

■ Capability statement · Australian government

# Salesforce capability for the Australian public sector

A short summary for buyers, panels and procurement teams: what we deliver, our credentials, and how to engage us.

## Company snapshot

|               |                                                                                          |
|---------------|------------------------------------------------------------------------------------------|
| Business      | Syntmatic, Australian-owned Salesforce and CRM consultancy                               |
| ABN           | 42 701 169 100                                                                           |
| Public sector | Delivering Salesforce for the Australian public sector since 2019                        |
| Locations     | Canberra and Sydney, working with clients across Australia                               |
| Credentials   | Salesforce certified. Australian Government Baseline security clearance, NV1 in progress |
| Contact       | 0494 743 131 · hello@syntmatic.com.au                                                    |
| Online        | syntmatic.com.au · LinkedIn                                                              |

## Core capabilities

- **Salesforce implementation:** New Salesforce orgs and rebuilds of drifted ones, configured around how your teams work and documented for handover.
- **CRM consulting:** Independent advice before you commit: requirements, platform fit, licensing and a roadmap your decision makers can approve.
- **Salesforce integration:** Salesforce connected to your finance, ERP, website and line-of-business systems, so information is entered once.
- **Salesforce support:** Ongoing administration, enhancements, release reviews and health checks from consultants who know your org.

Platforms and tools: Experience Cloud, Sales Cloud and Service Cloud, OmniStudio, Apex, Lightning Web Components, Flows, platform events, Connected Apps and APIs, and data migration.

## Why agencies engage us

Government systems are audited, handed over and relied on for years. We design and build Salesforce with that in mind, and you work directly with the consultant doing the work.

- **Security cleared:** our CEO and co-founder holds an Australian Government Baseline security clearance, with NV1 in progress.
- **Salesforce certified:** hands-on public sector delivery since 2019.
- **Secure by default:** least-privilege access, separate environments and controlled releases.
- **Records-aware:** design decisions documented for your assessors and the staff who inherit the system.
- **Handover built in:** your team owns the system, the documentation and the knowledge.

## Ways to engage

We shape the engagement to the way you need to buy, and set out scope, deliverables and assumptions clearly so proposals are easy to assess.

- **Direct:** a quote in response to your request, where your procurement rules allow.
- **Subcontract:** through a supplier already on a panel your agency uses.
- **Specialist capacity:** Salesforce expertise inside a larger programme or consulting engagement.
- **Staged:** discovery and design first, with build approved once the scope is clear.

## Recent public sector experience

Our leadership team's recent federal government work, delivered directly and through partner consultancies:

- **National cultural institution:** solution design, data model and build of a partner and enquiry CRM, first release in production.
- **Federal department:** secure Experience Cloud provider portal with Lightning Web Components, OmniStudio, virus-scanned file uploads and real-time platform events.
- **Federal agency:** accessible OmniStudio journeys, Aura to LWC modernisation, Apex for high-volume processing, and test data seeding across sandboxes.
- **Federal agency:** DevOps release pipelines, AWS environments and certificate management for a national digital identity programme.

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Contact us on 0494 743 131 or 0431 449 645, or  
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