

Capability Statement

For procurement officers, supply chain management units and institutional finance offices. GoTo Communications is a South African strategic communications, marketing and artificial intelligence consultancy. We help organisations strengthen their brand, improve operational efficiency and accelerate growth through intelligent communication, digital transformation and practical AI.

SUPPLIER PARTICULARS

Registered name	GoTo Communications (Pty) Ltd
Ownership	100 percent black-owned
Location	Bloemfontein, Free State. National reach, home market Mangaung
Registration	CIPC registered. Registration number on request
Central Supplier Database	Registered. Supplier number on request
Tax compliance	Tax compliance status PIN verified before each submission
B-BBEE	Sworn affidavit or certificate, valid twelve months
Insurance	Professional indemnity and public liability, renewed annually
Data protection	POPIA policy covering responsible party and operator roles. Named Information Officer
Contact	hello@gotocommunications.co.za · +27 71 871 1311

WHAT WE DO

- Marketing and Communications. Communications and marketing strategy, brand identity, corporate identity, publications and annual reports, photography and video, websites to WCAG 2.1 AA, search optimisation, media and public relations, internal and executive communication, crisis communication, and a retained communications office.
- Digital Transformation. Digital maturity assessment, process mapping and workflow design, workflow automation, client portals, knowledge management, executive dashboards, AI readiness and strategy, AI assistants built on retrieval over approved content, AI governance, and staff training.

HOW WE DELIVER

Every engagement moves through the GoTo Business Operating System: Discover, Define, Design, Deliver, Develop. The stages are sequential. Work may be compressed but it may not be skipped, and no stage begins until the gate at the end of the previous one has been passed and recorded. This is what makes a fixed-price promise sustainable for both parties.

- Discover, one to two weeks. Discovery Report and Current State Assessment. Gate: the client confirms the problem statement in writing.
- Define, one to two weeks. Strategic Roadmap with named success measures at 90 days, one year and three years. Gate: the client signs off the roadmap and the measures.
- Design, two to four weeks. Approved Solution Design with a version number and a named approver.
- Deliver, project dependent. Implemented solution plus training and documentation. Gate: acceptance testing passed and handover pack issued.
- Develop, ongoing. Performance reports and improvement actions. Gate: formal closure or renewal decision.

QUALITY ASSURANCE

Nothing leaves the firm on the strength of the person who made it. Every client-facing output is reviewed by someone who did not produce it, at one of four levels: self check, peer review, lead review, and director review for proposals, tender submissions, pricing, contracts and anything naming a client publicly.

WHAT THE CLIENT OWNS

Domains, hosting and accounts are registered in the client's name with the client as account holder, and every account created is listed in the handover register. A handover pack is issued on or before the day of launch containing eight sections: summary, assets, access and credentials, documentation, governance, training record, technical annexure and measurement.

STANDING COMPLIANCE DOCUMENTS

Maintained continuously rather than assembled when a bid appears, because a technically superior bid with an unsigned declaration or an expired tax compliance status is disqualified before anyone reads it.

- CIPC registration documents and annual return confirmation
- Central Supplier Database registration and supplier number
- Tax compliance status PIN, verified before each submission
- B-BBEE affidavit or certificate
- Bank confirmation letter and VAT registration where applicable
- Company profile, capability statement and CVs of key personnel, refreshed quarterly
- Letters of good standing and referee letters, refreshed annually
- Professional indemnity and public liability cover

SECTORS SERVED

Higher education, national and provincial government departments and public entities, municipalities, NGOs and the development sector, corporate and professional services organisations, and small and medium enterprises. Development sector and community pricing is a deliberate part of the firm's positioning, approved as a decision and recorded as an investment rather than disguised as a commercial rate.

COMMERCIAL TERMS

- Fixed price is the default. Every proposal states deliverables, assumptions, exclusions, the payment schedule and a validity period.
- Projects: 50 percent deposit, 30 percent on agreed milestones, 20 percent before final delivery or launch.
- Two rounds of revision are included per deliverable, and this is stated in every quote.
- A change is anything that alters agreed scope, cost, timeline or acceptance criteria, and is recorded on a

WORTH KNOWING FOR EVALUATORS

Institutional buyers increasingly score suppliers on documented quality management, data protection and delivery methodology. GoTo maintains that documentation as a standing operating requirement, and it is available for inspection as part of any bid or due diligence process.