

Deloitte and Apple bite into African business solutions market

Deloitte and Apple have teamed up to create a business tool for the volatile and complex African market, that will better connect employees, supply chains and operations.

The two are working together to develop EnterpriseNext, designed to help clients take full advantage of iPhone and iPad in the workplace.

The Apple practice will have over 5,000 strategic advisors solely focused on helping businesses change the way they work across their entire enterprise, from customer-facing functions such as retail, field services, and recruiting, to R&D, inventory management, and back-office systems.



Apple CEO, Tim Cook and Deloitte CEO, Punit Renjen.

“Digital solutions remain integral to alleviating many of the challenges businesses face in Africa. Harnessing technology solutions enables businesses to overcome many of the barriers they face. This latest initiative is testament to the fact that Deloitte is fast positioning itself as the leader in digital transformation strategies in Africa,” says Africa CEO, Lwazi Bam, lauded the tie-up as an important initiative for facilitating efficiencies for businesses across the region.

Deloitte’s global CEO, Punit Renjen joined Tim Cook, the CEO of Apple, announced the partnership, which aims to transform the way business does business.

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