



HORSELL
make complex simple

COMPANY PROFILE AND CAPABILITY STATEMENT



COMPANY OVERVIEW

Horsell is a 100% Australian, family and veteran owned professional services business which assists buyers and sellers to make better procurement decisions primarily for the Defence sector.

We offer Academy training in key specialities, Consulting services to enlighten teams and Technology applications for both specific and everyday business use.

We consult to both sides of the market – the buyer and the seller, but never on the same project. We value transparency, knowledge sharing, and making complex simple.

"I stake my family's name as your guarantee!"



FOUNDER AND MANAGING DIRECTOR

DREW HORSELL





OUR COMPANY MISSION AND VISION

MISSION

To solve problems and deliver solutions for our customers

VISION

Make complex simple

‘MAKE COMPLEX SIMPLE’? WHAT DOES THAT MEAN?

Procuring goods and services is a complex process requiring deep expertise and understanding of many interdependent variables.

Other consulting companies often try to introduce complexity because this extends project scope and increases billable opportunities - they make it about them.

In contrast, we believe in transparency and the sharing of our knowledge and expertise and making complex simple - we make it about you.

OUR COMPANY COMPANY VALUES



Communication & Integrity

We Are Open and Honest Communicators

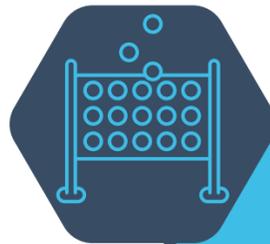
We talk, and we talk often. Our success relies on everyone feeling comfortable to speak up, present a new idea and share a point of view. This communication flow is possible because we respect each other's ideas and work in an environment where everyone's opinion counts.



Family & Teamwork

We Are One Team

Team is at the core of everything we do, and whenever our company succeeds, we accomplished it together. Working together and collaborating to produce the best product possible is what makes us excited to come to work and head home safely to our families.



Focused & Fun

We Enjoy the Moment

While we learn from the past and look to innovate the future, we never forget that the present moment is key. Each day is a chance to focus and be grounded by our goals but being focused does not mean we lose sight of having fun.



Value & Service

We are solution focused and product agnostic

We recognise there is no 'one size fits all' approach to achieving outcomes; we are not wedded to products or solutions. Our solutions are practical and based on customer needs.

OUR COMPANY LEADERSHIP TEAM



**Founder and
Managing Director**

Drew Horsell



Director

Helen Horsell



**Principal
Consultant**

Jon Westerland

OUR COMPANY BUSINESS UNITS



- Digital Transformation and AI/ML
- Continuous Improvement and Innovation
- Data Analytics & Value Stream Mapping
- Mission Engineering & ILS Specialties
- Agile Lean Six Sigma Training & Certification



- Commercial & Procurement (ASDEFCON)
- Engineering & Technical Management
- Integrated Logistics/Product Support
- Project Management
- Publications Development (including S1000D)



- Agent VFM (vfm.ai)
- Bid or No Bid (bidornobid.com)
- RateMyTender (ratemytender.com.au)
- templatebot (templatebot.com.au)
- Plus... custom AI/ML applications

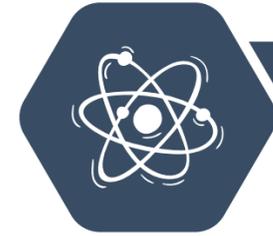
PRODUCTS AND SERVICES



Horsell Academy, a premier learning hub whether you prefer the convenience of online learning or the immersive experience at our state-of-the-art Southbank training facility, we cater to your needs.

Our expert instructors bring extensive industry experience to the table, ensuring you receive top-notch education and practical insights.

Join our dynamic community of learners and upskill from anywhere, as we empower you to excel in your chosen field.



DIGITAL TRANSFORMATION AND AI/ML

Integration of cutting edge digital technologies into all areas of a business, fundamentally changing how you operate and deliver value to customers.



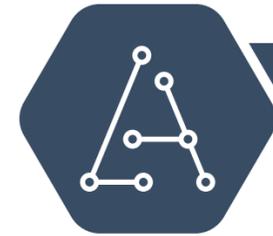
CONTINUOUS IMPROVEMENT AND INNOVATION

Strategies for ongoing improvement in business processes, product quality, or service delivery and fostering a culture of innovation within organisations.



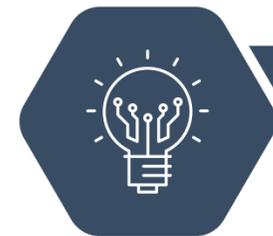
DATA ANALYTICS & VALUE STREAM MAPPING

The principles and practices of data analytics, focusing on how to interpret, manage, and leverage data for business decisions and eliminating waste.



MISSION ENGINEERING & ILS SPECIALTIES

The application of engineering principles to the design and management of complex mission-critical systems over their life cycles.



AGILE LEAN SIX SIGMA TRAINING & CERTIFICATION

A data-driven approach to improve efficiency and quality in operational processes where we can then inject technology to solve complex problems.

PRODUCTS AND SERVICES



We consult to both sides of the market – the buyer and the seller, but never on the same project.

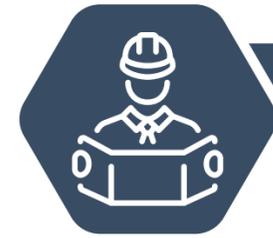
With the buyer (governments/prime contractors) we help them define exactly what they need to buy and make wise choices from the best options available before helping them sustain their solution throughout the product/system life.

With the seller (suppliers/subcontractors) we help them respond to tenders so they have the best chance of showcasing quality products and services to key decision-makers and then help them deliver against their promises.



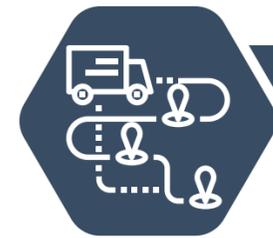
COMMERCIAL & PROCUREMENT (ASDEFCON)

Complex procurement and contract management services, particularly in the context of the Australian Standard for Defence Contracting templates.



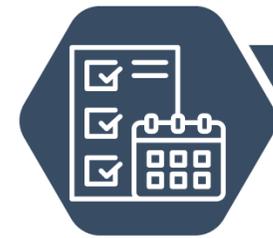
ENGINEERING & TECHNICAL MANAGEMENT

Management of engineering projects as well as design, technical problem solving, quality assurance, and management of technical resources/staff.



INTEGRATED LOGISTICS/PRODUCT SUPPORT

The coordination and management of logistics to support a product lifecycle including planning, acquisition, sustainment, and disposal.



PROJECT MANAGEMENT

Planning, executing, monitoring, controlling, and closing of projects with adherence to stakeholder requirements, project timelines and budgets.



PUBLICATIONS DEVELOPMENT (INCL. S1000D)

Creating, managing, and delivering technical and operational documentation including authoring, editing and illustrating to set standards.

PRODUCTS AND SERVICES



Horsell Technology integrates cutting-edge AI/ML applications, digital transformation tools, and process automation to simplify complex procurement and project management challenges.

Our proprietary platforms, such as Agent VFM, RateMyTender, and TemplateBot, streamline evaluations, bidding, and documentation processes.

With a foundation in transparency, knowledge sharing, and simplifying complexity, we deliver custom AI solutions, advanced analytics, and digital tools tailored to Defence, engineering, logistics, and procurement needs.



AGENT VFM (VFM.AI)

Achieve Value For Money decisions in minutes. Harness AI in tender evaluation to make fast, informed choices, saving time and money.



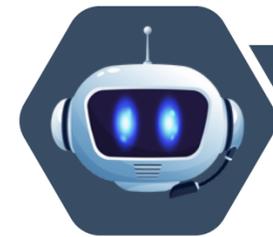
BID OR NO BID (BIDORNOBID.COM)

Make fast, informed Bid or No Bid decisions with 95% confidence. Evaluate RFX fit to your company in minutes, saving time and money.



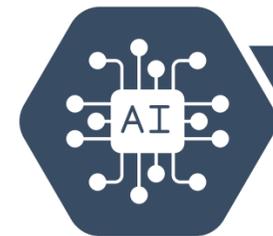
RATEMYTENDER (RATEMYTENDER.COM.AU)

Tendering is often time-consuming, costly, and uncertain. RateMyTender is a platform where sellers provide feedback to buyers, helping to streamline processes and save time and money for both parties.



TEMPLATEBOT (TEMPLATEBOT.COM.AU)

Streamline document and publication development with templatebot's AI-driven document automation, offering scalable, customisable solutions for rapid, accurate, and collaborative tender creation.



PLUS... CUSTOM AI/ML APPLICATION

Custom AI/ML applications tailored to your unique business or project needs, delivering bespoke solutions across any domain for enhanced performance and efficiency.

CONTACT US

Are you ready to make complex simple?

Get in touch with us to discover how our specialised courses, consulting services or technology solutions can align with your personal or organisational goals.



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