

inside zhero

Let's take a look at what is happening at Zhero



MESSAGE FROM IZAK

It is with a heavy and saddened heart that we acknowledge the passing of Queen Elizabeth II.

The longest-reigning monarch set an unprecedented example of strength and tenacity for all those in the UK and beyond. She was a woman that we will always admire and look up to.

In this month's copy of Inside Zhero, we commemorate her multitude of achievements with a timeline highlighting just a few of these.

Furthermore, we will dive into Web 3.0; the fledging iteration of the world wide web that promises us much more privacy and security through data decentralisation.

I'm sure you find 'What is Web 3.0 and why it matters', and everything else contained in this month's issue of Inside Zhero fascinating and insightful.

Izak Oosthuizen
Bestselling Author and
Founder and MD of Zhero



HER MAJESTY
QUEEN ELIZABETH II

In memoriam
1926–2022



EXTRAORDINARY LIFE OF QUEEN ELIZABETH II

Queen Elizabeth II, born Elizabeth Alexandra Mary Windsor, was an iconic and revered monarch who ruled the United Kingdom and other Commonwealth realms for almost 71 years. Her reign marked the longest of any British monarch and the longest recorded of any female head of state in history. As we are all aware, the Queen left this world on 8 September following a fruitful and auspicious life of 96 years.

While many are familiar with the Queen's active role in the UK government and her royal duties, few will know the inside story of this remarkable woman. Here we present a timeline of her life that exemplifies her public-eye achievements and some unusual events that elude a curious double life.





1926
Born Elizabeth Alexandra Mary on 21st April 1926.

1939
Begins homeschooling through Eton College.

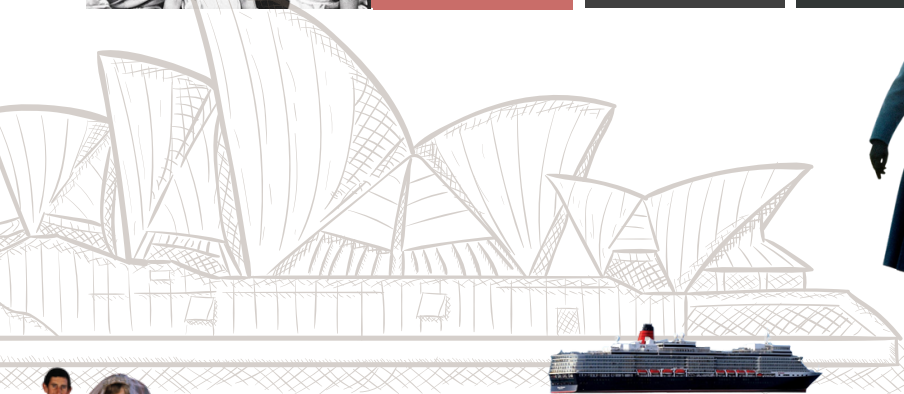
1940
At age 14, makes her first radio broadcast to Britain.

1944
Receives her first Corgi, Susan, on her 18th birthday.

1947
Makes her first visit overseas to South Africa.



1947
Marries Phillip, Duke of Edinburgh on 20th November,



1952
Becomes Queen after her father, George VI, passes away.



1981
First born, Prince Charles, marries Princess Diana.

1973
Opens the Sydney Opera House.

1967
Launches the Cunard cruise liner 'Queen Elizabeth II'.

1957
Addresses the United Nations General Assembly in New York.

1953
Coronation at Westminster Abbey in the first televised service.



1982
The Queen awake to an intruder in her bedroom on 9th July.

1986
Queen celebrates her 60th birthday.

1991
She became the first British monarch to address a joint meeting of the US congress.

2002
She was the oldest monarch to celebrate a Golden Jubilee at 76.

2007
The Queen and Duke of Edinburgh celebrates their 60th wedding anniversary.

2012
The Queen celebrates her Diamond Jubilee with tours around the UK.



2012
Opens the London Olympics with James Bond actor Daniel Craig.



2022
Appoints the 15th Prime Minister of her reign, Liz Truss

2022
The Queen celebrates her Platinum Jubilee.

2020
Gives a televised address to the UK during COVID-19 – one of only five.



WHAT IS WEB 3.0 AND WHY DOES IT MATTER?

THE FUTURE WEB

Much has changed since the early days of the Web that gave birth to Netscape, Internet Explorer and simple browsers. We now live in a world immersed in information where the Web constantly changing the world around us. Web 3.0, with its focus on decentralisation, greater content ownership, and more security and privacy, promises to transform the way we work and play online. Let's find out how this all happened and what to expect in the future.

A BRITISH INVENTION

The World Wide Web (WWW or Web) was invented by the British computer scientist Tim Berners-Lee in 1989. While working at the European Organisation for Nuclear Research (CERN), he identified a need for automated information-sharing between scientists in universities and institutes around the world. Out of this, Web 1.0 was born, with Berners-Lee creating its formatting language, HTML, the first web browser and the web server. By 1994, the first public websites were online, paving the way for the free and almost unrestricted Web as we know it today.

ONLY AN EMBRYO

Berners-Lee's invention consisted of thousands of static pages joined by hyperlinks. The technology was void of interactivity and was often referred to as 'read-only.' This was soon to change with the evolution of Web 1.0 to give us Web 2.0, the websites and apps we are now so familiar with. One of the most significant differences between Web 2.0 and Web 1.0 is greater collaboration and interactivity amongst users. Web 1.0 was characterised by data being posted on websites, which users then viewed and downloaded. Web 2.0 marked a giant leap forward with the dawn of apps, cloud computing, social networking, social curation, Software-as-a-Service (SaaS), e-commerce, and much more. In 1999, the information architecture consultant Darcy DiNucci, who first coined the term Web 2.0, said:

'The Web we know now, which loads into a browser window in essentially static screenfuls, is only an embryo of the Web to come. The first glimmerings of Web 2.0 are beginning to appear, and we are just starting to see how that embryo might develop.'

ENTER WEB 3.0

Web 3.0, or Web3, is the third generation of web technologies. As a developing technology, it is not characterised by definitive parameters. Still, it emphasises decentralised applications, machine learning (ML), and artificial intelligence (AI). Web 3.0 is also based on the notion of semantics. Berners-Lee was an advocate of the integration of semantic technology into the Web in which ML manipulates data to develop a more intelligent and connected web experience for users.



WHAT MAKES WEB 3.0 DIFFERENT?

While HTML essentially remains the foundation on which Web 3.0 is being built, there are several fundamental differences from its predecessors:

- User-centric and automated with more privacy and security.
- A focus on AI will mean providing more relevant data to users. AI will be used to separate legitimate results from false ones.
- A decentralised blockchain instead of relying on a centralised database to deliver data. Currently, most of the data on Web 2.0 is owned by tech giants such as Meta (formerly Facebook), YouTube, and Twitter.
- Cryptocurrency enabled, replacing fiat money - a government-issued currency that is not backed by a commodity such as gold.
- 3-D graphics will be prevalent, including those used for computer games, e-commerce, and geospatial creation.
- Reliance on edge computing in which apps and data are processed at the network edge on mobile phones, laptops, and smart devices.

TRANSFORMING OUR LIVES

This quote from content strategist Jay Selig provides a fascinating example of how a semantic, AI-driven, and edge-operating Web 3.0 could potentially change our lives:

'In Web 3.0, while driving, you can ask your automotive assistant a question: 'I would like to watch a romantic movie and eat Japanese food.' The search engine embedded in the car assistant provides you with a personalised response that considers your location, suggesting the closest cinema that matches your request and a good Japanese restaurant by automatically consulting the reviews on social media. Then it might even present a 3D menu from the restaurant on the display.'

HOW LONG WILL IT TAKE?

Remember the days of the Fax machine, the MP3 player, or the VCR? Some of us do, but those technologies are now long gone, as is Web 1.0 – almost. It took over 10 years to transition from Web 1.0 to Web 2.0, and it is expected to take just as long, if not longer, to fully implement and reshape the Web with Web 3.0. But one thing is certain – Web 3.0 will be with us soon.



WEBINAR

YOUR ROADMAP FOR A SUCCESSFUL DIGITAL TRANSFORMATION

Digital transformation isn't a new initiative for business leaders, but COVID-19 has made its implementation much more urgent as companies seek to enhance their agility, speed, and data-driven decision-making. It opens a world of new opportunities and enhances resilience to change.

Successful digital transformation must be strategy-led and part of the bigger picture for a business. While it begins with a vision of what change and digitisation will look like, the result should closely align with and fully support overall business goals and objectives.

Join Jamie Chamberlain on Wednesday, 28 September at 10 am, when he will lead an in-depth discussion on how to implement digital transformation successfully.

Through strategic digital transformation, your business will embrace these benefits:

- Improve operational efficiency by up to 40%
- 71% of digitally mature organisations are more likely to attract new talent
- Improve deployment and route to market by 36%
- Create innovative and novel products and services
- Improve customer experiences by interacting with consumers in new ways
- Grow revenues by up to 50%

Book your place [here](#).



OUR AMAZING TEAM

IT'S BEEN 6-MONTHS ALREADY?

We are pleased to announce that Melanie Muller, part of our outstanding Finance Department, recently celebrated her 6-month workiversary (aka work anniversary) at Zhero!

Melanie brings more than 25 years of knowledge and experience in finances/bookkeeping to the table. We love having Melanie in the office as her vibrant personality gets everyone in a good mood!

Happy 6-months, Melanie!

JOIN OUR AMAZING TEAM

THINK YOU HAVE WHAT IT TAKES?

We are always on the lookout for top talent. If you have what it takes to help us shift the dial up a notch, stay in touch for exciting opportunities.

Cape Town, South Africa

Interns

If you are a keen learner and looking to enter a dynamic IT company then look no further!

APPLY HERE

London, United Kingdom

On-site Field Engineer

We are looking for someone with a strong technical background, who is passionate about working with people and is ready to take the next big step in their career.

APPLY HERE



MEET THE TEAM

Nadia Botha

ACCOUNTS AND ADMIN ASSISTANT

1. What made you realise you want to go into the IT industry?

I like learning new things, figuring things out, and getting systems in place. Zhero gives me the opportunity to do all of this!

2. What is your most-used productivity tool?

That would definitely be Power Automate. With Power Automate I can automate a majority of my daily tasks and free up time to attend to more urgent tasks.

3. What do you enjoy the most about your job?

Reporting. I love analytics, it's the best part of my day! It shows me how much I have accomplished and motivates me for the next day!

4. How would you describe yourself?

Many would say that I am a hard shell to crack. I am very hardworking, laser-focused, and loyal. If you are good to me, you have a friend for life.

5. Do you have any hidden talents or hobbies?

I am very artistic and creative. I also enjoy drawing. My family says I can sing, but that is far out of my comfort zone. I am learning to paint and want to start playing the guitar.

6. Are you a sports fan?

Yes, I am a keen rugby supporter.

7. What is your favorite series?

Criminal Minds. I am analytical, which is why I thoroughly enjoy murder mystery documentaries that analyse the psychology behind how serial killers think.

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