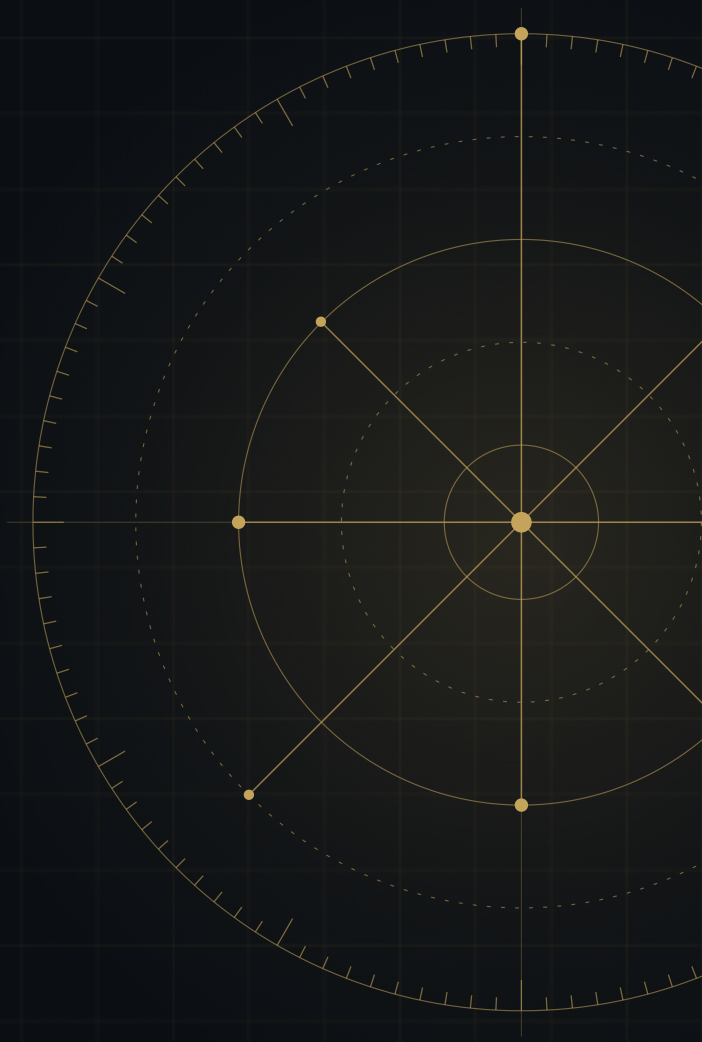
AUTOMATEX DIGITAL
SERVICES CATALOGUE



EDITION 2026 · SYDNEY, AUSTRALIA

The infrastructure behind *better* businesses.

AI agents, business automation, custom software and digital growth — designed, built and managed as one connected system.

01	02	03	04
AI AGENTS	BUSINESS AUTOMATION	CUSTOM SYSTEMS	DIGITAL GROWTH

ABOUT AUTOMATEX

Businesses shouldn't need five providers to build *one functioning system.*

AutomateX Digital is a Sydney-based technology and growth studio. We combine AI, automation, custom software and digital growth to help businesses attract customers, operate efficiently and scale on better infrastructure.

Websites, CRM, AI, automation, advertising and internal software increasingly depend on one another. AutomateX was built to bring those components together under one technical and strategic partner — so commercial goals and technical execution stay closely connected.

Every engagement starts with how your business actually operates. We map the process, design the system, build and connect it, then keep improving the parts that matter.

CONTENTS

01 The Connected System 03
02 AI Agents 04
03 Business Automation 05
04 Custom Systems 06
05 Digital Growth 07
06 AutomateX Complete 09
07 How We Work 10
08 Selected Work & Leadership 11
09 Contact & Company Details 12

01

AI Agents

Voice, chat, sales and support agents that answer, qualify and book around the clock.

02

Automation

Follow-ups, bookings, onboarding and workflows that run without manual effort.

03

Custom Systems

Software, CRM, portals and dashboards designed around your operation.

04

Digital Growth

Websites, SEO, local search and paid acquisition built to convert.

One partner
STRATEGY, BUILD & ONGOING CARE

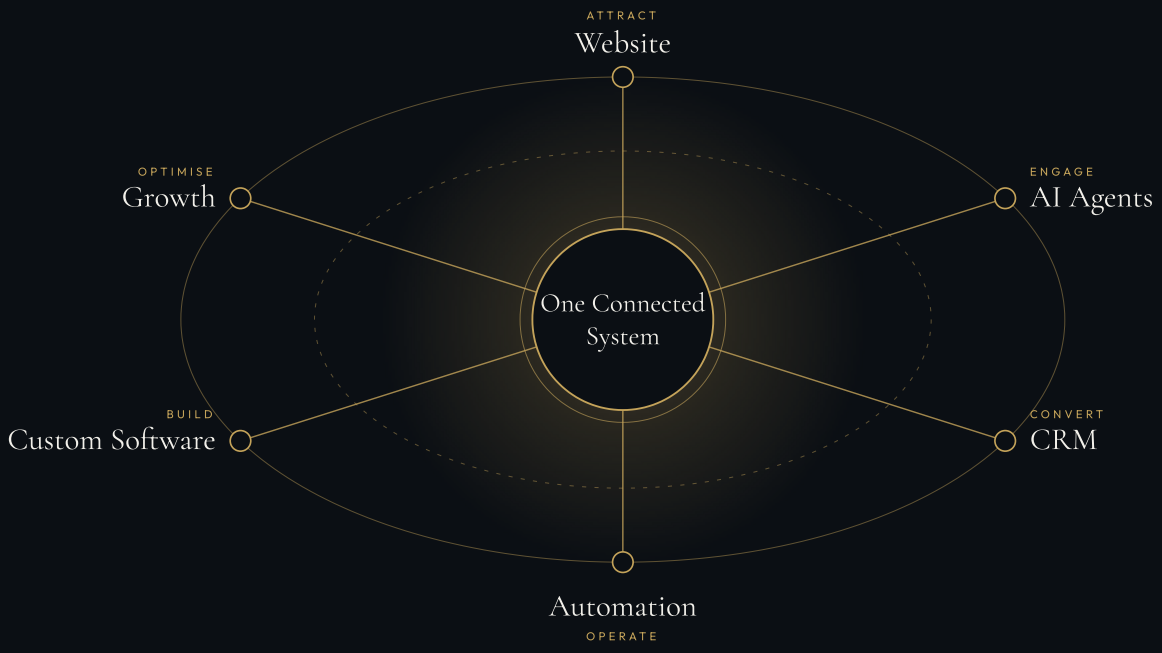
24 hours
REPLY TO EVERY ENQUIRY

AU & global
PROJECTS DELIVERED IN 3 COUNTRIES

01 · THE CONNECTED SYSTEM

Everything works better *connected.*

We do not force you to replace your technology stack — we make it work together. Each capability feeds the next, so a website enquiry becomes a qualified lead, a booked appointment, a CRM record and a measurable result.



STAGE 01

Attract

- Website
- SEO
- Advertising

STAGE 02

Engage

- AI Voice
- AI Chat
- Lead Capture

STAGE 03

Convert

- CRM
- Sales AI
- Follow-Up

STAGE 04

Operate

- Automation
- Custom Software
- Portals

STAGE 05

Optimise

- Analytics
- Reporting
- Dashboards

SERVICE 01 · INTELLIGENT CUSTOMER ENGAGEMENT

AI Agents

01

AI that doesn't just answer. It acts.

Customer-facing AI agents that answer, qualify, support and book across voice, website, sales and service workflows. Each agent is designed around your services, tone, FAQs, qualification rules and booking process, then connected into the tools your team already uses.

EXAMPLE SYSTEM

AI Reception System

01 Incoming call
02 AI qualification
03 Appointment booked
04 CRM updated
05 SMS confirmation sent

AGENT 01

AI Voice Receptionist

Answers calls, understands enquiries, captures information, qualifies, books, updates your CRM and sends follow-up.

AGENT 02

AI Sales Agent

Responds instantly, qualifies prospects, follows up and books sales opportunities into your calendar.

AGENT 03

AI Customer Support Agent

Answers common requests, retrieves information and routes complex issues to the right person.

AGENT 04

AI Website Assistant

Engages visitors, answers questions, captures details and converts browsing into enquiries.

EVERY AGENT INCLUDES

KNOWLEDGE BASE & FAQ TRAINING
CRM, CALENDAR, EMAIL & SMS HANDOFFS
ESCALATION RULES
TESTING & MONITORING
ONGOING OPTIMISATION

ALWAYS AVAILABLE

Customers get answers, leave details or book without waiting for office hours.

BUILT AROUND ACTION

Designed to capture, qualify, route and book — not just chat.

CLEAR HANDOFFS

Your team receives useful context, not messy transcripts.

BUSINESS-SPECIFIC

Shaped around your offer, questions, systems and rules.

SERVICE 02 · AUTOMATED OPERATIONS

Business Automation

02

Connected workflows that remove repetitive work.

We automate the operational work your team repeats every week — from instant lead follow-up and appointment reminders to onboarding, quotes, invoices, review requests, CRM updates and reporting. Workflows are mapped around how your business already operates, connecting the tools you already use.

EXAMPLE SYSTEM

Automated Lead Pipeline

01 Website enquiry
02 Logged to CRM
03 Instant response
04 Nurture sequence
05 Booking made
06 Salesperson notified

WORKFLOW 01

Lead Follow-Up Automation

Every new enquiry receives an immediate, personalised response by SMS or email — before competitors reply.

WORKFLOW 02

Appointment Automation

Booking, confirmations, reminders and rescheduling handled automatically to cut no-shows.

WORKFLOW 03

Customer Onboarding

Welcome sequences, forms, documents and handoffs that move new customers in without admin.

WORKFLOW 04

Workflow Automation

Internal processes, notifications, data entry and approvals connected across your systems.

WHAT WE AUTOMATE

QUOTES · INVOICES · NOTIFICATIONS · REVIEW REQUESTS · DOCUMENTS · EMAILS · SMS · DATA ENTRY · REPORTING · CRM UPDATES · ZAPIER & NATIVE INTEGRATIONS · MONTHLY HEALTH CHECKS

FASTER RESPONSE

New enquiries are followed up in seconds, not hours.

LESS MANUAL ADMIN

Reminders, messages and updates move without constant input.

CLEANER OPERATIONS

Fewer missed steps across bookings, onboarding and follow-up.

DESIGNED TO FIT

Mapped to how you already work and where delays occur.

SERVICE 03 · BUILT TO FIT

Custom Systems

Software designed around your operation.

03

Where off-the-shelf tools stop, we build. We design software around the jobs you manage, the staff who need access, the customers who need visibility, the data you need to track and the reports leadership needs to make decisions — with room to scale as your operation grows.

EXAMPLE SYSTEM

Field Operations Platform

01 Jobs created
02 Staff assigned
03 Site photos captured
04 Documentation filed
05 Reporting generated
06 Job completed

SYSTEM 01

Custom Business Software

Job management, field service and project management platforms built around how work actually moves.

SYSTEM 02

CRM & Sales Systems

Pipelines, customer records, handoffs and sales dashboards customised to your sales process.

SYSTEM 03

Client & Staff Portals

Secure portals for customers, staff and contractors with the right permissions and visibility.

SYSTEM 04

Dashboards & Reporting

Live visibility across sales, jobs, customers and teams — one view of what is happening.

WE ALSO BUILD

INTERNAL ADMIN PLATFORMS · DOCUMENT SYSTEMS · AI-POWERED INTERNAL TOOLS · CUSTOMER PORTALS · CUSTOM INTEGRATIONS · REPORTING SYSTEMS

BUILT AROUND PROCESS

The system follows how work moves through your business.

MORE THAN TOOLS

A tailored operating layer, not another disconnected subscription.

VISIBILITY

Dashboards show what is happening across the operation.

ROOM TO SCALE

Expands with your workflows, users and integrations.

SERVICE 04 · GROWTH INFRASTRUCTURE

Digital Growth

04

Digital infrastructure that creates opportunity.

The infrastructure that attracts attention and turns demand into opportunities: premium conversion-focused websites, technical and content-led SEO, local search visibility, Google Business management and paid acquisition across Google and Meta — all with proper tracking.

GROWTH 01

Website Design & Development

A premium online presence built to convert.

Custom websites strategically engineered to turn visitors into customers. We handle design concepts and copywriting consultation through to hosting, domain setup, SSL and post-launch maintenance. Most sites launch within 2–4 weeks depending on scope.

- Custom design aligned to your brand
- Mobile-first responsive layout
- Performance-optimised for speed
- Conversion-focused page flow
- SEO-ready architecture from launch
- Hosting & domain configuration
- Logo options & copy consultation
- SSL & security hardening
- Analytics & Search Console setup
- Ongoing care & maintenance

GROWTH 02

SEO Management

Long-term rankings that compound every month.

Managed, month-to-month SEO combining technical foundations, on-page optimisation, keyword-targeted content and clear reporting — so organic traffic keeps building without ad spend. No lock-in contracts.

- On-page SEO audit & optimisation
- Keyword targeting & content alignment
- Technical SEO fixes
- One targeted blog post per month
- Core Web Vitals optimisation
- Internal linking strategy
- Competitor & gap analysis
- Search Console monitoring
- Transparent monthly reporting
- Continuous ranking optimisation

GROWTH 03

Google Business Profile

Be found when customers search nearby.

Full profile setup and optimisation to improve Google Maps and local-pack visibility and drive calls, direction requests and enquiries — then ongoing posts, review replies and reporting to keep it working.

- Profile setup & optimisation
- Category & service alignment
- Media, Q&A & listing enhancement
- Google messaging setup
- Review generation strategy
- Local competitor analysis
- Post scheduling & templates
- Monthly performance reporting

04 · DIGITAL GROWTH — CONTINUED

Reach, content and the automation *behind the growth.*

GROWTH 04

Google & Meta Advertising

More calls. More bookings. Now.

Targeted Google, Facebook and Instagram campaigns that put your business in front of people actively searching for what you offer — managed with conversion tracking so performance is tied to outcomes.

- Google Ads — appear at the top instantly
- Meta Ads — Facebook & Instagram
- Suburb & industry precision targeting
- Conversion-focused landing pages
- Weekly optimisation
- Monthly performance reports

GROWTH 05

Media Production

Premium content for brand authority.

Professional video, photography and social content that makes your business look premium everywhere online. One monthly shoot, delivered as ready-to-post assets.

- 4–8 short videos & reels per month
- 8–12 social media graphics monthly
- Captions & content calendar
- Files delivered ready to post

GROWTH 06

Intelligent Business Automation

Smart systems that work while you sleep.

The growth-focused automation package: every enquiry gets an instant response, every appointment is confirmed and every follow-up happens on schedule. Built once, then monitored and improved as your business changes.

- Automated lead follow-up flows
- Booking & calendar automation
- Email & SMS sequences
- CRM & pipeline automation
- Review requests after jobs
- Instant lead alerts
- Multi-channel communication
- Monthly automation health checks

CONVERSION FIRST

Traffic matters most when pages are built to turn attention into enquiries.

ORGANIC FOUNDATION

SEO and local search create durable visibility that compounds.

TRACKED ACQUISITION

Campaigns measured against real conversions, not vanity metrics.

CONNECTED TO SYSTEMS

Leads flow straight into CRM, automation and follow-up.

05 · THE COMPLETE SYSTEM

One partner. *One connected system.*

AutomateX Complete — including our Full WAAM Package — brings every capability together as a single done-for-you partnership. Instead of managing four or five vendors, one dedicated team executes across your website, automation, Google Business Profile, SEO and AI in sync.

EVERYTHING CONNECTED

SEO drives traffic to your website, your website feeds automation, automation generates reviews, and reviews lift your local visibility.

ONE PARTNER, ZERO HASSLE

One team, one proposal, one point of contact — complete accountability.

PRIORITY EVERYTHING

Priority support, faster turnarounds and first access to new capabilities.



01 AI Agents	02 Business Automation	03 CRM & Sales Systems
04 Custom Software	05 Website & Landing Pages	06 SEO & Local Search
07 Paid Acquisition	08 Analytics & Reporting	09 Ongoing Optimisation

06 · HOW WE WORK

A clear path from problem to *working system.*

Every engagement starts with understanding how your business operates before deciding what should be built, automated or connected.

01

DISCOVER

Understand the business.

We map your current operation, identify bottlenecks, understand your goals and determine where technology creates the greatest impact.

OUTPUTS

- REQUIREMENTS
- EXISTING SYSTEMS
- BOTTLENECKS
- OPPORTUNITIES

02

DESIGN

Architect the right solution.

We define how the technology, workflows and customer journey should work together before development begins.

OUTPUTS

- SOLUTION ARCHITECTURE
- INTEGRATIONS
- USER EXPERIENCE
- IMPLEMENTATION PLAN

03

BUILD & CONNECT

Turn architecture into a working system.

AI agents, automations, software and digital infrastructure are built, integrated and tested as one connected solution.

OUTPUTS

- DEVELOPMENT
- AI CONFIGURATION
- AUTOMATION
- INTEGRATIONS

04

LAUNCH & OPTIMISE

Deploy. Measure. Improve.

We launch the system, monitor performance and keep improving the parts that matter.

OUTPUTS

- DEPLOYMENT
- MONITORING
- REPORTING
- ITERATION

Tailored proposals

Every engagement is scoped and quoted individually — you receive a clear written proposal with inclusions, timeline and investment.

No lock-in

Flexible partnerships with clearly defined scope and deliverables. No obligation until you approve the proposal.

Fast response

We reply to every enquiry within 24 hours with practical next steps.

WORKS WITH YOUR STACK

- CRM
- EMAIL
- CALENDAR
- ACCOUNTING
- PAYMENTS
- ADVERTISING
- COMMUNICATION
- CLOUD STORAGE

07 · SELECTED WORK

Built across different businesses. *Designed around each one.*

01 SYDNEY, AUSTRALIA

ZKS Group

Civil Infrastructure

Digital infrastructure for an established civil, telecoms, utilities and traffic group.

WEBSITE | DIGITAL SYSTEMS

02 AUSTRALIA

Cutting Edge Pest Solutions

Field Services

Customer-facing digital presence for a service business built around trust, enquiries and fast action.

WEBSITE | LEAD CAPTURE

03 INDIA

Zaryah+

Faith-Tech

AI-powered platform experience designed around product clarity, user trust and digital delivery.

AI PLATFORM | PRODUCT SYSTEM

04 QATAR

Rafa Car Accessories

E-Commerce

Digital storefront and retail experience for a premium automotive accessories business.

E-COMMERCE | DIGITAL STOREFRONT

LEADERSHIP

AutomateX is led across business strategy, technology and product development, keeping commercial goals and technical execution closely connected.

Christian Janev
CO-FOUNDER & CEO

Strategy · Growth · Client Solutions

Ismaiel Shakir
CO-FOUNDER & CTO

Engineering · AI · Systems Architecture

Hadhi Abdussalam
CO-FOUNDER & CPO

Product · UX · Systems Development

READY TO BEGIN

Let's build the system *your business* runs on.

Tell us where things are today. We'll show you what to build, automate or connect first — and send a tailored proposal within 24 hours.

GET IN TOUCH

EMAIL	info@automatexdigital.com
PHONE	+61 417 772 493
WEBSITE	automatexdigital.com
LINKEDIN	linkedin.com/company/automex-digital
INSTAGRAM	@automatex_digital
YOUTUBE	@automatexdigital

COMPANY DETAILS

BRAND	AutomateX Digital (AX Digital)
LEGAL ENTITY	AutomateX Innovations Pty Ltd
ABN	65 697 393 534
ACN	697 393 534
ENTITY TYPE	Australian Private Company
LOCATION	Sydney, New South Wales, Australia

AutomateX Digital is a product of AutomateX Innovations Pty Ltd (ABN 65 697 393 534). All services are scoped and quoted individually; no fixed pricing is published. Information current as at November 2026 and subject to change.

© 2026 AutomateX Innovations Pty Ltd