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# TOP WOMEN IN BUSINESS & GOVERNMENT



2004

"No government in South Africa could ever claim to represent the will of the people if it failed to address the central task of the emancipation of women in all its elements..."

-President Thabo Mbeki



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# IDCS Beyond Outsourcing™ | Profile |

Chief Executive Officer: Suzanne Ravenall



## GENDER EMPOWERMENT Initiatives & Achievements

IDCS encourages a view of personnel and business development in the private sector, which is non-racial, non-sexist and non-discriminatory in the most fundamental sense. The Company's view is that South Africa's challenge is the positive integration of diversity and the fullest utilisation of our country's variety of talents and aptitudes. A more holistic approach to the work environment is the essence of the IDCS Employer of Choice Strategy (EOC) in that it assists the company in attracting and retaining staff that will serve the needs of the business, whilst ensuring that employees are more satisfied and productive, leading to a harmonious working environment.

IDCS recognises the fact that South Africa has a legacy of discrimination in relation to race, gen-

der and disability that has been denied access to opportunities for education, employment, promotion and wealth creation, however, these critical problems can only be most effectively addressed under conditions, which allow business leadership the freedom to seek optimal growth and returns on investment. IDCS believes that workplace discrimination on the basis of gender, class, race, religion, politics or cultural differences has no place in their organisation. Their approach to employee and business development for disadvantaged South Africans must be in accordance with optimal growth of their Company. The objective of IDCS is to ensure a working environment where employees have an opportunity to contribute, learn, grow and advance based on merit.



## CONTACT Details

### CEO

Suzanne Ravenall

### Managing Director

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### Group Financial Manager

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### Sales Director

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## NATURE of Organisation

### Business Sector

Support Services

### Description of Activities

IDCS is an outsourcing operations implementation company uniquely placed in the market to provide total end-to-end operational implementation solutions. Typically, clients employ highly qualified MBA strategists, equipped to bring all the latest ideas, products, projects and theories to the boardroom. Sadly though, these expert theories seldom make the grade because the organisation lacks the operational implementation staff or capacity to successfully follow-through and execute

them. IDCS steps in and creates a bridge, between valuable strategic expertise, and even more valuable implementation of that expert advice through operational outsourcing/co-sourcing services on a long-term basis, that provides the required business results.

### Local competitive business environment

IDCS is uniquely placed in the market to provide total end-to-end operational implementation solutions, thus we have no direct competition in SA.

### Number of employees

195.

## TOP Woman

### Suzanne Ravenall, Chief Executive Officer

As the CEO of IDCS, Suzanne is responsible for the vision and overall achievement of IDCS' strategic direction. Suzanne started her first job at an international travel agency in the UK after finishing school with 7 O-levels. She came to South Africa in 1992 and after seeing a considerable gap in the market, started IDCS in 1997.

Suzanne puts her stamp on the company's values and corporate personality. Honesty and integrity is non-negotiable with her. "Brutal honesty has to be a key value of any business wanting to sustain success," she says, "...asking the right questions of your own business and sometimes those that people don't want to hear is critical". These are not just words, but something that everyone in IDCS lives and breathes.

Suzanne has what she calls 'survival skills', exceptional tenacity and a passion to succeed. She sees herself as a democratic leader but sometimes autocratic and focuses on empowering the staff. This means IDCS creates a competitive environment in which staff are accountable and can take calculated risks. But every so often there is no time to be democratic and a decision needs to be made quickly, "Then there is no time for democratic views" says Suzanne emphasising the need for balance between empowerment and immediate action.

Ravenall was voted one of SA's Leading Managers (2003/4 and 2004/5) from over 250 plus selected entries where only 59 were chosen. She has also been included in the 2003/4 and 2004/5 version of the International Historical Who's Who, an international publication that recognizes key individuals in 150 countries across the world that are seen to be shaping and changing economies.

She is a member of the Institute of Directors, Young Presidents Organisation, Board Member of the Digital Partnership (Section 21 company) and Patron for Nkosi's Haven.