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WHO IS STAXD

Staxd Pty Ltd is a Brisbane-based digital transformation consultancy specialising in strategy-led, commercially driven technology solutions. We guide businesses through growth and change by combining bespoke advisory services, organisational diagnostics, business analytics, automation, and platform modernisation.

Our focus is on enabling innovation through smart integration, scalable digital capability, and fractional expertise—helping clients build systems and strategies that drive real business value. Every engagement is tailored, ensuring that technology serves the goals of the business—not the other way around.



ABOUT STAXD

Founded in 2017, Staxd is a Brisbane-based consultancy specialising in digital transformation, strategic advisory, organisational diagnostics, and project enablement. We help businesses build modern, scalable digital capabilities by aligning the right strategy with the right technology—at the right time.

Our model is intentionally lean and flexible. We offer fractional access to experienced strategists, analysts, and project leaders, supplemented by a trusted partner ecosystem. This allows us to assemble bespoke teams and solutions tailored precisely to the needs of each engagement, without the overhead of traditional consulting models.

We are technology-agnostic and outcome-driven—focused on delivering practical, commercially-aligned solutions that unlock innovation and agility. Whether optimising existing operations or introducing AI, automation, and system integration, we ensure every initiative delivers measurable value.

In an environment where digital capability is both scarce and essential, Staxd's strategic flexibility and depth of experience make us a trusted partner for businesses seeking clarity, speed, and transformation without compromise.

OUR APPROACH

NO LONGER A LUXURY



**WE HAVE DEVELOPED
FUTURE-READY
PROJECTS FOR 50+
CLIENTS.**

We firmly believe that in today's fast-paced world, the capacity to fully leverage digital technologies isn't merely a competitive advantage, but an essential necessity.

By leveraging the power of digital transformation and unlocking the value of intellectual property, we guide businesses towards sustainable growth and build competitive advantage.

WHAT WE DO?

At Staxd, our core capability is enabling digital transformation through the strategic digitisation of business processes, knowledge, and intellectual property. This empowers organisations to unlock innovation, create new revenue opportunities, and build scalable, future-ready operations.

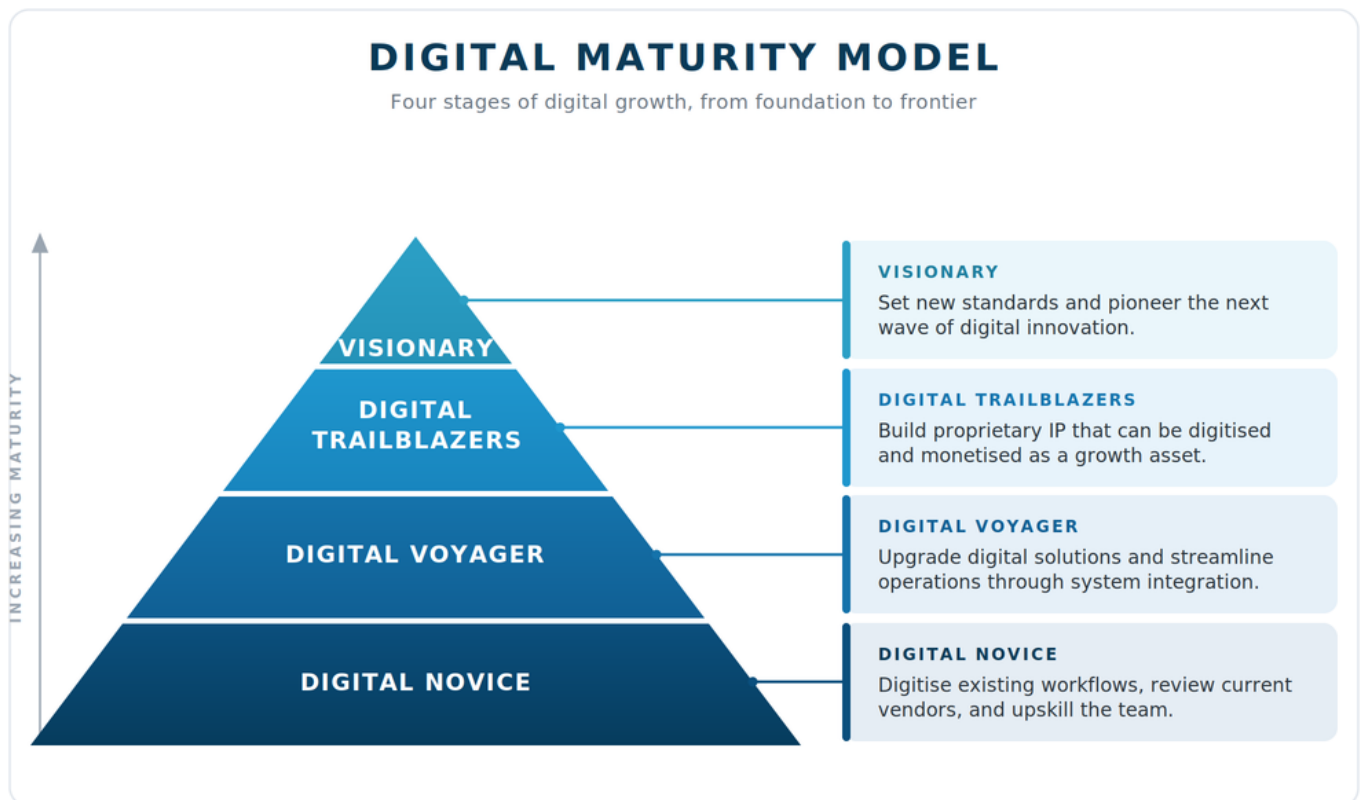
We don't just implement technology—we help businesses grow into it. Our grow-as-you-grow advisory model ensures that digital capability evolves in step with your commercial maturity. From foundational systems to advanced automation and AI integration, we align each step of the journey with tangible business outcomes.

By combining strategic insight with practical execution, Staxd helps clients move beyond legacy thinking—toward agility, innovation, and long-term success in an ever-changing market.



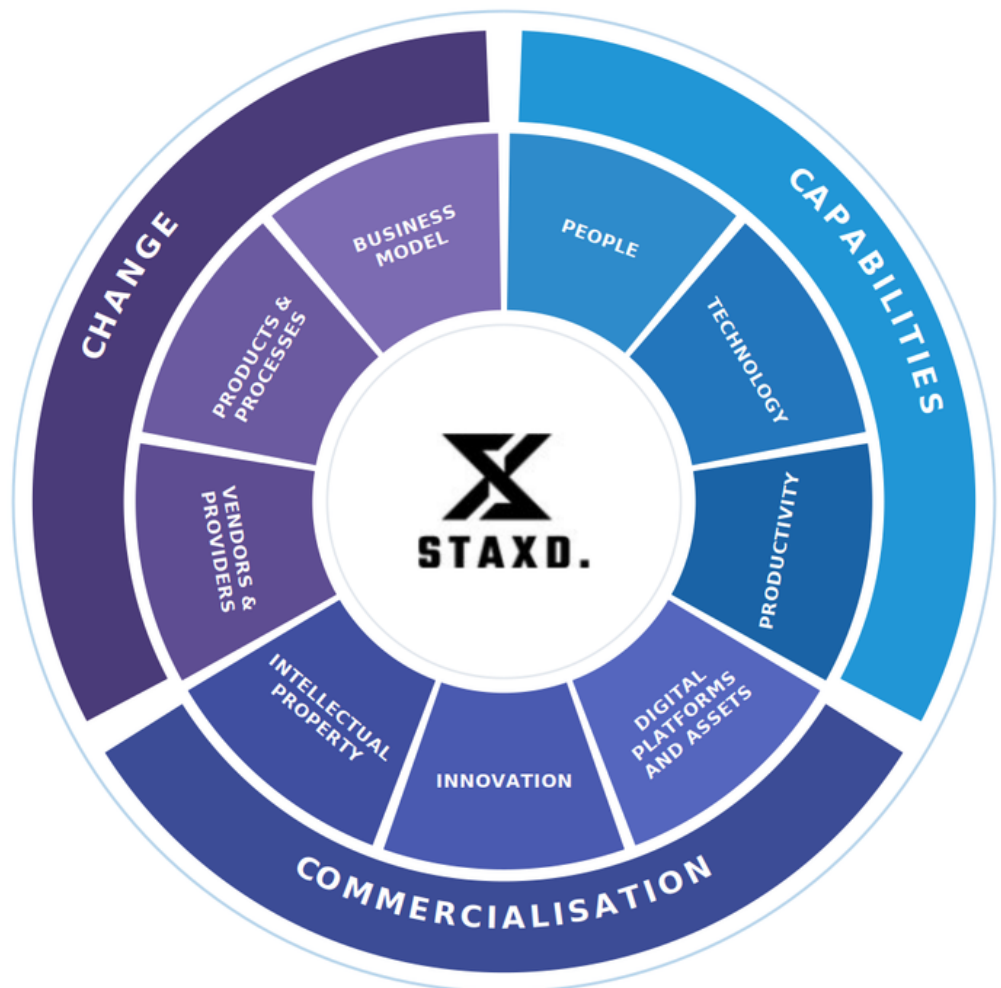
Growing businesses is hard enough as it is.
Leveraging technology for it doesn't have to be.

THE PROMISE



We provide tailored digital (transformation) solutions as you go through various growth stages and we build your digital capabilities as you grow.

HOW WE D IT?



We build holistic digital capabilities that scale with your business—ensuring you remain agile, competitive, and ready for what’s next.

Our approach starts with your commercial roadmap. We align technology, data, and workflow optimisation to support your growth strategy, helping you own and extend your competitive advantage. Whether through automation, system integration, or intelligent process design, we tailor solutions to your stage—not someone else’s model.

With a flexible, partner-enabled delivery model and a deep bench of strategic expertise, Staxd helps you stay ahead of market shifts, technology trends, and operational bottlenecks—driving innovation, not just managing change.

MEET THE TEAM



Andrew **ECONOMOPOULOS**
Founder and Principal Digital
Transformation Strategist

With more than two decades of experience, Andrew has led the development and delivery of digital solutions across the private, public, and mutual sectors.

He specialises in strategic transformation, helping organisations build robust digital capabilities that drive competitive advantage and sustainable growth.

Leanda **WILLSHIRE**
Principal Program, Project & Change
Management - Digital Transformation

Leanda is an expert in guiding diverse organisations through transformation initiatives, with deep expertise in project delivery, change management, digital innovation, and risk compliance.

With a proven track record at major firms, she is highly regarded for aligning strategic goals with operational excellence to drive lasting change and digital maturity.



Commercially-driven technology solutions

Becca **MACHIN**

Business Analyst & Product Manager

Becca brings a strategic mindset and attention to detail to complex business challenges, translating intricate requirements into clear, actionable outcomes.

As an accomplished product manager and business analyst, she has successfully led cross-functional teams across industries including technology, healthcare, construction, and automotive safety. Her strengths lie in driving product success and fostering customer-centric innovation.



David **ADAMS**

Product & Technology Consultant

David acts as a strategic connector between business goals and technology capabilities, with a focus on automation, API-led integration, and the practical adoption of AI.

With a strong foundation in both business and IT, he bridges the gap between strategy and execution, enabling scalable transformation and modernisation. David helps organisations optimise workflows, harness data, and implement intelligent systems that drive agility, innovation, and measurable impact.



CORE COMPETENCIES

Innovation and Digital Transformation

Staxd exists to enable future-ready organisations. We specialise in guiding businesses through meaningful digital transformation by unlocking the power of automation, API-led integration, and agentic AI capabilities. Our innovation-led approach empowers clients to reimagine how they operate—digitising intellectual property, modernising platforms, and introducing intelligent workflows that scale.

Technology and Digital Strategy Advisory

Our strategic advisory services provide the blueprint for digital evolution. Acting as a fractional capability partner, we help businesses make informed technology decisions that are tightly aligned to commercial objectives. We cut through complexity and provide clarity—ensuring investments in systems, platforms, and processes deliver tangible business value.

Automation, Integration, and Data Orchestration

We deliver modernisation through smart automation and seamless integration. Whether implementing low-code solutions, orchestrating workflows across SaaS platforms, or embedding AI into business processes, our team ensures data, systems, and decisions are connected—removing friction and unlocking agility.

Organisational Diagnostics and Capability Uplift

We conduct deep assessments across structure, systems, people, and processes to identify friction points and growth barriers. Our insights go beyond surface-level observations to create targeted, actionable roadmaps that build organisational maturity and digital confidence.

Project and Program Leadership

Staxd offers flexible project leadership across complex digital programs, whether full-scale or fractional. Our delivery governance ensures initiatives are delivered with clarity, control, and speed—always aligned to the broader transformation strategy and internal capability.

Analytics, Insights and Enablement

We enable smarter decision-making through actionable analytics and strategic reporting. Leveraging data integration and visualisation platforms, we help businesses surface critical insights, monitor performance, and create a culture of informed execution.

DIFFERENTIATORS

Outcome-Driven, Not Output-Heavy

Staxd delivers more than just activity—we deliver impact. Our approach is built around solving the right problems with the right level of capability at the right time. Every engagement is tailored to outcomes that matter commercially, not just technically.

Fractional Expertise, Full-Scale Capability

Our flexible model gives clients access to seasoned strategists, analysts, and delivery leaders—without the cost or complexity of traditional firms. We scale capabilities up or down as needed, drawing on a trusted network of partners and specialists.

Agile Engagement, Rapid Momentum

We adapt fast. Whether supporting a critical decision or launching a multi-month initiative, our team can be embedded and effective within weeks. This agility ensures progress without bureaucracy and builds momentum early.

Strategically Aligned, Technology-Agnostic

We don't push products or lock clients into platforms. Our guidance is always aligned to your goals, your operating context, and your long-term vision—ensuring fit-for-purpose solutions, not one-size-fits-all implementations.

Partner-Enabled, Not Vendor-Led

While we remain fully technology-agnostic, we maintain a strong and proven partner ecosystem to accelerate delivery where required. These partnerships allow us to extend capability without compromise—ensuring our clients receive trusted, scalable support without being tied to any single provider.

PAST PERFORMANCE | CASE STUDIES

CASE STUDY 1 - Digital Transformation: Unlocking Operational Excellence

Background: A client in the creative industry faced operational challenges as its business incorporated five specialist businesses with different operational and technical needs. Fragmented and inconsistent manual processes, lack of integrated systems, and technology support limitations hindered the company's ability to control and sustain growth whilst maintaining appropriate separation.

Challenges:

1. **Operational Inefficiencies:** Manual management using spreadsheets and emails.
2. **Business Process Fragmentation:** Different lines of business had separate core processes.
3. **Employee Morale Impact:** Fragmented systems contributed to low staff morale.
4. **Transparency and Reporting:** Limited transparency over productivity, utilisation, projects, and financials leading to uninformed decision making.
5. **Adoption and Change Management:** Limited internal capability in project, change, and product management.

Transformation Initiatives: To give a holistic picture of the current state and optimal future state, we initiated a comprehensive digital transformation project, focusing on upgrading legacy systems, enhancing operational efficiency, and fostering a unified approach across business lines ensuring compliance and legal needs were well considered.

Commercially-driven technology solutions

Transformation Outcomes:

1. **Increased Productivity:** Streamlined processes improved overall productivity.
2. **Holistic Business Approach:** Unified systems enabled monitoring and reporting across all business lines.
3. **Positive Employee Morale:** Improved systems and standardised processes positively impacted the work environment.
4. **Enhanced Transparency:** Accurate insights facilitated better-informed decision-making.
5. **Successful Change Management:** Structured approaches enhanced internal capability for ongoing improvement.

Key deliverables:

- Streamlined processes and increased productivity through a comprehensive understanding of operations, business problems and strategic goals.
- Unified systems for comprehensive monitoring and reporting.
- Improved work environment with positive employee morale, resulting in increased engagement and quality output.
- Enhanced decision-making with accurate insights allowing critical analysis of commercials and issue identification/rectification.
- Successful change adoption enabling ongoing continuous improvement.

CASE STUDY 2 - Managed Services Transformation: Elevating Operational Resilience

Background: A client consisting of five separate entities within a group structure faced challenges with a legacy Managed Services Provider (MSP) whose service delivery no longer met expectations. With the contract expiring, there was a looming risk of service revocation without a replacement MSP.

Challenges:

1. **Single Point of Failure:** Relying on a single individual for 'some' IT issues created a significant internal technical key person risk.
2. **Communication Breakdowns:** Poor communication between the MSP and the internal supplier manager led to inconsistencies in service and blame-shifting.
3. **Economic Inefficiencies and Lack of Transparency:** Limited economies for IT services and a lack of transparency regarding key IT issues and structures hindered operational efficiency.

Transformation initiatives: A strategic shift was made to a new MSP, ensuring a seamless transition without compromising data, intellectual property, or impacting clients and staff.

Transformation outcomes:

1. **Single Point of Failure:** The transition not only removed this key person risk but also diversified expertise, ensuring comprehensive IT issue management for all employees.
2. **Communication Breakdowns:** The selection of the new MSP involved representatives from all lines of business, fostering good communication and understanding between the company and the MSP.
3. **Economic Inefficiencies and Lack of Transparency:** A thorough analysis of the company's IT needs not only addressed these issues but also resulted in significant cost savings across the board.

Key deliverables:

- A fit for purpose MSP provider in place though thorough analysis and alignment of IT services, improving efficiency and profitability.
- Smooth and timely transition to a fit for purpose MSP, minimising disruption, and risk through efficient transition management, ensuring business continuity.
- Ongoing buy-in across businesses using effective communication and collaboration on decision making ensuring strong change adoption.
- Streamlined operations that position the business for sustained growth and a resilient and efficient future.

CASE STUDY 3 –Transforming Challenges into Strategic Strengths and building resilience

Background: A client operating in a highly regulated industry faced significant challenges regarding cyber security and operational processes. The company lacked internal software development capabilities and struggled with confidence in its offshore development team. Moreover, the cyber security profile required immediate attention due to the stringent regulatory requirements, while unstructured processes around product roadmap and release management added complexity to operations.

Challenges

1. **Lack of Trust in Offshore Development Team:** Uncertainty and distrust towards the capabilities and reliability of the offshore development team.
2. **Immediate Attention Required for Cyber Security Vulnerabilities:** Pressing need to address identified cyber security vulnerabilities and enhance resilience.
3. **Inefficient Product Roadmap and Release Management:** Unstructured processes hindering effective planning and execution of product roadmap and releases.

Transformation Initiatives: Several strategic actions were taken: transitioning operations to onshore teams and establishing partnerships with local software houses to bolster reliability and capabilities; addressing cyber threats by implementing Essential 8 principles; ensuring compliance with ISO27001 standards through the engagement of a Virtual Chief Information Security Officer (VCISO); and enhancing project delivery and organisational alignment by bolstering iteration management and business analyst capabilities.

Transformation Outcomes:

1. **Enhanced Cyber Security Resilience and Compliance:** Strengthened cyber security posture and adherence to regulatory standards.
2. **Improved Operational Efficiency and Productivity:** Streamlined processes leading to enhanced efficiency and productivity.
3. **Comprehensive Audit Responses and ISO27001 Compliance:** Thorough responses to audits and certification of ISO27001 standards for information security management.

Key Deliverables:

- Strengthened cyber security posture
- Enhanced operational efficiency and productivity
- Comprehensive compliance and ISO27001 certification
- Improved project delivery capabilities and organisational alignment

We are proud to have experience working with organisations across a broad range of industry sectors. These include:

WORKED WITH





Commercially-driven
technology solutions

CONTACT US

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