

# COMPANY PROFILE

2025

**Aus NewTechs Pty Ltd.**

One-Stop Digital partner for  
Small and Medium Businesses

# Table of Content

About Us

SMB Technology Challenges & Solutions

Our Core Services

Industries We Serve

Why Choose Us

Our Technologies & Tools

Our Working Process

Our Success Stories

Client's Review & Our Valuable Clients

Culture & Philosophy

01

Cache objects  
performance

02

03

04

05

06

07

08

09

10

## About Us

Aus NewTechs Pty Ltd is a registered Australian software development company dedicated to helping small and medium-sized businesses (SMBs) grow through innovative, custom digital solutions. Founded by industry experts with extensive experience, we specialize in transforming business challenges into digital opportunities through cutting-edge technology and client-focused service. Our core expertise spans custom software development, web and mobile application development, UI/UX design and prototyping, IT and telecommunications consultancy, and ongoing support and maintenance. By combining agile methodologies with deep technical expertise, we craft scalable, secure, and user-centric solutions that enhance operational efficiency, customer engagement, and long term growth. At Aus NewTechs, we pride ourselves on building long-term partnerships grounded in trust, transparency, and excellence. - so our clients can focus on their core business while we take care of the technology that drives their success.



### Our Mission

At Aus NewTechs, our mission is to empower small and medium-sized businesses - locally in Australia and globally - by acting as their trusted digital and IT partner. We simplify complex technology, manage day-to-day digital operations, and deliver scalable solutions with flexible, growth-based pricing. Our goal is to free entrepreneurs and business leaders to focus on what they do best - while we take care of the tech that powers their success.



### Our Vision

Our vision is to become the most approachable and dependable digital partner for SMBs worldwide. We aim to make enterprise-grade technology accessible, affordable, and tailored to each client's unique journey. By delivering smart, secure, and future-ready solutions, we help businesses thrive in a connected world - at every stage of their digital transformation.



### Strategic Partnerships

Our strong alliances with leading global technology companies - including IBM, Microsoft, AWS, TPG and VMware - are fundamental to our success. These partnerships provide us with access to world-class platforms, technologies, and industry best practices, enabling us to deliver reliable, scalable, and secure solutions. By collaborating with these market leaders, Aus New Techs stays at the forefront of innovation, ensuring our clients benefit from the latest advancements and maintain a competitive edge in today's fast-evolving technology landscape.



# SMB Technology Challenges & Solutions

Australian small and medium businesses face challenges like outdated systems, inefficient workflows, weak online visibility, and limited technical expertise. Aus NewTechs helps SMBs overcome these obstacles with custom software, AI-powered automation, UI/UX design, digital marketing, IT consulting, and end-to-end project management solutions, empowering businesses to grow efficiently and securely in the digital age

Categories	Problem	Solution
<b>Technology</b>	<b>Outdated Technology</b> Legacy systems slow down operations and limit growth.	<b>Custom Software Development</b> Modern, scalable apps built for your business, designed to streamline operations and support growth.
<b>User Experience</b>	<b>Poor User Experience</b> Websites and apps that aren't intuitive frustrate users and reduce conversions.	<b>UI/UX Design &amp; Prototyping</b> User-centered designs that make websites and apps intuitive, increasing engagement and conversions.
<b>Marketing &amp; Visibility</b>	<b>Weak Online Visibility</b> Your business gets lost online without proper SEO and marketing strategy.	<b>SEO &amp; Digital Marketing</b> Tailored strategies to boost online visibility, generate leads, and grow revenue.
<b>Operations</b>	<b>Inefficient Processes</b> Manual workflows and fragmented systems waste time and create errors.	<b>Workflow Automation &amp; ERP Solutions</b> Automate manual processes and integrate systems for efficiency and accuracy.
<b>AI &amp; Innovation</b>	<b>Limited Technical Expertise / Decision Making Challenges</b> Lack of in-house tech expertise hinders growth and smart decision-making.	<b>AI &amp; Machine Learning Solutions</b> Predictive analytics, recommendation engines, and intelligent automation to drive smarter business decisions and optimize operations.
<b>Cost Management</b>	<b>High IT Costs</b> Hiring and managing an in-house IT team can strain budgets.	<b>Virtual Tech Team / IT Consulting</b> Access enterprise-level IT expertise without the overhead of a full in-house team.
<b>Security &amp; Compliance</b>	<b>Data Security &amp; Compliance</b> Risk of data breaches or non-compliance can damage your reputation.	<b>Cybersecurity &amp; Compliance Solutions</b> Protect your data, meet regulations, and reduce risk with proactive IT management.
<b>Project Management</b>	<b>Project Management Challenges</b> Complex projects are difficult to manage without proper oversight.	<b>End-to-End Project Management</b> From discovery to deployment, we guide SMBs every step of the technology journey.



# Our Core Services

At Aus NewTechs, we help businesses grow by taking the complexity out of technology. Our goal is to let you focus on your core business while we manage your digital needs. Whether you're a startup or scaling enterprise, we act as your extended tech team. You get enterprise-grade solutions without the cost of an in-house IT department. Our flexible, growth-based pricing adapts to your business stage and goals. We deliver secure, scalable, and user-friendly solutions tailored to your operations. Explore our full range of services designed to support your digital journey below.



## Custom Software Development

We create tailor-made software aligned to your workflows, goals, and challenges. From ERP systems to SaaS products and business automation tools, our solutions improve efficiency, drive ROI, and support long-term growth - built entirely around your operations.



## Mobile App Development

Deliver seamless mobile experiences on iOS, Android, or both with our cross-platform development services. From concept to launch, we build apps that are intuitive, reliable, and aligned to your brand—so you can connect with customers on the move.



## IT & T Solutions and PMO Consultancy

We provide flexible, on-demand IT and telecom consultancy for businesses without in-house architecture or PMO teams. Our expertise spans technology strategy, solution design, and end-to-end project delivery—ensuring your systems align with your business goals. Acting as your virtual tech office, we offer scalable, cost-effective support tailored to your needs. While you focus on growth, we manage the technology that keeps your business moving forward.



## Web Application Development

We build dynamic, responsive web apps that perform seamlessly across all devices. Designed with best practices in security, SEO, and scalability, our web solutions engage users, enhance visibility, and support digital business transformation at every level.



## UI/UX Design & Prototyping

Our team designs clean, user-friendly interfaces that improve usability and customer experience. By applying user-centric principles, we develop engaging prototypes and product designs that make digital interaction smooth, enjoyable, and effective.



## Support & Maintenance

Your business evolves—your digital platforms should too. We provide monthly support and maintenance packages that keep your website, apps, and content fresh and aligned with your goals. From updates and bug fixes to service changes and feature rollouts, we handle it all. No technical hassle, just seamless improvements tailored to your needs. You set the priorities—we keep your presence up to speed.

## Industries We Serve

At Aus NewTechs, we proudly deliver tailored digital and IT solutions across a wide range of industries. With deep expertise in enterprise architecture, cloud platforms, wireless technologies, and scalable software systems, cyber security, we help businesses modernize operations, enhance customer engagement, and accelerate digital transformation. Whether you're a startup, SME, or large enterprise, our flexible, growth-driven approach ensures your technology evolves with your business.



**Retail & E-Commerce**



**Logistics & Supply Chain**



**Healthcare & Medical**



**Construction & Real Estate**



**Finance & Insurance**



**Manufacturing & Industrial**



**Education & E-Learning**





## Why Choose Us

Choosing the right technology partner isn't just a business decision - it's a trust decision. At Aus NewTechs, we don't just deliver software - we deliver peace of mind, long-term value, and a partnership that grows with you. We understand that every business is unique. That's why we take the time to listen, adapt, and co-create solutions that align with your goals, your pace, and your vision. Whether you're a startup scaling fast or an established SME navigating digital transformation, we're here to make technology your competitive advantage. With a team of highly skilled developers, designers, and IT consultants, we work as an extension of your business to deliver results that exceed expectations.



**All-in-One Tech Partner—** From websites and mobile apps to SEO, cloud, and IT support - we simplify your tech stack under one roof.



**Tailored for Growth—** We design flexible, scalable packages that evolve with your business - no one-size-fits-all here.



**Transparent & Agile Delivery—** You stay in the loop at every stage. We deliver in sprints, with full visibility and room for feedback.



**Built-In SEO Expertise—** Technical, on-page, and off-page SEO is part of the package - so your digital presence performs from day one.



**Your Extended Team—** We integrate seamlessly with your business, offering the expertise of an in-house team - without the overhead.



**Growth-Focused Mindset—** We don't just build and leave. We support your growth journey with proactive insights and evolving solutions.



**No Big Upfront Costs—** Our pricing is flexible, transparent, and designed to support your cash flow - not strain it.



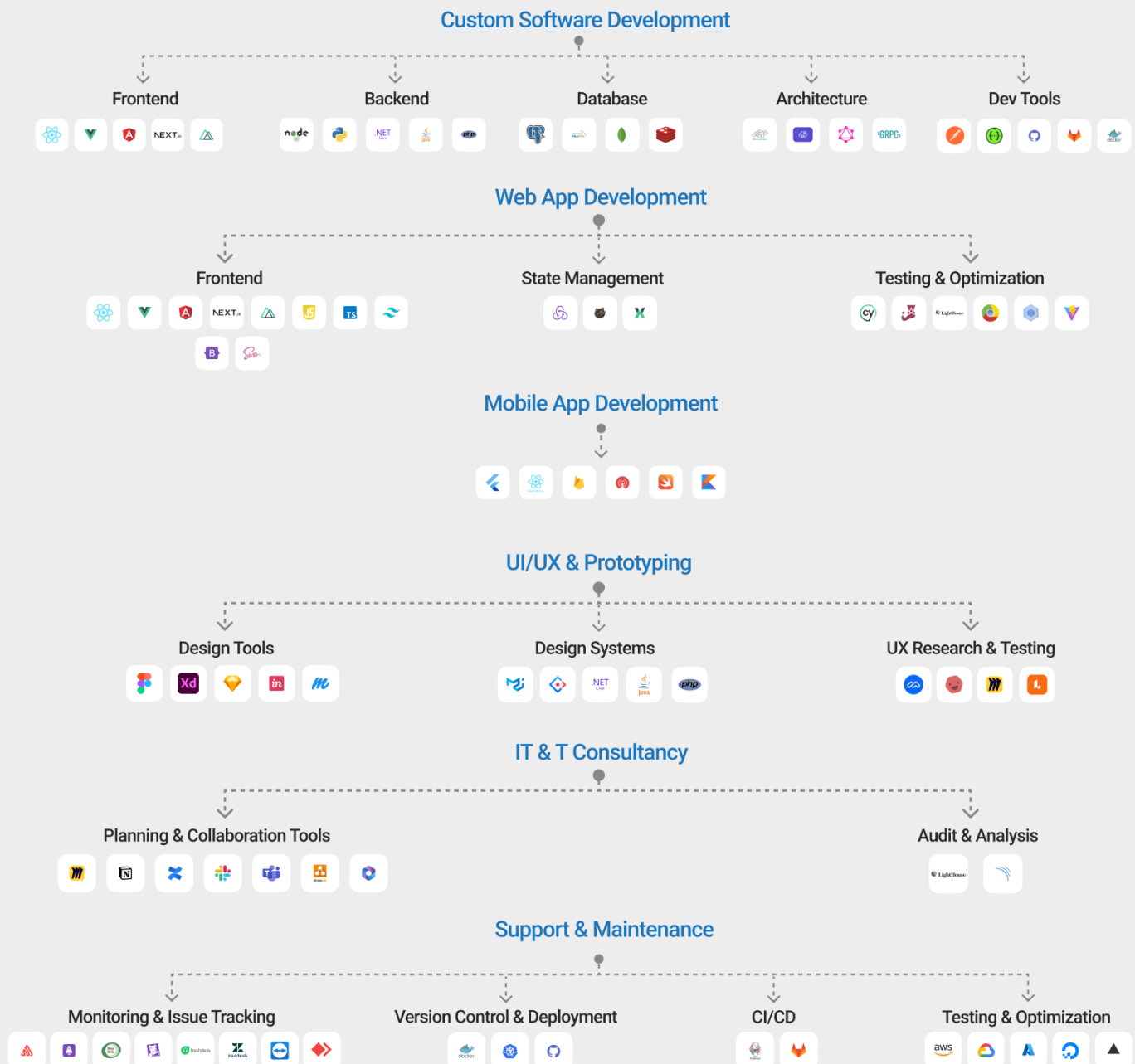
**Always-On Support —** 24/7 assistance for updates, bug fixes, performance tuning, and peace of mind.



**Long-Term Value—** We're in it for the long haul - building trust, delivering results, and growing with you.

# Our Technologies & Tools

At Aus NewTechs Pty Ltd, we believe that using the right tools and technologies is the foundation of delivering high-performing, secure, and future-ready digital solutions. That's why we continuously invest in the latest frameworks, platforms, and development tools to help your business stay competitive and innovative in today's fast-changing digital landscape. From frontend interfaces to backend systems, cloud infrastructure to development operations - our team leverages a proven technology stack trusted by leading companies worldwide.





## Our Working Process

At Aus NewTechs Pty Ltd, we believe that exceptional technology begins with genuine collaboration. We take the time to understand your business, your users, and your goals - ensuring our solutions are grounded in clarity and purpose. Our process is structured yet adaptable, designed to keep you involved, informed, and confident from day one. Whether your project demands the speed and flexibility of Agile increments or the predictability of a Waterfall approach, we tailor our delivery model to suit your unique requirements. Through open communication and iterative development, we turn complex challenges into smart, scalable outcomes. By working as an extension of your team, we transform your vision into real-world impact. With us, you're not just choosing a vendor - you're gaining a long-term technology partner.



STEP - 1

### Discovery & Requirement Analysis

We begin with in-depth consultations to understand your business goals, industry landscape, user needs, and project scope. This discovery phase ensures that our technical strategy is aligned with your vision from the outset.



STEP - 2

### UX/UI Design & Prototyping

Our expert designers create engaging, intuitive, and user-centric interfaces that solve real user problems. Prototypes are interactive and tested with stakeholders before development begins, reducing rework and enhancing usability.



STEP - 3

### Architecture & Development

Based on the approved design and roadmap, we architect scalable and secure systems tailored to your requirements. Using Agile methodologies, we deliver projects in iterations, allowing you to see progress and provide feedback along the way.



STEP - 4

### Testing & Quality Assurance (QA)

Every product we build undergoes extensive testing to ensure flawless functionality, security, and performance across different devices and browsers. We employ both manual and automated testing techniques.



STEP - 5

### Deployment & Launch

Once everything is tested and approved, we manage a smooth and professional rollout of your digital product. Deployment is accompanied by comprehensive documentation and training to help your team operate the system effectively.

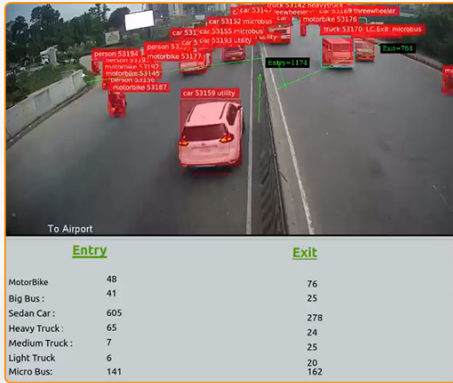


STEP - 6

### Post-Launch Optimization & Support

Our relationship doesn't end at go-live. We provide continuous optimization, regular updates, and dedicated technical support to ensure long-term success. We also help you gather user feedback to guide future enhancements and long-term success.

## Our Success Stories



### WATCHCAM – Smart Video Surveillance with AI-Powered Analytics

**Industry:** Public Safety, Enterprise Security, and Smart Cities

**Services Provided:** Research & Development, Proof of Concept, AI & Video Analytics, Security Automation.

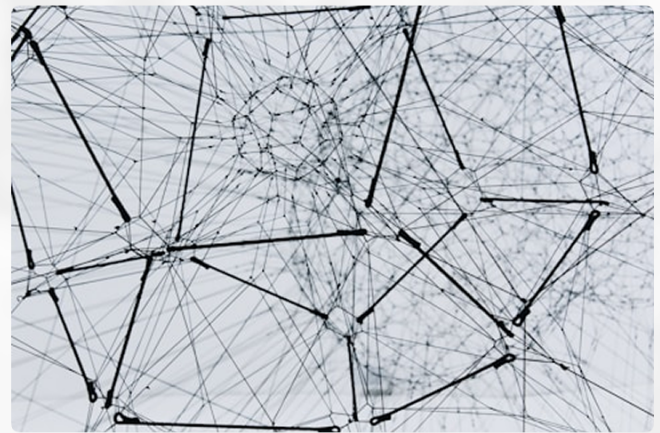
**Outcome:** Delivered an AI-powered surveillance platform with real-time analytics, enhancing security for smart city applications.

### Research & Proof of Concept (POC) for Automatic Mutual Recognition (AMR)

**Industry:** Government & Public Sector

**Services Provided:** Research & Development, Proof of Concept, IT Architecture, Emerging Technologies.

**Outcome:** Developed a POC for AMR, streamlining government processes with scalable IT architecture.



### Data Synchronization Improvement for an Australian Insurance Company

**Industry:** Finance, Insurance

**Services Provided:** IT Infrastructure, Networking Solutions, Remote Office Connectivity, and Business Continuity.

**Outcome:** Improved data synchronization across remote offices, ensuring 99.9% uptime and enhanced business continuity.

### Telco Billing Lifecycle

**Industry:** Telecommunications

**Services Provided:** Custom Software Development, IT Architecture & Consultation, and Systems Integration.

**Outcome:** Built a custom billing lifecycle system, integrating seamlessly with existing telecom infrastructure, reducing processing errors by 20%.





## Client's Review

At Aus NewTechs Pty Ltd, we measure our success by the success of our clients. Nothing speaks louder than the words of the businesses we've helped transform with tailored software solutions, expert consultancy, and reliable support services. From innovative startups to established enterprises, our clients trust us to deliver on time, on budget, and beyond expectations. Their feedback reflects the commitment, professionalism, and expertise we bring to every project we undertake.

- “ If you're looking for a rewarding business solution and services, I must recommend them. I have received a customized IT service level agreement that fits my business needs and budget.

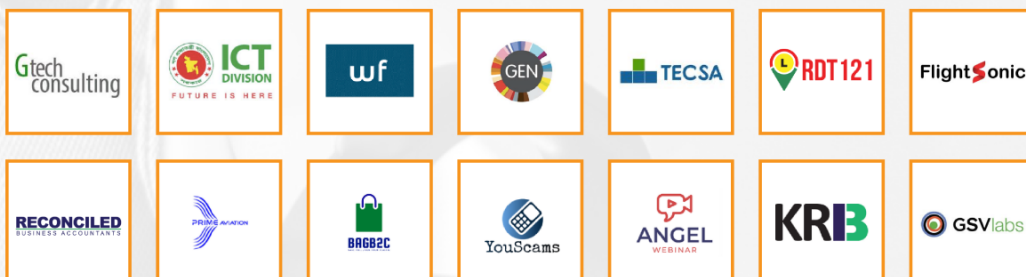
**Abul Bashar Antor**  
MD, Reconciled Business Accountants
- “ I have never seen such a speedy team with strong commitment, dedication, and quality. Ausnewtechs together with highly experienced teams working for a big finish customer.

**Zahangir Alam**  
CEO, Serveno Australia Pty Ltd
- “ Very impressed from beginning to end. They are smart and think outside the box. They solve my complex business integration system smartly. Thank you for their returning services.

**Igor Grakovich**  
CEO, Bangladesh Internet Exchange Ltd

## Our Valuable Clients

We are proud to work with a diverse range of businesses, with a special focus on supporting small and medium-sized enterprises (SMEs). Our clients trust us to deliver reliable, innovative, and results-driven technology solutions that help them grow, stay competitive, and succeed in a fast-changing digital world. At Aus NewTechs, every project is a partnership - your success is our success.



## Culture & Philosophy

At Aus NewTechs, agility is more than a methodology - it's our DNA. We embody an agile mindset that transcends frameworks, empowering us to adapt swiftly, collaborate deeply, and stay laser-focused on our customers' evolving needs. Our team operates with a global sensibility and a local heartbeat - bridging time zones and borders to build technology partnerships that are responsive, scalable, and human-centered. We don't just deliver solutions; we co-create lasting impact with the people we serve.

Our values are not aspirational - they're operational. They shape how we think, how we work, and how we grow with our clients:

- 🔄 **Innovation That Drives Impact:** At Aus NewTechs, innovation means more than cutting-edge tech - it's about solving real business challenges. From website design to custom software, we transform bold ideas into scalable solutions that help SMBs thrive in a rapidly evolving digital world. Every product we build empowers our clients to lead, not follow.
- 🔄 **Solutions Built for Growth:** Our architecture adapts with your business. Whether it's mobile apps, cloud platforms, or integrated operational support, we build technology with longevity in mind. For businesses with no in-house IT teams, our scalable frameworks offer peace of mind and the flexibility to grow confidently.
- 🔄 **Customer-Centric by Design:** We begin with listening - really listening. Understanding your goals, challenges, and day-to-day realities allows us to deliver tailored services that matter. From SEO-integrated web development to PMO consultancy, every engagement is driven by measurable outcomes and built around your success.
- 🔄 **Power of Collaboration:** Your team + our team = better outcomes. We believe in open communication, active collaboration, and mutual respect. Whether we're updating content, configuring hosting, or leading IT strategy, we work side-by-side with you to ensure seamless delivery and exceptional results.
- 🔄 **Human-First Approach:** Empathy is the core of our service. We care deeply about your experience—from the moment we onboard you to everyday operational support. Our commitment to nurturing authentic relationships means you're never just a ticket number - you're a valued partner.
- 🔄 **Accountable & Agile Delivery:** We own what we build, and we follow through. Transparent processes and agile methodologies keep projects on track and adaptable to change. Whether we're deploying new platforms or managing email setup, our responsiveness helps clients stay ahead - without the complexity of managing IT themselves.

This philosophy drives us forward - whether we're working with a startup in Sydney, an SME in Singapore, or an enterprise in London. Wherever you are, Aus NewTechs is your technology ally, bringing vision, strategy, and delivery that scale with your ambition.



# THANK YOU



**Aus NewTechs Pty Ltd.**  
Your one stop digital partner

#### Bangladesh Office

46 KDA Ave, Jibon Bima Bhaban,  
Khulna, BD

+8801983040909  
sales@ausnewtechs.com

#### Australia Office

Unit 503, 5 French Ave, Bankstown,  
NSW 2200

+61420719259  
info@ausnewtechs.com

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