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**PEDRO VIUDEZ**  
THE CREATIVE FORCE BEHIND  
ENTERPRISE OUTSOURCING

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Pedro Viudez

# Surprise Surprising

## How Pedro Viudez is Reimagining Tech Partnerships

**A**s Nelson Mandela ushered South Africa into democracy and opened its economy to the world, global business leaders entered the country in droves through the late 1990s. Among them was Pedro Viudez—a seasoned technology executive with a vision for transforming the consulting model.

Viudez was born in Cuba and raised in Barcelona, Spain. He studied at various prestigious institutions, including the University of Barcelona, Harvard Business School, the Kellogg School of Management and Columbia University. Armed with world-class credentials, he went on to build a formidable career in technology and consulting.



**H**is early experiences in a racially integrated society shaped his worldview. The values of non-racialism championed by Mandela deeply resonated with him, drawing him to South Africa.

For five years, he had led global accounting firm Arthur Andersen's technology arm across Europe, the Middle East, India and Africa, where he gained firsthand insight into the challenges of traditional consulting. He recalls: "I kept seeing the same issue—clients carried all

the risk, while service providers remained detached from outcomes."

That frustration sparked the creation of Enterprise Outsourcing in 2000. "I wanted to change that. I believed in a model where we take ownership, offer fixed-cost solutions, and partner closely with clients to meet their goals. It wasn't just about technology—it was about helping businesses transform and stay ahead in a fast-changing world."

At a time when cloud computing and SaaS—a method of software delivery and licensing in which the software is accessed

online via a subscription—were still fringe concepts, Viudez and his team embraced an end-to-end approach. For them, it was never about chasing trends, but about finding smarter, more responsible ways to solve real problems.

"Before 'cloud' was a buzzword, we were already investing in our own infrastructure," he says. Enterprise Outsourcing built its own data centres and developed in-house telecommunications networks—an approach that bucked conventional consulting norms. Instead of merely offering advice,

Enterprise Outsourcing delivered execution. Viudez explains: "We align business strategy with IT strategy and execution. That allows us to deliver more than just technical solutions—we enable strategic differentiation, build operational uniqueness and reduce long-term costs."

Through AI, automation and machine learning, his company helps clients streamline operations, improve efficiency and stay competitive.

This philosophy is perhaps best demonstrated in the revival of DairyBelle, the iconic South African dairy brand. Under Viudez's leadership, his business acquired the rights to the brand and is actively modernising it into a tech-infused consumer experience.

A flagship DairyBelle restaurant in Sandton integrates AI in payments and stock management—showcasing how business strategy and technology can blend seamlessly. The lessons learned from this internal project are informing the firm's broader client strategy in the consumer sector.

But building a different kind of technology company wasn't easy. One of the earliest (and biggest) challenges was scaling service delivery without compromising quality.

"It wasn't just about adding people—we had to build systems that ensured consistency and resilience," Viudez says. His approach focused on agile, cross-trained teams and significant investment in automation.

Another challenge was market education.

"Cloud computing was unfamiliar to many. Most organisations weren't ready to move infrastructure off-premises or embrace SaaS," he says.

Educating clients on the benefits of scalability, cost-efficiency and agility became essential. What gave Enterprise Outsourcing an edge was owning its entire infrastructure stack.

"This end-to-end control enabled us to deliver a seamless experience, with integration between hosting and connectivity. It gave clients significant advantages in performance, security and reliability," Viudez says.

That commitment required immense capital investment. The company built its own data centres, acquired enterprise-grade hardware, deployed custom telecom networks and licensed full-stack software—deploying substantial CapEx to support



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a future-ready business model. Innovation, Viudez emphasises, is not just about tech: "We had to innovate in how we worked daily. Our clients were grappling with digital disruption, legacy systems and skills shortages. We had to be more than providers—we had to be true partners in their transformation."

Cybersecurity quickly became a cornerstone of that transformation. As businesses moved online, threats evolved. Viudez made security central to Enterprise Outsourcing's value proposition.

"We've always recognised that not all businesses start from the same place. Especially in emerging markets, we've made it our mission to level the playing field by making advanced technology accessible, integrated and secure—regardless of company size or maturity."

Today, Viudez leads a group of about two dozen IT and tech companies under a broader Enterprise Outsourcing umbrella. He attributes this success to his leadership philosophy.

"Leadership is the cornerstone of innovation," he

says. "It's not just about setting the vision—it's about cultivating a culture where new ideas are encouraged and where failure is seen as a step forward."

His leadership model embraces a flat organisational structure that keeps communication open across all levels.

"Ideas can come from anywhere. Whether through R&D investment or recognising a team member's breakthrough thinking, we foster innovation across the organisation," he says.

Still, innovation doesn't happen in a vacuum.

"You must listen to clients, empower teams and remain agile in a fast-changing tech landscape. At its core, leadership is about trust, clarity and decisive action—building an environment where people are inspired to grow, contribute and drive change."

Pedro Viudez is living proof that South Africa is open for business. For leaders willing to invest in the country—and embrace its values—there is vast potential to succeed, grow wealth and build solutions that matter.



