



Capability Statement

2024



SETTING THE SCENE

Many businesses create innovative products while delivering outcomes for their customers.

Once these products are developed, however, companies often struggle to make them repeatable, scalable and capable of generating sustainable revenue. They face challenges in growing a dedicated product team and cultivating a mindset that drives ongoing innovation and growth.

This gap highlights a critical need for support. While the initial creation of a product is a significant achievement, businesses frequently find themselves at a loss when it comes to replicating their success at scale. They are unsure how to transform these products into reliable revenue streams that can sustain and grow the business over time.

At Scalised, we understand these challenges and know how to bridge this gap. We provide the expertise and strategies necessary to turn your existing products into scalable, repeatable success stories that fuel long-term growth.




ABOUT US

At Scalised, we are driven by a singular mission: to help businesses transform their products and processes into scalable, repeatable successes.

In today's fast-paced digital landscape, many companies face the challenge of sustaining growth after the initial creation of a product. While they excel in developing innovative solutions to meet customer needs, they often lack the framework and expertise to scale these products effectively, maximise their potential and achieve sustainable revenue growth.

That's where Scalised comes in. We offer a comprehensive approach that combines strategic insight with hands-on execution, guiding organisations through their digital transformation journey. Our solutions are designed to empower businesses to overcome the hurdles of scaling, from building robust product teams to cultivating a mindset geared toward continuous innovation.

After decades of experience delivering innovative products and processes, Scalised is committed to bridging the gap between strategy and action, providing you with the tools, guidance and support needed to help your business thrive in the digital age.



WHAT WE DO

We convert existing products and processes into scalable, repeatable success stories.

Your Digital Advisory Partner

At Scalised, we provide expert consultancy services to guide your business through its digital transformation journey. Our consultancy focuses on:

1. **Strategic Planning and Blueprints** - Helping to craft tailored digital transformation strategies that align with your business goals and market demands.
2. **Operational Optimisation** - Streamlining processes and workflows to enhance efficiency and productivity through digital products.
3. **Capability Building** - Developing the critical digital skills and tools necessary for your teams to thrive in a 'digital-first' environment.
4. **Change Management** - Assisting with the transition to new technologies and ways of working, ensuring smooth adoption across your organisation.

Your Digital Product Partner

Our Scalised team also excels in developing innovative digital products that drive business growth. Our product development services include:

1. **Custom Software Solutions** - Designing and building tailored software to meet your specific business needs, maximising your existing investment.
2. **Platform Integration** - Creating seamless integrations between your existing systems and products and new digital and data platforms.
3. **User Experience Design** - Developing intuitive and user-friendly interfaces that enhance customer engagement and connects your products to your customers.
4. **Continuous Improvement** - Providing ongoing support and updates to ensure your digital products are managed and evolve with your business.

HOW WE DO IT

Our framework helps convert existing products and processes into scalable, repeatable successes.

Our approach is built around two core phases: "**Foundation: Blueprinting Your Digital Future**" and "**Execution: Building Your Digital Success**." By combining strategic insight with hands-on execution, we help businesses scale effectively and compete with confidence in today's digital landscape.

FOUNDATION | Blueprinting Your Digital Future



Typically 1 Month

Laying groundwork for digital transformation with tailored strategies, solutions and capabilities.

Digital Strategy

We begin by assessing your current digital landscape and crafting a Vision & Strategy aligned with your business objectives.

Digital Model

We evaluate your internal resources, establish strategic partnerships and set up governance frameworks to manage the product process..

Digital Design

We identify the solutions that best fit your needs, validate the approach and prioritise key elements to focus on during implementation.

Digital Capability

We help build the right team, foster a culture of digital innovation and select the tools and processes that will enable your teams to thrive.

EXECUTION | Building Your Digital Success



Typically 2 Months

Turning strategy into action with optimised processes and approaches to drive product success.

Digital Factory

We implement new ways of working, optimise processes and enhance collaboration to drive operational efficiency.

Control Tower

We prioritise tasks, manage issues and streamline processes to ensure smooth and efficient operations.

Digital Engine

We develop tailored products, create a roadmap for initiatives and integrate the essential elements for seamless digital operations.

Digital Delivery

We provide ongoing support and maintenance, ensure strong security and continuously monitor service costs for sustained success.

OUR EXPERIENCE

Our team have helped deliver many successful products across different sectors

Over the past 20 years, Scalised team members have been involved in the identification, development and delivery of many products across both public and private sectors. Here are just a few examples:



Led the development and commercialisation of **AgilyCom**, an Integration-as-a-Managed-Service product, evolving it from concept to market success. We established a scalable operating model and a robust product management framework that ensured consistent innovation and delivery across all product lines. This strategic approach included the integration of AI technologies for error analysis, with all efforts resulting in securing high-value contracts with global brands, driving significant revenue growth and expanding market presence.



Responsible for the creation and implementation of the **NHVR Portal**, a national digital platform that revolutionised heavy vehicle permit management. The Portal established a single-entry point for industry and government, streamlining access to essential services and improving operational efficiency. The product was delivered using user-centered design approach, incorporating prototypes, pilot testing and feedback to ensure broad adoption and usability. This initiative was recognised with multiple industry awards for its innovative impact on the industry.



Partnered in the development of **Optivance**, which offers premium smoothie supplements for mums, pre-conception, breastfeeding and toddlers. Responsible for aligning the company's offerings with market needs, developing a comprehensive go-to-market strategy that highlighted their unique strengths in digital supply chain management, optimisation and analytics. This helped foster strong partnerships and enhanced brand visibility through targeted business development activities, resulting in strong footholds in key markets.



Established the **Local Government Toolbox**, a comprehensive knowledge base and digital platform implemented across 30+ local governments in Queensland and Northern NSW. The Toolbox provided standardised processes, customer-facing elements, call centre scripting and local law reform components, delivering significant annual benefits for all participating councils. Designed for easy adoption and long-term use, the Toolbox was utilised for over 20 years, significantly enhancing consistency and collaboration among local councils.

"Digital transformation is not just about adopting new technologies - it's about reimagining what's possible for your business. At Scalised, we're here to guide you every step of the way, ensuring that your journey to digital success is seamless and impactful."

- David Carlisle, Founder, Scalised

SIGNATURE APPROACH

Turn Your Ideas into Action Fast with Scalised's "Product in a Day" Workshop

Our **Product in a Day** approach is designed to accelerate product development, ensuring that you can quickly bring new products to market. In just 24 hours, we facilitate a focused session with you and your team, moving from concept to product strategy, approaches and roadmap. This rapid approach reduces time to market, fosters innovation and delivers tangible results.

MEET THE TEAM

We are committed to delivering customised digital strategies and cutting-edge products.



David Carlisle brings over 20 years of experience in digital transformation, product development and strategic leadership. With a track record of delivering award-winning digital solutions across various sectors, he is passionate about helping businesses achieve their digital ambitions. His expertise lies in bridging the gap between strategy and execution, turning complex challenges into scalable successes.



Anaru Edwards is an expert in crafting and executing strategic marketing plans for both B2B and B2C sectors. With a talent for brand development and a knack for ensuring brand voices resonate with target audiences, he excels in aligning products with customer needs and aspirations. His expertise in managing creative teams along with significant experience in stakeholder management, makes him a pivotal part of our team.



Let's Transform Your Business Together

Ready to scale your digital success? Get in touch with us today to explore how Scalised can help you achieve your digital transformation and product goals.



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