

# **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:

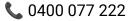
- Your daily rate is adjusted automatically once the relevant day threshold is reached within a 12-month period.
- The reduced rate applies to all subsequent days within the same 12-month window.
- This ensures the more you engage with us, the lower your effective daily rate becomes.

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.



- ≥ adam@adamwinchester.com
- adamwinchester.com (under maintenance currently)
- crmdeveloper.com.au