puresec ICT

ABOUT US
We are leaders who assist organisations to drive performance by implementing and managing digital business systems.

We strive to create end-to-end solutions that meet our clients' needs and exceed their expectations.

Contact Us
Canberra

Perth

Brisbane

0415 132 471

info@puresec-ict.com.au

puresec-ict.com.au

A new era in digital solutions

Websites
Socials
Digital Business Systems
Strategic Services
Support and Sustainment

www.puresec-ict.com.au

"No longer is a stand-alone website or a social media page a viable option to market a business. End to End Solutions provide a mechanism to attract, nurture and convert leads, provide attractive marketing channels and use the power of automation, machine learning and AI to analyse reach and effectiveness."

Customised Strategy Document

A Strategy for today and tomorrow
Once we have understood your business and agreed on how we fit in with any existing systems, we prepare a customised strategy outlining our findings.

This document articulates the Who, What, When, Where and How of your project.

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Our End To End Offerings

Integration across your business
Our system of integration has proven that by integrating tools within key verticals, business operations can be largely automated whilst retaining a personal touch.
We offer a customised package for creating and end to end solution that works with any existing business systems or software and adds value where required.

Strategy Session

Complete and customised solutions to keep your business humming
We know that no two businesses are the same. Whether you are just starting out, scaling fast, or already well established, we work quickly to understand the lay of your land, looking for areas that can be improved, automated or enhanced and provide constructive advice with clear recommendations to achieve value.

Every strategy is different. Every project is different and the scope for each business will vary. We have a complete understanding and technical knowledge and expertise to ensure that every base is covered – however we will not duplicate work or charge for anything you already have. All our work is scoped, quoted, and agreed before anything commences.

Project Plan & Account Delivery Manager

Agile Delivery and Collaboration

All our projects have a plan. The plan is visible to all stakeholders – including you. You can view your project board at any time and see updates in real time. You will have a dedicated Account Delivery Manager as your main point of contact. Technical leads will work alongside to ensure delivery is exactly as you expect.

Collaboration

Using real time collaboration tools, we gather feedback, seek approvals, and provide updates that you can view and provide input whenever it suits.

We Guarantee you will see that your project is under control and communication is clear, concise and timely.

"We plan to make a plan. Communication, Collaboration and Value adding are at the core of our values and way of working."

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Hubspot CRM

Customer Relationship Management

If you are expecting new clients, then it is essential that as they make contact you have concise record keeping and tracking. From lead, to deal to sale, a CRM is an essential tool for any sized business. We use and recommend HubSpot and can set it up and configure for you as required.

Secure, modern websites

Built to last and grow

Bring your online presence to life with a modern, secure, state of the art website that that represents your unique branding and culture.

Let us assist you to determine requirements, create design artefacts and content, provide advice, training, support, and sustainment services.

If you already have a fabulous website, we will work with your existing software and team to ensure your analytics, CRM and socials messaging are configured and optimised.

All our websites come by default with Google Analytics, HubSpot and Socials integration. We can customise these offerings to suit and existing systems you have in place.

Socials That Rock

Social Networking Platforms

We work with the Socials that are most appropriate for your business – Facebook, LinkedIn, and Instagram.

From business page and business profile setup and/or optimisation, audience research and definitions, insights analytics and campaign planning and execution, socials are one of the top source of leads – when done right.

Socials are networking platforms – not business advertising boards. We treat them as such and work with their algorithms to ensure wide reach and quality conversions.

"Marketing opens the front door to your business. Through effective social networking, you can reduce ad spend and create a loyal community who repeatedly refers their colleagues and comes back to do business over the long term."

Payment Gateways

Quotes, Invoicing, and Automation

Is your payment gateway running on autopilot? Are quotes converting to invoices easily? Are your online store and socials collecting cash while you sleep? If not we can help you with advice and setup to automate payment processing and bookkeeping.
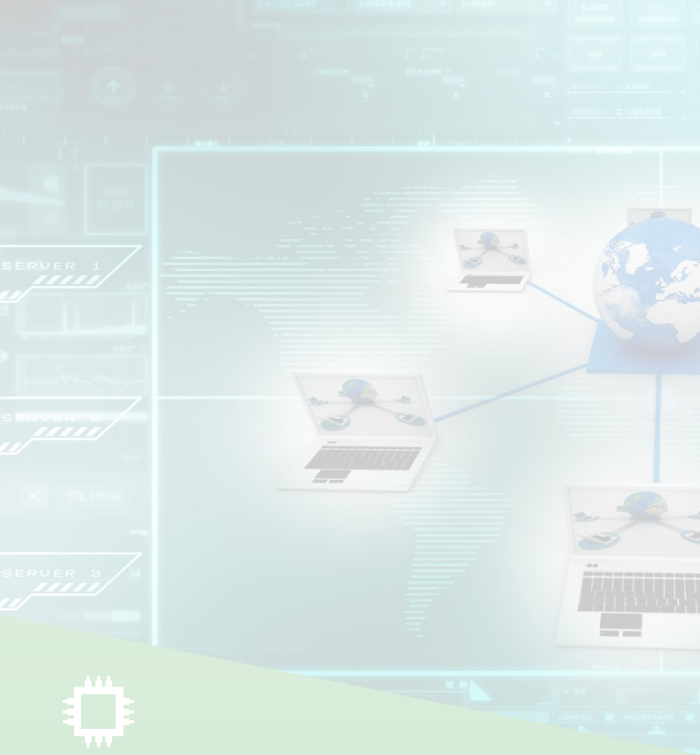
Analytics

A big picture view that drives change and efficiencies

Analytics dashboards give insights into activity across your digital offerings.

By visualising activity and effectiveness of your posts, ad placements, website activity and conversions, a business can determine effectiveness and rapidly make changes to reduce unnecessary or ineffective ad spend.

Website content can be altered or enhanced to provide relevant and up to date information that converts visitors into customers.

We use Google Analytics, HubSpot Analytics and social media insights to view analytics information from different perspectives.

Strategic Services

Our team are your people

Where dreams become reality with Alpha-Performers and Agile Delivery.

Experienced, Talented and High Performing Specialists working together to deliver and delight using proven processes for rapid results.

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IT Support

If you need us, we are here

Having troubles getting something to work? Need help in a hurry?

Our IT Service Desk technicians offer a range of hardware and software support. Use our block hours to obtain timely support as and when you need.

Need hardware or Wi-Fi advice? We stock most of the major brands and can assist you with network design, Wi-Fi configuration and extension across larger office space or properties.

Digital Business Systems

Complete and customised solutions to keep your business humming

We provide a range of solutions that support your internal business processes, ensuring you have the capacity and capability to effectively manage your customers.   PureSec ICT can advise, guide, setup, and train you. You will wonder how you ever managed without them.
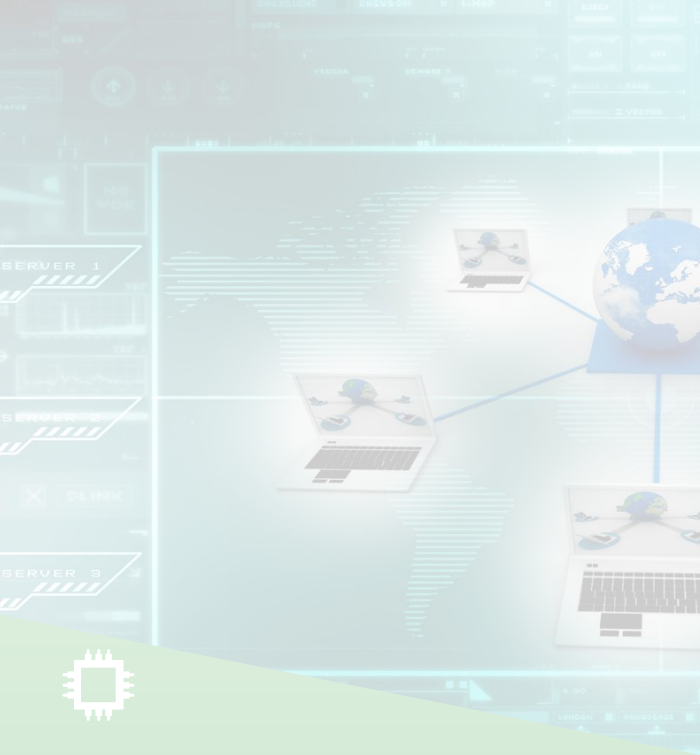
DOMAIN

"End to end digital solutions, client centric ways of working and a unique set of products and services are what makes PureSec ICT stand out from the crowd."

Hosting & Support Services

We manage so you do not have to

Our experienced, talented and high performing specialists, combined with a state of the art Australian data centre and a passion for delivering service that is second-to-none, mean we can support and sustain your digital solutions so you can get back to business.

SMARTeCORE

CMS + eForms all in one site!

Content Management System websites are built on top of a software framework that enables users to create, manage and modify content on a website without the need for specialised technical knowledge.

eForms are the modern way of collecting data through forms online and sending that data to a backend system or process. eForms are used for a wide variety of online applications such as applying for government and business services or products.

Smart Suite

Widgets for every website

Widgets are custom modules of software that can be added to websites to provide an enhanced user experience and greater functionality.

PureSec ICT has developed a proven set of widgets that we use on almost every website we develop – we call it SmartSuite. With SmartSuite you get a CMS with Smarts like no other.

> *"With over 50 combined years of experience in the industry, we have a long history of providing software development services to both SME's and government agencies in Australia and internationally."*

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Service that is second to none

We care about your business success

Our primary aim is to realise your vision and create an aesthetically "on point" digital solution. We are passionate about generating outcomes that not only reflect your company's branding but also have the edge to stand out in today's competitive landscape.

Government

Federal, State and Local

Our staff have extensive experience working with and for government agencies at all levels across Australian Government.

With ex-military and broad and deep experience across a range of unclassified and classified projects, our staff has the expertise to understand government requirements, work with APS and contracting staff and provide services that meet and exceed governance, security and compliance expectations.

Private Enterprise

SME's and large Corporations

No matter if you are a small family business or a large corporation, we have worked with and for a company of your size.

With an understanding of what it takes to run a business, from accounting, daily processes, staff management, sales and marketing - we can customise a digital solution to suit your specific brand, market and business model.

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