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Partnering for good

Marketing Society Excellence Awards

Connected Conservation:

*We believe our children deserve a world in
which animals roam free*

Executive Summary

Rhino poaching has reached crisis proportions in South Africa: one rhino gets poached every eight hours, and if this rate of poaching continues, the rhino could be non-existent by 2025.

As a company that holds conservation close to our hearts, we knew that there had to be a way to use our technological expertise to find a solution.

In 2015, we partnered with Cisco and a private game reserve in South Africa to launch the [Connected Conservation programme](#) – the first partnership of its kind. The aim of the initiative is to use technology to tackle the problem of rhino poaching and, at the same time, raise global awareness around the bigger issue of poaching endangered species.

Together with Cisco, and with the expert local knowledge from the reserve, we used sensors, cameras and software to track the movement of people in and out of the park, rather than trying to track the location of the rhinos.

The pilot project resulted in a 96% reduction in rhino poaching in 2016. To celebrate, once the pilot project proved successful, we launched an integrated marketing programme using global print, online, and broadcast media. This included a media trip to the game reserve where the solution was rolled out, a video collaboration with CNN, and an augmented reality app, which was featured in The Economist.

We also created a worldwide internal engagement campaign targeting our 28,000 employees.

Media coverage reports revealed that, excluding social media, the Connected Conservation had reached an estimated audience of over 700 million, and generated an advertising value of over USD 206 million across online, print, and broadcast channels.

No rhinos were lost in 2017. Two years into the project, we're now expanding the project to include sites in Mozambique, Kenya, Zambia, and protecting the Savannah elephant as well as the rhino.

Our aim is to expand the programme to other continents to protect more endangered species over the next five years. More than ever before, technology has given us the ability to change the world – not tomorrow, not someday, but now. Dimension Data and Cisco are dedicated to making a difference by protecting the oldest and most vulnerable animals, with some of the newest connectivity technology.



Partnering *for good*

Connected Conservation is one of our flagship programmes at Dimension Data. It is rooted around the use of a high-tech solution to solve the problem of rhino poaching, first at a private game reserve in South Africa, but with the potential to expand into other areas, and to protect other endangered species in the future.



The campaign had four objectives:

1. To use technology to reduce the rate of rhino poaching in the pilot reserve.
2. To demonstrate how partners can come together from different industries to address this problem, through an integrated marketing programme.
3. To create a story to continue to build Dimension Data's brand: client brand, employee brand, and recruiter brand.
4. To demonstrate our competence and build awareness of our skills in cybersecurity, networking, cloud computing, and collaboration technologies.

The campaign was linked to the broader [Believe in Greatness brand programme](#) which leverages innovative storytelling techniques to connect with our audience.

Connected Conservation has proven to be one of our most engaging Believe in Greatness stories yet, driven by our passion for both technology and our wildlife heritage, and has demonstrated our belief in the power of technology to change the world.

Connected Conservation wouldn't have been possible without the strong relationship that Dimension Data and Cisco have built over the last 25 years. Both companies had a common goal: to apply our innovative thinking and combined marketing strengths, and harness the power of technology to reduce the number of rhinos being poached. This campaign was an example of partner marketing at its best. It was a fully collaborative effort with Cisco – from concept and funding, to development and implementation, all the way to branding and communications.

The pilot project

We implemented the pilot project at a private South African game reserve, adjacent to Kruger National Park, in 2015. Before the project started, security was restricted by both limited communications infrastructure and manual processes, such as checking people in and out of the reserve manually.

These challenges are not unique to the reserve we worked with, which means the solution can be adapted to work in other circumstances. We created a point-to-point wireless network that connected all the parts of the private reserve together, and have used numerous sensors to notify security personnel of any breaches along the fenceline and within the private reserve itself. We created a smart software to alert rangers to threats, and analyse the information the sensors were providing.

Biometrics and access to the national database allows people in and out of the reserve, as well as studying the data analytics to predict any threats that may occur. A highly effective security team also assist, and have used the technology to reduce their response time from 30 minutes to 7 minutes anywhere in the 62,000-hectare private reserve.

This has reduced poaching in the private reserve by 96% since being deployed in late 2015.





How we built a marketing campaign around the solution

We launched an awareness programme for Connected Conservation via global print, online, and broadcast media, resulting in a potential readership of 713.6 million. The messaging consisted of innovative storytelling around the rhino crisis story, and how technology can help reduce the number of rhino being poached and dehorned.

The reserve

A media event was held at the reserve for journalists to see the solution first hand.

The journalists spent one night in the reserve, where we shared details of the solution with them, and were given the opportunity to interview representatives from Dimension Data, Cisco, and the reserve. The purpose of the event was to showcase what we're doing for the conservation of rhinos, and why our solution is different. By interviewing game rangers and staff at the reserve, as well as people from the surrounding community, we made the problem of rhino poaching relevant and real. People from all walks of life could identify with the story, and this helped to build an emotional connection with the brand. By sharing some of the technical detail that made the solution so special, we were able to showcase our capabilities in digital infrastructure, cybersecurity, digital workplace, and hybrid cloud. An immersive storytelling experience was created for tier one media at the reserve to experience the harsh conditions the solution is deployed in, and the challenges faced by rangers and technologists alike. Thirteen articles were published following the event, with a value of over USD 1,700,000. There was no paid media during this time.



Media coverage

An online coverage report (provided by Meltwater) stated that:

- 524 articles were captured, representing a potential audience of 713.6 million. Of the total 524 articles, 366 articles were recorded in April, and 158 in May 2016.
- Bruce 'Doc' Watson, Dimension Data's Group Executive, Cisco Alliance, and our key spokesperson for the campaign, was mentioned 498 times in online articles.
- There was no negative media coverage.

Print, radio, and TV coverage (as provided by Dimension Data's PRs worldwide) showed that:

- A total of 150+ pieces of coverage were reported.
- Of the total number of 150 clippings, 107 pieces (71%) appeared in print, followed by radio (broadcast 32 times or 21%), and TV was aired 11 times (21%), including repeat broadcasts.
- All five of our regions (Americas, Asia Pacific, Australia, Middle East & Africa and Europe) successfully contributed to the global marketing campaign, with regional social media executions and activities. This engagement continues to contribute to the effectiveness of the campaign.

At Dimension Data, we're focused on making a difference in the world.



CNN and Connected Conservation

A video of the Connected Conservation solution was produced by CNN and aired for six weeks on CNN MarketPlace Africa, and featured on CNN Africa's website. From the Dimension Data website, we encouraged people via social media to watch the video on the CNN Africa site.

<https://www.dimensiondata.com/Global/Global-Microsites/Connected-Conservation>



Augmented reality

Augmented reality was used to bring print advertising to life. We published a print advertisement of Connected Conservation in The Economist (World in 2017 edition), and we encouraged readers to scan the visual with our 'Augment' app, to watch our Connected Conservation video.

<https://www.dimensiondata.com/Global/Global-Microsites/Connected-Conservation>



Social, print, and digital media

We launched a social media programme, supporting the media outreach campaign, using the hashtag #ConnectedConservation. Our social media properties – LinkedIn, Facebook, Twitter, and YouTube – were used to share content assets, and encouraged people to engage with the content, particularly the CNN video.

A campaign that combined print and digital media followed, which aimed to use innovative storytelling to get readers' attention and engage them in immersive experiences. Content was subsequently published in print media across 27 countries and translated in up to 10 languages.

Connected Conservation has proven to be one of our *most engaging* Believe in Greatness stories.



Virtual reality

A new virtual reality experience was created to help users see and understand the technology solution at the reserve, as well as how the IoT solutions deployed can be used in their industries or across other applications.



Employee input

We rolled out an employee engagement/communications campaign using a range of 'tools' including ecards, videos, infographics, blogs, newsletters, and our internal Yammer employee portal. We wanted to inform and educate employees about the role that we are playing in the world of conservation.

Employees were equipped with a social media kit to share posts across LinkedIn, Facebook, and Twitter. Many continue to share the story as it develops, and share their pride.

In addition, Connection Conservation has provided our employees with fantastic opportunities to have conversations with clients about the different elements of our product set that made up the solution. Our teams also held 'breakout' sessions in offices worldwide, encouraging their colleagues to join the workshops and develop their knowledge of the solution. Many continue to share the story as it develops, and share their pride.

In 2017, our London and South Africa offices engaged with the project first-hand, with the help of our 'Augment' app. The virtual reality app enabled employees to be photographed in the 'African bushveld' alongside two rhinos. We encouraged our colleagues to invite their families and friends to join us. The sessions proved incredibly popular, with photos shared across social media platforms worldwide, and in our internal newsletters and blogs.

The Asia Pacific region installed a rhino cut-out in their office, encouraging employees and colleagues to take pictures with it, then posting the results on Instagram and other social media. They also sponsored the White rhinoceros exhibit at the Singapore Zoo, and invited clients to win tickets to the launch.



Digi-brunch

A 'Digi-brunch'- event series was presented in the Middle East & Africa region, via live video conference.

We created supporting client communications for this event.

Brand positioning *and positive response*

We've received positive feedback from clients and third parties alike.

Bruce 'Doc' Watson, Dimension Data's Group Executive, Cisco Alliance, was invited to an exclusive lunch of only 20 guests, at Buckingham Palace on 21 February 2017. The lunch was hosted by HRH Prince Philip.

Connected Conservation has been endorsed by the Convention on International Trade and Endangered Species (CITES).

Journalists continue to share the story on social media.



Conclusion

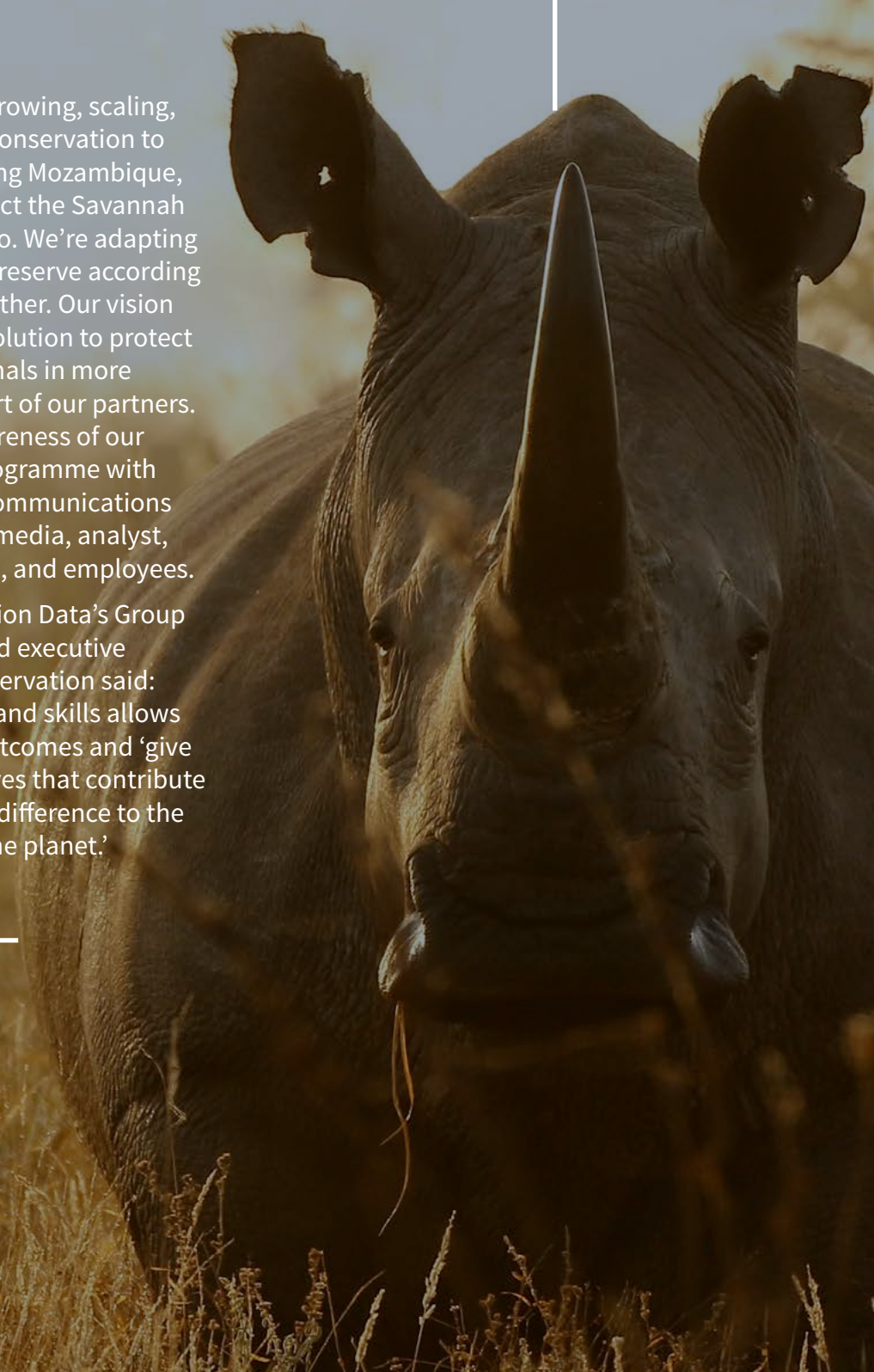
At Dimension Data, we're focused on making a difference in the world. Connected Conservation is not a programme that we partnered with Cisco on to generate revenue or profitability. It is rather an outstanding example of how people and organisations with passion and technology can come together to deliver results that make our world a better place. The rhino are in a critical situation, and as two of the world's leading technology companies, we are leveraging our technology and services to make a difference.



What's next?

In 2018, Dimension Data is growing, scaling, and expanding Connected Conservation to other parts of Africa, including Mozambique, Zambia, and Kenya, to protect the Savannah elephant, as well as the rhino. We're adapting the technology to each new reserve according to the environment and weather. Our vision is to continue to apply the solution to protect even more endangered animals in more geographies with the support of our partners. We plan to further raise awareness of our Connected Conservation programme with a multi-phased marketing communications campaign in 2018 targeting media, analyst, clients, influencers, partners, and employees.

Bruce 'Doc' Watson, Dimension Data's Group Executive: Cisco Alliance, and executive sponsor for Connected Conservation said: 'Combining our technology and skills allows us to go beyond business outcomes and 'give back' by investing in initiatives that contribute to our heritage, and make a difference to the environment, society, and the planet.'



Appendix:

Assets to review

Videos

Loaded onto YouTube and supported with pre-roll ads. One minute versions were promoted natively on Facebook as Mp4s.

- [4:00min overview solution](#)
- [1:20min overview solution](#)
- [1:20min technical solution](#)

Media coverage – highlights

Global

- <https://news.mongabay.com/wildtech/2016/11/innovative-technology-creates-safe-haven-for-rhinos/>
- https://www.huffingtonpost.com/laurel-neme/new-technology-creates-sa_b_13290438.html

UK

- <http://www.bbc.com/news/technology-36105738>

Australia

- <https://www.sbs.com.au/news/the-high-tech-war-on-poachers-that-s-trying-to-save-the-rhino-from-extinction>

Asia

- http://www.straitstimes.com/sites/default/files/attachments/2016/09/09/st_20160909_rhino09_2583447.pdf

India

- <https://economictimes.indiatimes.com/tech/ites/sa-based-co-dimension-data-wants-to-bring-connected-conservation-project-to-india/articleshow/58454699.cms>

Africa / South Africa

- <https://edition.cnn.com/2016/08/25/africa/rhino-data-conservation-mpa/index.html>

US

- <https://www.usatoday.com/story/news/world/2016/05/26/poaching-rhinos-south-africa-conservationists/84929256/>

Italy

- <http://www.greenews.info/comunicati-stampa/dimension-data-e-cisco-un-progetto-per-contrastare-il-bracconaggio-dei-rinoceronti-20160505/>

Belgium

- <http://www.kmo-insider.biz/nieuws/inside-info/dimension-data-en-cisco-beschermen-neushoorn-door-mensen-te-traceren>

Germany

- https://www.it-press.at/presseaussendung/IKT_20160512_IKT0004/artenschutz-durch-digitalisierung-anhaenge

China

- <http://www.xiandaishangye.cn/news/shehui/2016-04-26/9774.html>

Malaysia

- <http://www.it-sideways.com/2016/04/it-news-week-5-apr-2016.html>

Netherlands

- [Dimension Data en Cisco helpen stropers proactief aan te pakken](#)

Slideshare

- [External presentation](#)

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