, adapting and - very importantly - collaborating.

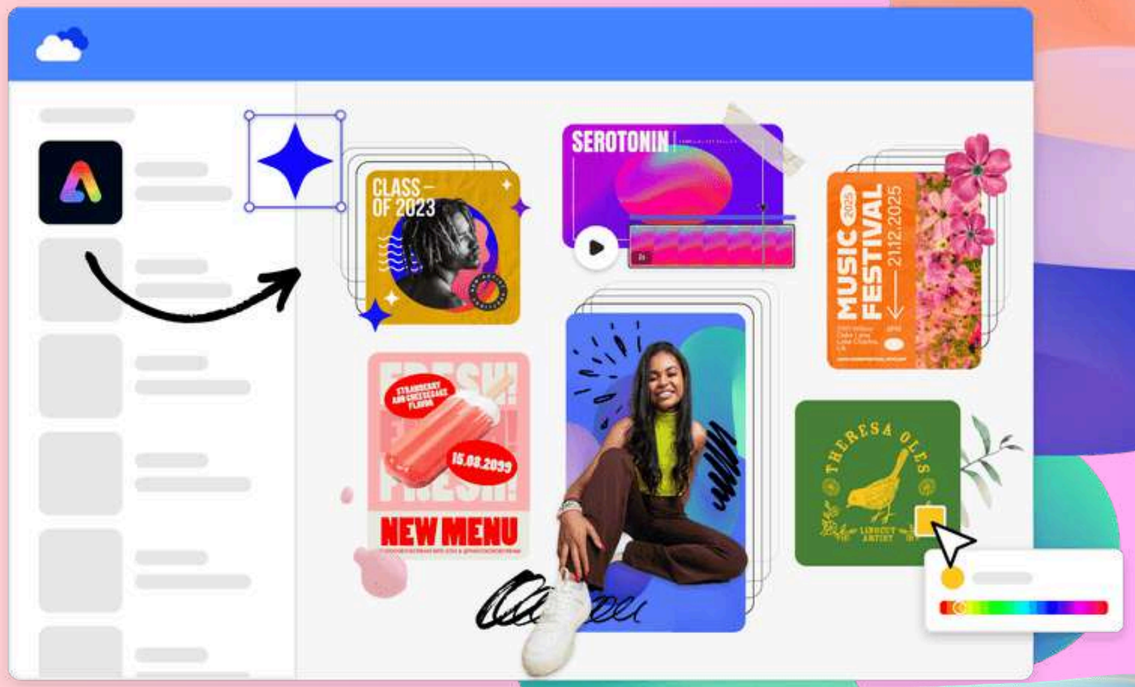
We’re African dreamers: humans, helping other humans to be exceptional.



ALWAYS SOMETHING NEW

Africa - what an amazing place, right? And today,more and more, it’s where innovation begins, and change keeps happening. There’s not a cobweb in sight. We see this innovation everywhere - and we love how digital technology is expanding opportunities, and making the grass greener, right here at home.

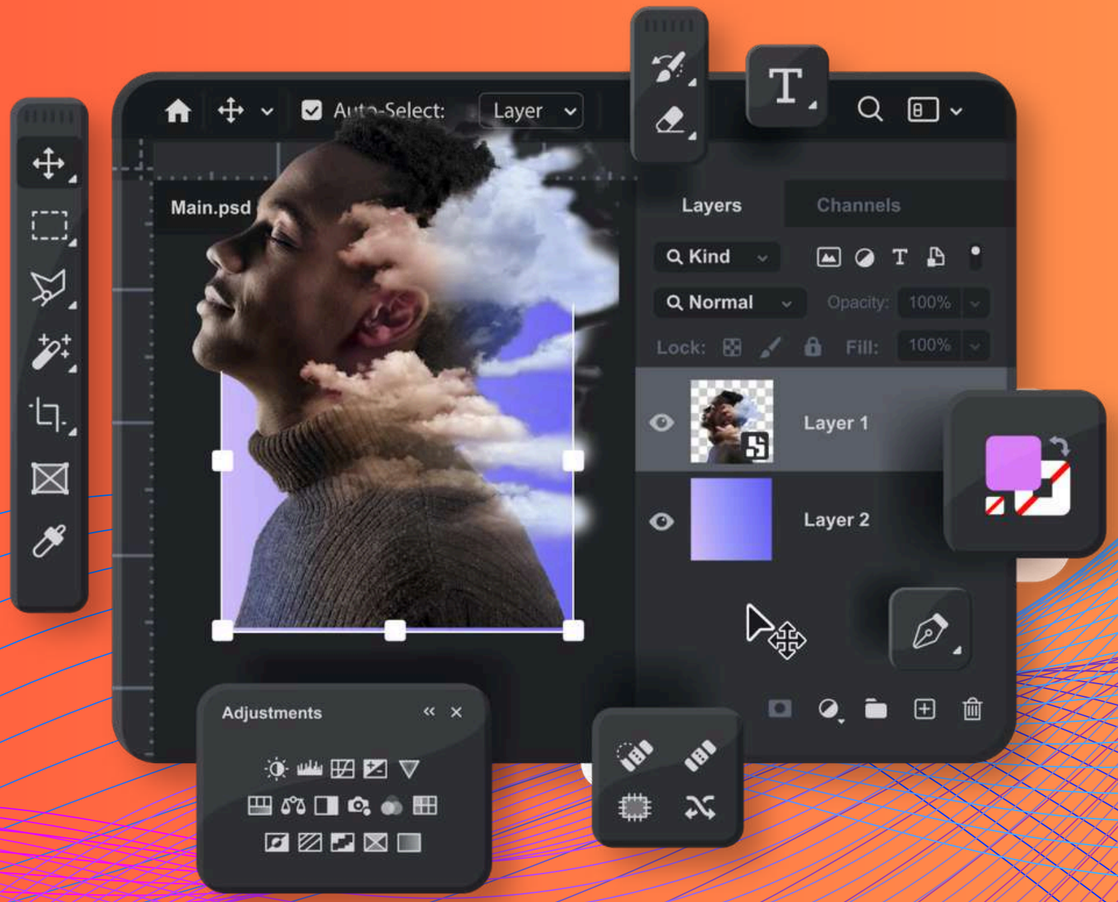
WE DON’T JUST LOVE THIS PLACE - WE GET IT.



The economy and our clients - we get them, too.
We're using that understanding to deliver the kind of homegrown software solutions and services that will pave the way for the next generation - and the next.

Learning Curve has been at the forefront of innovative and specialised software licensing for over 15 years, and we've brought a whole lot of 'firsts' to the South African market.

Our customers are a diverse group, coming from all sectors who want tailored solutions and a budget-friendly approach. They want to keep serving their own clients with minimal disruption to productivity -and so that's what we give them.



> **We will always put people before profit. Our relationships are the lifeblood of this organisation.**
> (Daniel Smith – Sales & Operations Director)

THE MORE THINGS CHANGE, THE MORE WE KEEP MOVING.

Software and hardware just never stand still, do they? There's always something new, but we're okay with that. Actually, the challenge excites us - so bring it on.

Commitment - remember that? Solid and long-term is how we like our relationships. It's how we've helped many companies, educational institutions and governments grow in ways they hadn't thought of.

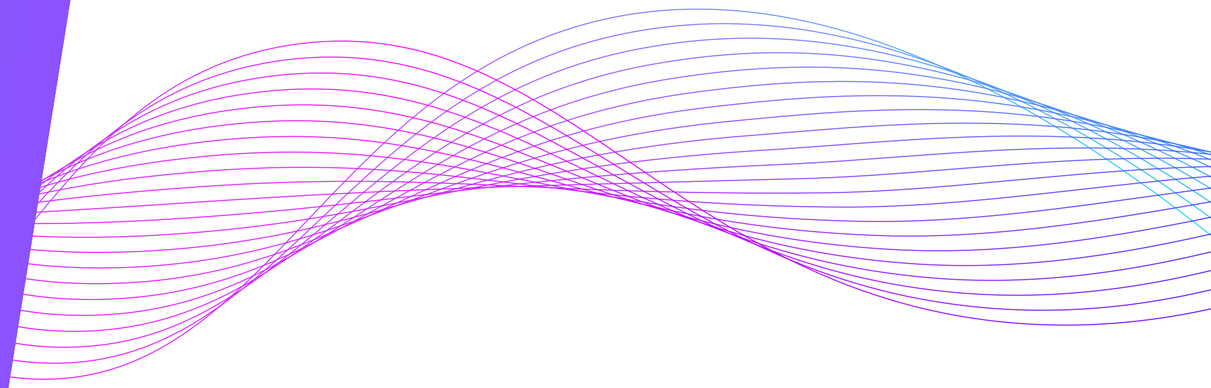
THE HUNT FOR INNOVATION.

Our offering includes software solutions, infrastructure support, content development and training.

Fun fact: Business can be a pleasure.

When we roll up our sleeves and get stuck in, we have loads of fun collaborating and finding innovative ways to put the customer at the centre of everything we do.

> **We have the best customers, the best technology, and the best clan – we stick together!**
>
> (Julie Govender – Sales Director)



WHAT MAKES US DIFFERENT?

As market leaders in the industry, our Learning Curve team are a diverse, wonderful mixed bag of humans.
We're an energetic team of different cultures and ethnicities, but with one heart for Africa. We're family. It's a big word here, and it's at the core of who we are. It's the glue that sticks us together, and it's firmly engrained in our values and responsibilities. Family is our cornerstone. From this rock-solid place, we focus on nurturing a family-like culture for every individual, whether they're staff or our clients.



GOOD OLD-FASHIONED GOODNESS

Maybe you've heard this before, but here, we believe in total honesty, respect, integrity and being ethical. We live these values - they're real, they're strong and positive. It's what's behind our employees' commitment and loyalty.



TIME IN THE MARKET

Between us, we have over 60 years of industry knowledge; our roots have spread over the decades and brought us full circle. We stay close to the market, and we keep pace with change. It's this agility that gives us our client-centric nature, where we put you, the client, at the centre of everything we do. We know it's your show, not ours.

> **"I'm part of a great family at Learning Curve who have an awesome brand, and vision.**
> (Phillip Mokgethi – Sales Team Leader)



WE’RE AFRICAN DREAMERS

> **Watch this space! Learning Curve will change the world one license at a time.**
> (Tessa Smith – HR)

Learning Curve is a family of dreamers and innovators.

We’re passionate, entrepreneurial individuals, and we’re always learning and growing. And because we’re so dedicated to unleashing Africa’s digital potential, we’ve been leading digital development and change here for over 15 years.

But there’s a huge divide on our continent - one that’s created broad challenges for our country. It also makes our story unique, and that’s why our belief and our core values go far beyond digital.

We’re multidimensional - we have to be, but that’s good. It means we can create customizable solutions - to fit an agile world, ones that encourage further innovation and growth. Simply put, we love what we do. That’s why the results of what we do are exceptional

OUR VALUES

Our values are where we find our strength. They are a place where we're most authentic. It's how we shape our culture and deliver our very best.

TRUST, HONESTY & INTEGRITY.

These are our key ingredients. They're non-negotiable, and they're bound together:a package deal rather than individual steps.

PROFESSIONALISM.

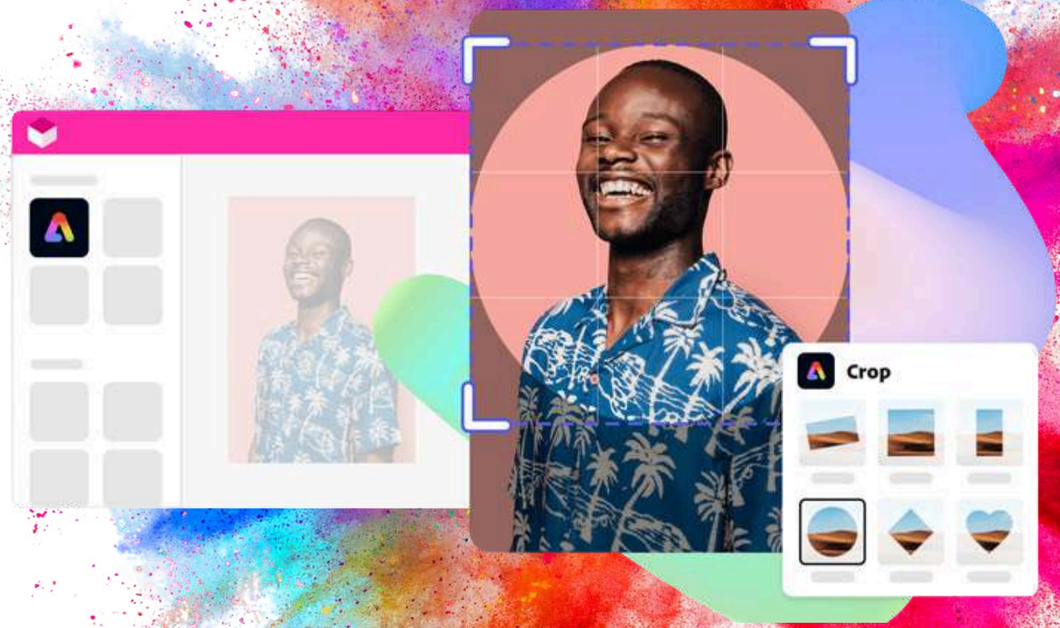
We've redefined the professional relationship. **How?** By taking a more holistic and re-active approach, because we know that professionalism is more than just a checklist of tasks.

SUPPORT

No bots here. Our support is responsive, reliable and personalised.

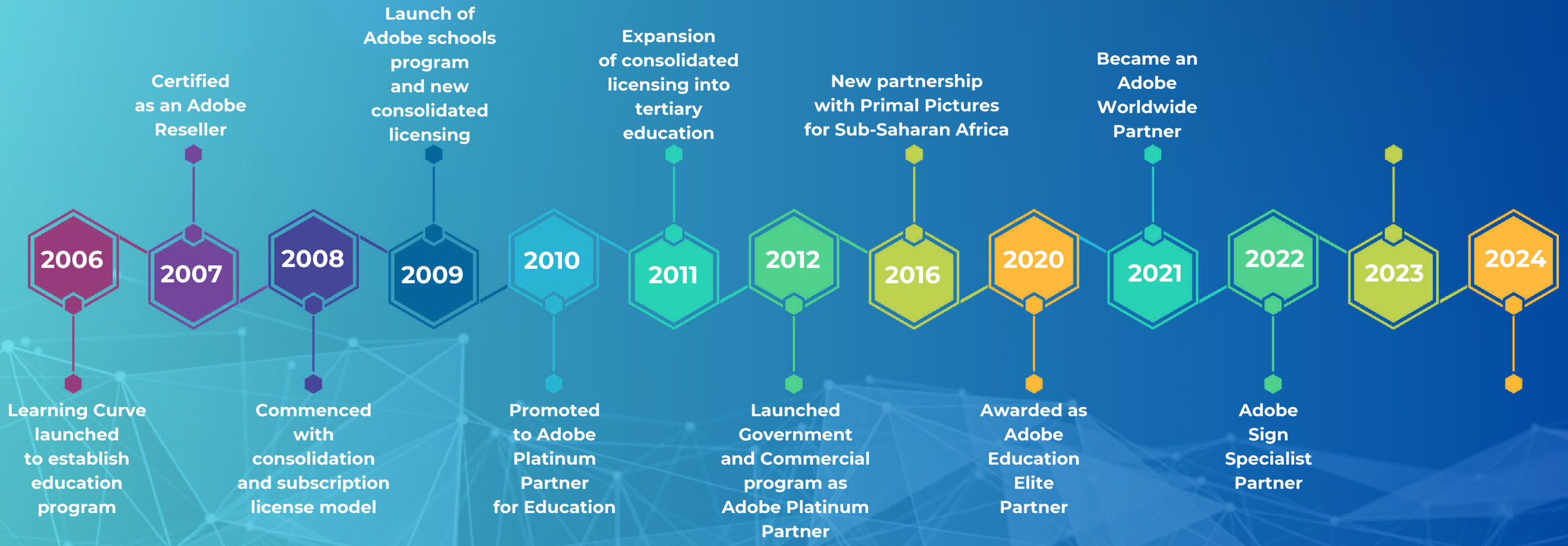
CLIENT CENTRIC

We like partnerships - and we love human connections. That's why we keep our clients involved in every step we take. In a world that's becoming more automated by the day, they appreciate trusted, meaningful connections more than ever.



OUR JOURNEY

Awards and accolades



Learning Curve leadership value the wellbeing of their employees better than any other company I've worked for.
(Tom Mokorosi – Finance Team Leader)

The team is filled with such knowledgeable people that I am constantly learning.
(Stephanie Lathe –Anatomy Education Specialist)

We care about what is right for the customer, regardless of any financial reward.
(Tim Smith – Founder)

OUR PRODUCT OFFERING

Adobe

SUPERHUMAN

Canva

grammarly

AI BODY

PRIMAL PICTURES
POWERING ANATOMY.TV

Adobe
Solution Partner
PLATINUM

LEARNING CURVE

THE POWER OF POSSIBILITY

AMI Marketing (Pty) Ltd T/A Learning Curve

Company Registration Number
2020/736291/07

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2006

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