

Capability Statement – Adam Winchester

Introduction

I help businesses unlock efficiency, growth, and digital resilience by combining over 30 years of technology leadership with 8+ years of deep Zoho expertise and extensive experience in web technologies.

Based in Sydney, I have delivered hundreds of projects across CRM, automation, websites, and integrations – helping Australian businesses achieve faster delivery, fewer errors, and better ROI.

I specialise in **end-to-end digital transformation**, from **CRM implementations** to **web platform builds**, ensuring that technology works in harmony with business processes.

Core Capabilities

Business & Technology Consulting

- Process discovery workshops to map current and future-state processes
- Strategic business automation and efficiency planning
- CTO-level consulting for startups and established businesses
- Scoping, estimating, and project governance

CRM & Automation (Zoho Specialist)

- Zoho One implementations and optimisation
- Advanced workflows, blueprints, and automations
- Custom Deluge development (2,600+ reusable scripts)
- API integrations with third-party systems
- CRM efficiency roadmaps and success metrics

Web Technologies

- Website and portal development (WordPress, Zoho Sites, custom builds)
- Web application development and integrations (Many Web Technologies)
- eCommerce solutions (Shopify, WooCommerce, Zoho Commerce, custom)
- Customer portals linked with CRMs and ERP
- API and middleware integrations (connecting web, CRM, and finance systems)
- UX/UI design with a focus on conversion and usability
- Hosting, security, and performance optimisation

Data & Reporting

- Zoho Analytics dashboards and visualisation
- Data migration, cleansing, and structuring
- Integrated reporting across multiple systems
- Financial and operational analytics for decision-making

Training & Support

- End-user training for many CRM and web platforms
- Administrator and developer training for Zoho and many other CRM systems
- Ongoing support and optimisation
- Helpdesk for businesses frustrated with vendor support delays

Benefits of Working With Me

- **Speed** – I deliver at 2–3x the pace of typical developers, backed by reusable IP.
- **Knowledge** – 8+ years of Zoho plus three decades in software, web, and automation.
- **Business Understanding** – Experience across hundreds of industries, allowing me to bring practical insights, not just technical fixes.
- **Right-First-Time Outcomes** – Minimal rework due to deep industry + technical alignment.
- **Integrated Approach** – CRM, automation, and web technologies delivered as one ecosystem.

Engagement Method

All work is billed on a daily rate, with a **tiered loyalty discount** applied automatically based on the total number of days engaged within any rolling 12-month period. This approach rewards longer-term commitment and maximises value for the client.

Daily Rate Tiers

Cumulative Days in 12-Month Period	Standard Daily Rate (AUD)	Effective Daily Rate (AUD)
1–20 days	\$1,088	\$1,088
21–35 days	\$1,088	\$1,040
36–55 days	\$1,088	\$1,000
56–80 days	\$1,088	\$950
81–100 days	\$1,088	\$930
Over 100 days	\$1,088	\$880

How it works:


- Your daily rate is adjusted automatically once the relevant day threshold is reached within a 12-month period.
- The reduced rate applies to all subsequent days within the same 12-month window.
- This ensures the more you engage with us, the lower your effective daily rate becomes.

Rate reductions are applied from the first day after the threshold is reached.



Let's Chat

If you want a partner who understands both **business** and **technology**, and can deliver **CRM + web solutions** that drive measurable results, let's talk.

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 adamwinchester.com (under maintenance currently)

 crmdeveloper.com.au