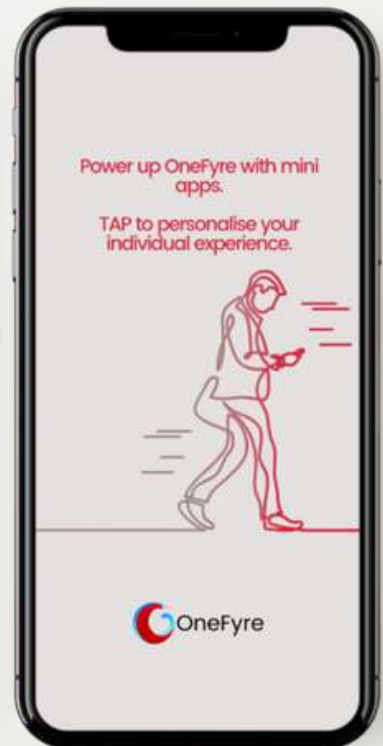
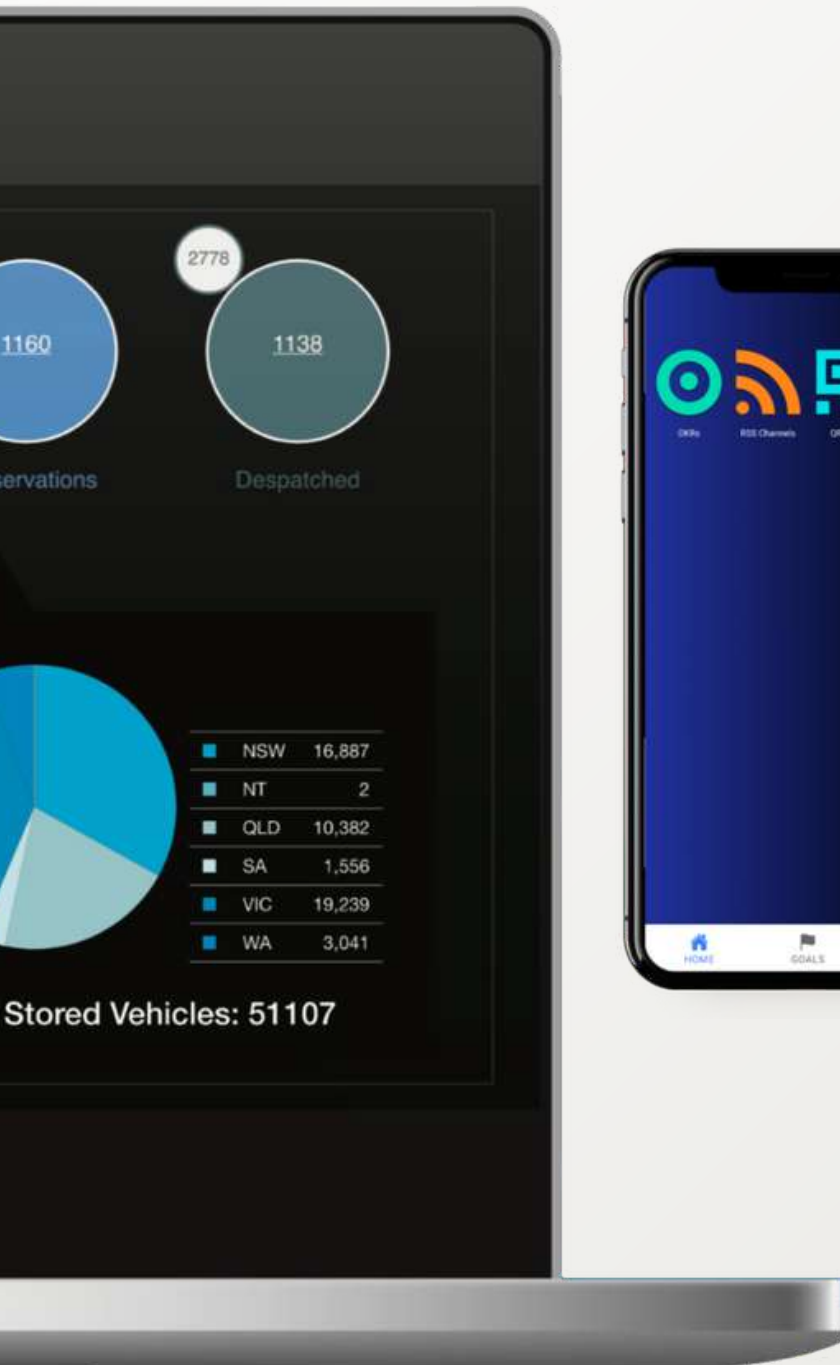
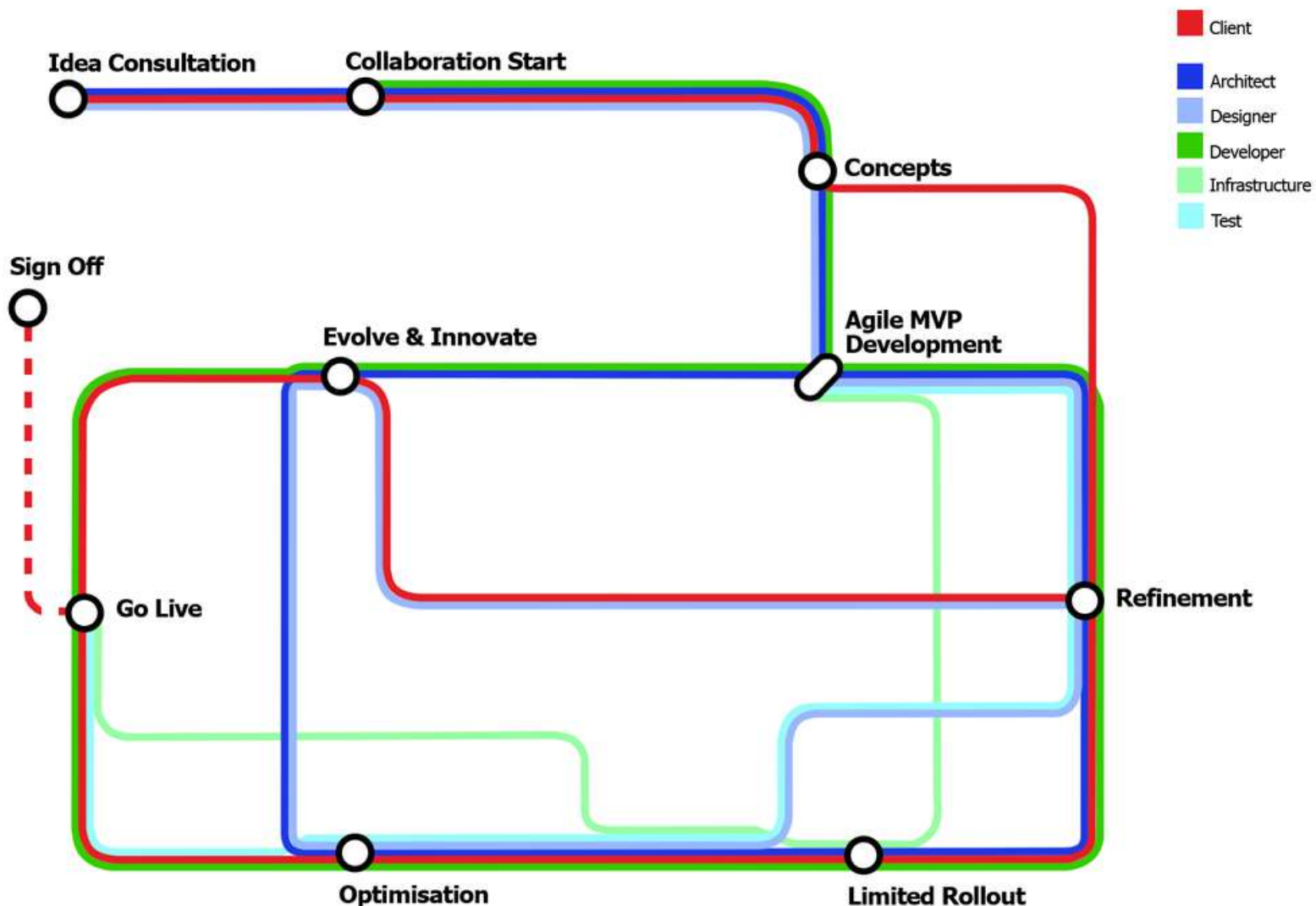


# Digital Solutions, Platforms & Apps **BUILDING SUCCESS**



# Our Approach

How we work together matters for achieving successful outcomes



Our simple roadmap shows how we create solutions together. Keeping you in the loop without wasting your time or tying up your people with unnecessary meetings or impossible sounding technical decisions that delay projects.

Everything is geared toward getting something working and into your hands as soon as possible. Supporting the momentum created by your enthusiasm, at the start of the project, and keeping moving forward.

# Project Journey

Key to every roadmap are the significant events along the way that ensure a successful journey



## Idea Consultation

A project starts with you sharing your ideas and inspiration for a new software, app or interface.

From business objectives to functionality and design inspiration, the Idea Consultation captures these initial ideas as the beginning point for the Collaboration Start.

## Collaboration Start

A guided session to explore your idea, discover potential impacts for your business and get clarity on your anticipated outcomes.

Aligning everyone to ensure your thoughts and needs are translated for the Architect, Designer and Developer teams.

## Concepts

Presentation of diagrams, mockups, wireframes and proof-of-concepts in a way that makes key parts of your idea tangible.

This is where potential limitations are identified and resolutions decided upon. It's also when delivery priorities, timelines and your development roadmap is mapped out.

## Agile MVP Development

Your project gets built according to the development roadmap for priorities and delivery.

The use of an agile MVP approach to development means new requirements or adjustments can be integrated and accommodated.

## Refinement

Demonstration sessions of "work-in-progress" project components gives you opportunities to provide feedback, make comments and decisions along the way.

Changes, fixes and new opportunities for Optimisation are incorporated into the development process and metrics defined for Limited Rollout phase..

## Limited Rollout

Planned releases of core project components are made available for you to use. Giving you and your team limited use of some aspects of the new software, app or interface.

More importantly, it gives you the opportunity to provide early feedback while the remaining project components are still in development.

## Optimisation

Early feedback from the Limited Rollout is shared and put into the development roadmap.

Monitoring tools are installed, and metrics collected, to provide additional technical data for improving and optimising project components and business outcomes.

## Go Live

Project components that have passed Optimisation are approved and become available for use in a live setting.

When all project components have moved to the Go Live stage, this becomes the project Sign-Off assessment point.

## Sign-Off

Sign-Off is an important part of the project, for ensuring accountability by all stakeholders.

This Sign-Off is a co-ordinated review session that walks through the final Go Live solution to confirm all requirements have been delivered to you satisfactorily.

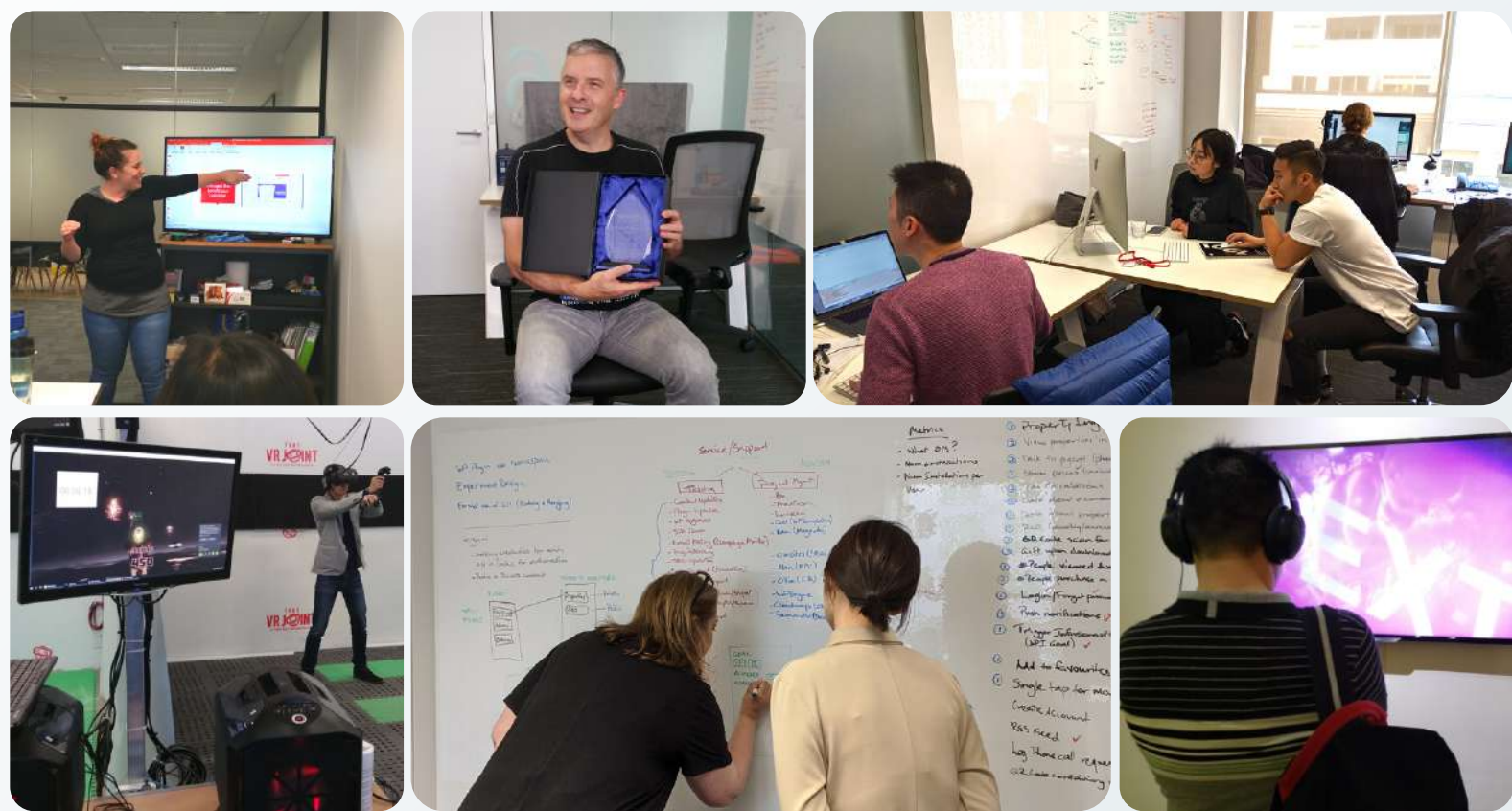
## Evolve & Innovate

Throughout the project there will be times when discussions lead to new ideas for functionality, business opportunities and outcomes.

Sharing and capturing these ideas with a knowledgeable team ensures you have a way to always be moving forward.

# Our Story

What started in 1993 was our passion for innovative digital solutions and it burns brighter than ever today



Semantia is a fast moving digital solutions company working with mid-sized businesses focused on competing and growing fast.

Semantia is "The development team" these businesses (our clients) rely on to bring together existing IT systems, new ideas and the global SaaS ecosystem... together into one seamless custom built solution.

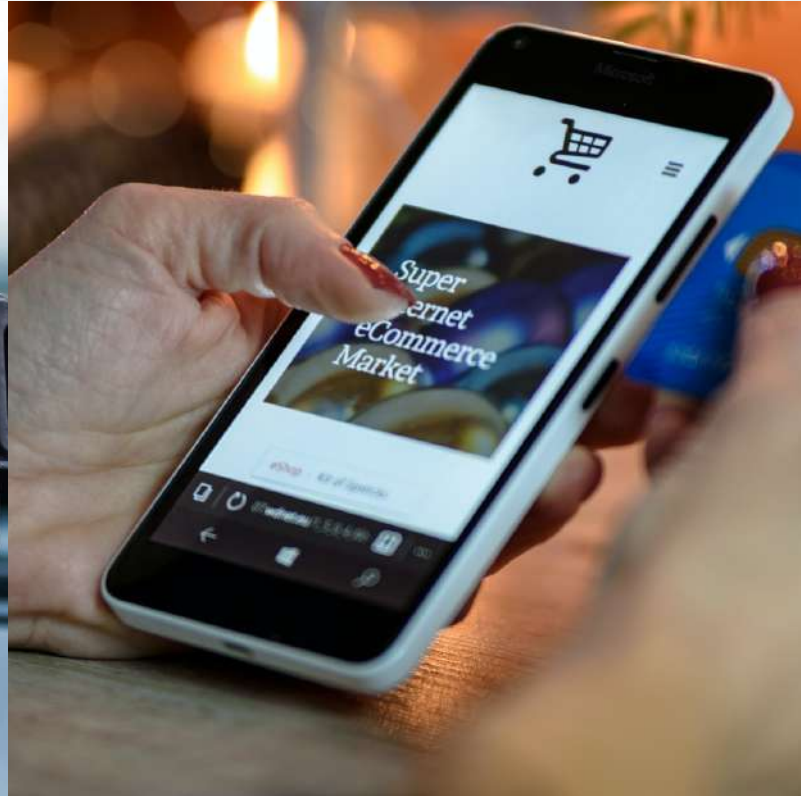
For over 20 years we've kept clients abreast of every major technology disruption, solving complex IT problems. Making recommendations and building one-of-a-kind solutions that led to their business growth during, and after, many IT landmark events -

- the commoditisation of the server platform and open systems,
- the Dot.com boom and crash,
- the panic of Y2K,
- the rise of Open Source Software,
- the Enterprise Application Integration to Enterprise Architecture, as well as
- the emergence of social business models.

The loyalty we've shown clients has been reciprocated by many; with long-standing commercial relationships that extend beyond 10 years.

# Mission

To build exceptional technology for extraordinary outcomes



# Ambitions

Your very best ... innovative technology for human potential and business excellence



## Key Semantia + Client Objectives:

- Deliver strong financial returns through seamless integration of client's technologies (old & new);
- Ensure effective client returns from growth and costs savings gained with business automation;
- Optimise the client digital value chain with suppliers, customers and partners;
- Improve the quality and reliability of clients' digital interfaces while reducing costs;
- Identify client opportunities to grow revenue and market share, that also increase efficiency and productivity; and
- Implement innovative strategies that benefit the client's team across multiple facets.

# Our History

It all started in 1993...



## 1993

Incorporated as UniCure Pty. Ltd.

Developed technology platform strategy to Australian Bureau of Criminal Intelligence for the largest Unix Oracle database platform

Develop technology benchmarking methodology to IPEC for the largest Unix Ingres database in the world

Established Asia-Pacific UNIX Partner Technology Program for Tandem Computers Inc.

Delivered Electronic Messaging System (EMS) to Singapore Telecom

Winner Tandem Outstanding Performers (TOPS) award  
Established Global UNIX Partner Technology Program for Tandem Computers Inc.

Developed global model for Technology Partner Centers for Tandem Computers Inc.

## 1999

Developed E-Commerce Services Practice for Compaq Services

Delivered 1st Secure Electronic Transactions (SET) across the Internet through ANZ Bank

Delivered 2nd Secure Electronic Transactions (SET) across the Internet through Westpac Bank

Developed E-Business Consulting Practice for Dimension Data

Held role of Virtual CTO for Orica online venture - MySpace

Solution architecture for automotive component logistics solution for Toll Autologistics and Holden Australia



## 2005

Designed automotive transport and logistics solution for Toll Vehicle Distribution

Delivered intelligent External Sequenced Parts solutions for Toll Component Logistics and Ford Australia

Released agent-based system monitoring and alerting solution

Architected warehouse management system for Coles Group

Led the solution architecture and integration activities for technology transformation program at Sensis

Commenced focus on Digital Marketing





## 2011

Launched Conversion Leadership as the premier Digital Marketing solutions provider in Australia

Developed and launched David Guest online strategy and content distribution network

Consulted to Toll Auto to develop a comprehensive online business strategy

Developed and launched ASX listed company website and content distribution network for Agenix Limited

Developed closed-loop digital marketing and optimisations solutions for PrixCar Transport Services

Developed spreadsheet enablement engine for highly-complex rating processes for PrixCar Transport Services

Nominated finalist for Innovation at the Business Excellence Forum 2013

Achieved Keap/Infusionsoft Certified Partner Status with 3 certified Infusionsoft Certified Consultants

Consulted to BlueSky leading the business to a successful pivot into Kepler Analytics a global leader in Retail Sales Improvement & Network Optimisation

Creating of Australia's first Affiliate Program for vehicle transport with PTXchange

PTXchange nominated as finalist in Anthill's TOP 100 Award

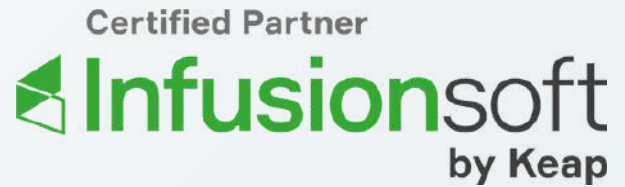
PTXchange awarded Best Application of Technology by AFIA

Delivered integrated Online Booking System for vehicle transport at PrixCar Transport

Established Conversion Leadership Academy and delivered first corporate training in Digital Marketing

Successfully implemented XCE (Excel Calculation Engine) as a quoting solution for the insurance industry with FD Beck

Delivered SaaS geofencing solution to support distance-based quoting at PrixCar Transport



## 2017

Integration of Infusionsoft with geofencing technology to support distribution of sales leads to geographically nearest consultants at Property Investors

Delivered integrated Vehicle Tracking System at PrixCar Transport

Signed Agreement with Telstra enabling Telstra Enterprise Customers to procure services directly through Telstra Account Managers

Initial vision for Semantic Traffic Technologies conceived

## 2018 - Present

Developed custom integration between Monday and Infusionsoft for workflows not supported by existing off-the-self SaaS services

Successfully implemented XCE (Excel Calculation Engine) and automated workflow as a Negative Gearing calculator for the property investment industry with Property Investors

Developed proof-of-concept for the first automated delivery of Schema.org "snippets" to remote websites

Developed VTRS - a SaaS system allowing OEMs, Dealers and Fleet Managers to place booking requests directly with vehicle transport companies

Successfully implemented XCE (Excel Calculation Engine) as a vehicle transport quoting solution for Carways

Reengineered marketing automating processes for FITREC to provide better metrics and superior membership management

Helped Property Investors launch in Asia with the development of a Chinese-language website

Developed Snippetron, the first SaaS platform for completely automated creation and delivery of Schema.org "snippets" to remote websites

Launched cartransportservices.com.au as a demand generation platform for vehicle transport industry

Developed custom system and automation required to support finance applications within the property investment industry

Developed custom WordPress plugin for National Car Movers to automatically display live pricing data enriched with Schema.org

Cartransportservices.com.au achieves 10,000 visitors per month

Initial vision for PWA application infrastructure and marketplace (Semantia transitions to mobile-first strategy)

Developed proof-of-concept for first PWA mobile app

Developed first PWA OKRs system for personal excellence

Created PWA development framework and showcase apps

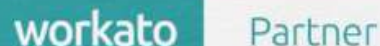
Developed PWA marketplace for ezumi

and so much more to come...



# Our Partners

win-win-win partnering when everyone succeeds

The logo for 'keep' is displayed in a green, lowercase, sans-serif font on a white rectangular background.The logo for 'zapier' is displayed in an orange, lowercase, sans-serif font on a white rectangular background, with a small orange asterisk-like symbol above the 'i'.The logo for 'drip' is displayed in a magenta, lowercase, sans-serif font on a white rectangular background, with a magenta icon of a smiling face with three dots above it.The logo for 'Infusionsoft CERTIFIED PARTNER' is displayed on a white rectangular background. 'Infusionsoft' is in green and grey, and 'CERTIFIED PARTNER' is in black.The text 'wishpond' is displayed in a blue, lowercase, sans-serif font on a white rectangular background.The logo for 'dialpad' is displayed in a blue, lowercase, sans-serif font on a white rectangular background, with a blue icon of two speech bubbles to the left.The logo for 'workato Partner' is displayed on a white rectangular background. 'workato' is in white text on a teal background, and 'Partner' is in teal text on a white background.

Today the pace of change means that no company can afford to be an island. Partnering and partnerships have become necessary to keep up with rapidly shifting consumer sentiment and accelerated technological change.

Semantia embraces partnerships as a way to deliver exceptional technology for extraordinary outcomes. Finding organisations, individuals and technology that advance our client solutions for sustainable growth and long-term benefits.

We respect the right of all partners to achieve their specific goals as well as our common goals. Understanding that our reputations and credibility are of utmost importance for all parties involved means we work hard to deliver the highest possible standard of outcome with our partners.

# Partnering

## Everyone wants to work with a winning team

Just like you, Semantia wants to work with companies, businesses, teams and individuals that create great results. That put in the effort to earn trust with clients while enhancing their brand and reputation along the way.



From established recognised brands to highly talented "solo-prenuers" and start-ups, Semantia welcomes opportunities for partnering.

Whether it's partnering for a single deal or an ongoing commercial arrangement, our process for vetting partners is sincere.

It takes time and weighs many factors that are important to us and our clients. When we are unable to move forward, we let you know right away so that you can refocus your efforts with others.

# Values

The values that define - the people we are, the people we recruit and how we interact with the world.



**We listen. We care. We deliver.  
We delight!**

For us, it's about discovering what matters to you. Then giving you options and a solution that fits you best; and then going that extra step to Wow!.

**We do what we say we will do**

We're your backstop – keeping track and on top of things. Doing what needs to be done and what you expect to get done.

## **We innovate & constantly strive for better results**

We are always looking for new, better and creative ways of doing things that improve on your great results.

## **We empower people**

Your value is beyond measure. You are the most important thing to us – whether you are a client, partner, contractor, employee or someone that’s just stumbled upon us, we strive to help you be the best you.

## **We embrace change & thrive in the face of advertisty**

As technologists we love solving your problems; and if it’s a particularly difficult or “impossible” one that’s even better.

## **We are humble & build honest open relationships**

Your trust is something we value above all else, so when it comes to communication we respect you and aim to make the feeling mutual.

## **We pursue success & learning**

For you to get the success you deserve, we focus on learning and chasing up the most successful – of everything and anyone where ever they are in the world.

## **We love to have fun**

It might not look like it from our website but we love to have fun ... and by having fun, we mean building world changing technology that helps you succeed.

**How about you?**



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