

PRESS RELEASE

“TJIOY” MEANING AND PRONUNCIATION



Announcement

Southbank, 1 April 2022

After many enquiries regarding the correct pronunciation of our *TJIOY* Stealth Technology, we can confirm that it is pronounced with a silent *T* and sounds like 'joy' and *TJIOY* actually stands for “*The Joke Is On You!*”

Whilst it is flattering (and equally concerning) that our friends, colleagues and clients think that we have developed the world's best stealth technology, it gives us *TJIOY* (*joy*) to see how many of you were caught by our April Fool's Joke.

How many of you would like to actually see the *TJIOY* in action? We know that we would!

- Helicopters that can be made to look like large birds?
- Ships that look like fishing dhows?
- Armoured fighting vehicles that look like Jeeps – although reliability and fuel economy may be comparable!

Whilst we aren't (yet) in the business of stealth technology, we are in the business of making Defence and government better and have been doing this for a long time, even though many of you may have never heard of us! Like *TJIOY*, we perhaps fly beneath the radar but it isn't about us and never has been – it is about those that serve on our behalf or utilise the systems, products and services that we support – the end users!

Horsell Consulting celebrates 15 years of operations next month having served Defence and related industry amongst hundreds of other clients and projects during this time. Our team has changed many times but has recently grown again but has scaled with purpose to retain our family-based values and outcomes focused performance.

In December 2021, we launched Horsell Technology, a related company delivering productivity tools and software to help Defence and large buyers make better informed decisions with their procurements and deliver better capability in half the time and at half the cost of traditional tender developments. Our new Software as a Service (SaaS) includes:



templatebot
automate your way

templatebot – Prepare Tenders in Half the Time and Half the Cost:

templatebot is disrupting the government procurement industry with our ground-breaking solutions, ideas and professional services. This unique document automation technology is led by our mascot Tee as an intelligent automation interface to solicit the required information from your procurement

team with informed decision making and it is powered by proven Commercial Off The Shelf (COTS) software that automates your template development with improved accuracy, consistent formatting and enhanced collaboration and review. To find out more, head to www.templatebot.io



RateMyTender
Feedback Matters

RateMyTender – Have Your Voice Heard: Tendering is time consuming, expensive and uncertain. RateMyTender is a platform that sellers use to give feedback. The feedback goes to the buyers to improve their processes that save both sides time and money. It brings transparency to improve tenderer

confidence. It provides both buyers and sellers with the data they need to make informed decisions. It is building a better future for tendering. To find out more, head to www.ratemytender.io

About Horsell

Horsell Consulting Pty Ltd (Horsell) is a 100% Australian, family and veteran owned professional services business which has proudly assisted several government and industry clients since 2007. As a related company, Horsell Technology Pty Ltd was incorporated on 8 December 2021 in Melbourne, Australia.

Press Centre

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