



Australia · India

Capability Statement

Edition 2026

Software development, websites, configurable business products and ongoing technical support.



Capability Statement

SOFTWARE, WEBSITES AND AUTOMATION
FOR AUSTRALIAN BUSINESSES



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2 Locations

Australia and India

About CodeliFly



AN END-TO-END TECHNOLOGY PARTNER, FROM FIRST IDEA TO LAUNCH AND ONGOING SUPPORT.

1 Team

Working across both locations

Who We Are

CodeliFly is an end-to-end technology partner. We take projects from strategy and design through development, integration, launch and ongoing support. Our work spans websites and e-commerce, SaaS platforms, custom business software, mobile apps, AI and automation, and cloud hosting and maintenance.

How We Work Together

Our Australian and Indian teams work as one. Every project has a dedicated lead who manages scope, communication and approvals, working alongside the designers, engineers and testers who join workshops, demonstrations and reviews with you. Shared project updates keep everyone, including you, working from the same plan.

JB

Jay Bhojak

CLIENT LEAD · AUSTRALIA

MS

Mohit Soni

DELIVERY LEAD · INDIA

EVERY BUSINESS IS DIFFERENT. WE SHAPE EACH
SOLUTION AROUND YOUR REQUIREMENTS.

Who We Work With



We work with organisations of every size and sector, from founders launching their first product to established businesses with complex operations. Rather than fitting you into a standard package, we start with your processes, your customers and your goals.

SECTORS WE SUPPORT INCLUDE

Start-ups and new ventures

Professional services

Trades and home services

Health and allied health

Retail and e-commerce

Property and construction

Hospitality and food

Transport and logistics

Education and training

Manufacturing and wholesale

HOW WE TAILOR EACH SOLUTION

01 Understand

We review how your business operates, who uses your systems and what needs to change.

02 Shape

We combine existing products and custom development into a solution that fits your requirements.

03 Evolve

We continue to refine and extend the solution as your business and customers change.

Our Services

SIX SERVICE AREAS, ONE UNIFIED OFFERING.

01

Custom Software Development

Business management systems, customer and vendor portals, approval workflows, reporting dashboards and API integrations built around how your team works.

02

Websites and E-commerce

Service websites, online stores, wholesale ordering and content management systems designed to guide visitors towards an enquiry, booking or purchase.

03

Mobile Applications

Android, iOS and cross-platform apps for customers, staff, drivers and field teams.

04

AI and Business Automation

Enquiry capture, lead qualification, support routing, follow-up reminders and document workflows that remove repetitive manual work.

05

UI/UX Design and Branding

User journeys, wireframes, interactive prototypes, interface design and brand identities for new and existing businesses.

06

Outsourced IT and Support

Additional development, design and testing capacity for your team, plus maintenance, updates and technical support after launch.

INTEGRATION AND MODERNISATION

Where existing systems do not work well together, we connect information across platforms, improve existing software and plan a clearer digital workflow, rather than replacing everything at once.

Configurable Products



READY-BUILT SYSTEMS, CONFIGURED AROUND YOUR WORKFLOWS, YOUR CUSTOMERS AND YOUR REPORTING.

Starting from an existing product can shorten delivery and reduce cost compared with building from scratch. Each product is reviewed against your requirements before configuration begins.

PRODUCT	CORE FUNCTIONS	WHO USES IT
Customer Relationship Management	Leads, pipeline stages, follow-up reminders, client history, sales reports	Your sales and service team
Lead and Call Centre CRM	Lead assignment, call records, campaign tracking, agent workload	Call centre and enquiry staff
Online Booking Management	Availability calendars, deposits, SMS and email reminders, rescheduling	Your customers, managed by your team
E-commerce and Online Ordering	Product catalogue, checkout, payments, order tracking, inventory link	Your customers, managed by your team
POS and Inventory	Billing, barcodes, stock movements, purchase orders, multi-location	Counter, warehouse and office staff
Helpdesk and AI Chatbot	Support tickets, live chat, knowledge base, escalation to staff	Your customers and support staff

WHY CLIENTS START HERE

Live in weeks, not months

Configuration starts from working software, so you see a usable system early.

20 to 30 per cent lower cost

Our Australia and India model typically sits below comparable onshore quotes.

Proven, not prototype

Each product is already in use, so the core features are tested before you start.

Yours to grow

Add features, users and integrations later without changing platforms.

Industry systems for hospitality, automotive workshops, real estate and transport are also available following a requirements review.

Professional Services Firm

ACCOUNTING PRACTICE · 25 STAFF · TWO OFFICES



The Situation

Enquiries arrive by website, phone and email and are tracked in shared spreadsheets. Partners have limited visibility of the pipeline or of which channels generate new work.

Our Approach

Configure the CRM to the firm's intake process, connect website forms, migrate existing records and set role-based access for each office.

What We Deliver

- Configured CRM and pipeline
- Website form integration
- Data migration from spreadsheets
- Lead-source reporting
- Monthly support arrangement

PHASE	INDICATIVE DURATION
Discovery and process mapping	2 weeks
Configuration and integration	4 weeks
Data migration and testing	2 weeks
Training and go-live	1 week
Total to launch	9 weeks

Illustrative scenario showing how an engagement of this kind is scoped. Durations are indicative and confirmed in a written quote.



EXAMPLE ENGAGEMENT 02

Online Retail Start-up

INDEPENDENT APPAREL LABEL · FOUNDER-LED · LAUNCHING ONLINE

The Situation

Products are sold through social media messages. Payments are tracked manually, and the business has no consistent brand or website to direct customers to.

Our Approach

Develop a brand identity first, then configure the E-commerce and Online Ordering product with the founder's catalogue, payments and delivery options.

What We Deliver

Logo and brand guidelines

Online store and product catalogue

Payment and shipping setup

Order notifications

Search and analytics setup

PHASE

INDICATIVE DURATION

Discovery and brand direction	1 week
Brand identity	2 weeks
Store build and product loading	3 weeks
Testing, launch and handover	1 week
Total to launch	7 weeks

Illustrative scenario showing how an engagement of this kind is scoped. Durations are indicative and confirmed in a written quote.

Trade Services Business

RESIDENTIAL PLUMBING BUSINESS · SIX STAFF
· MELBOURNE



The Situation

Jobs are booked by phone and text message. Quotes are written after hours, and there is no single view of which jobs are scheduled, in progress or awaiting payment.

Our Approach

Configure the Online Booking Management product with job tracking and quote templates, then link it to the existing website and Google Business Profile.

What We Deliver

- Online booking page with deposits
- SMS and email reminders
- Digital job cards and status updates
- Quote and invoice templates
- Owner dashboard

PHASE

INDICATIVE DURATION

Discovery and requirements	1 week
Configuration and website connection	2 weeks
Testing and staff training	1 week
Total to launch	4 weeks

Illustrative scenario showing how an engagement of this kind is scoped. Durations are indicative and confirmed in a written quote.

Delivery Process



OUR TRIED AND TESTED DELIVERY APPROACH, WITH AN APPROVAL POINT BEFORE EACH STAGE MOVES FORWARD.

STAGE		WHAT HAPPENS
01	 Discover	We review your goals, users, current processes and systems, then agree a written scope and quote before anything is built.
02	 Design	We plan the user experience, screens and workflows, and walk you through a prototype before development starts.
03	 Build	We develop or configure the agreed solution, testing throughout and demonstrating progress as it takes shape.
04	 Launch	We prepare the live environment, migrate data where scoped, train your staff and hand over every account and login.
05	 Support	We maintain the system, resolve issues and plan improvements as your business changes.

OWNERSHIP

Custom code, designs, data, domains and hosting accounts created for your project are set up in your business's name. Third-party licences and usage costs are identified separately in each quote.

Ways to Engage



FOUR WAYS TO WORK
WITH CODELIFLY



Complete Project Delivery

A defined solution delivered against agreed requirements and milestones.



Product Configuration

An existing CodeliFly product adapted to your workflows and users.



Additional Team Capacity

Development, design or testing support for your existing team.



Ongoing Improvement

Maintenance, updates and new features after launch.

Next Steps

STEP	ACTIVITY	OUTCOME
01	Initial conversation (30 minutes)	Shared understanding of your goals
02	Requirements review	Recommended approach
03	Written scope and quote	Fixed deliverables, timeline and cost
04	Approval and initiation	Kick-off meeting and schedule

To arrange an initial conversation, contact Jay directly. Discussions can take place in person in Melbourne or by video call.

JB

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Thank You



WE LOOK FORWARD TO
HEARING FROM YOU



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