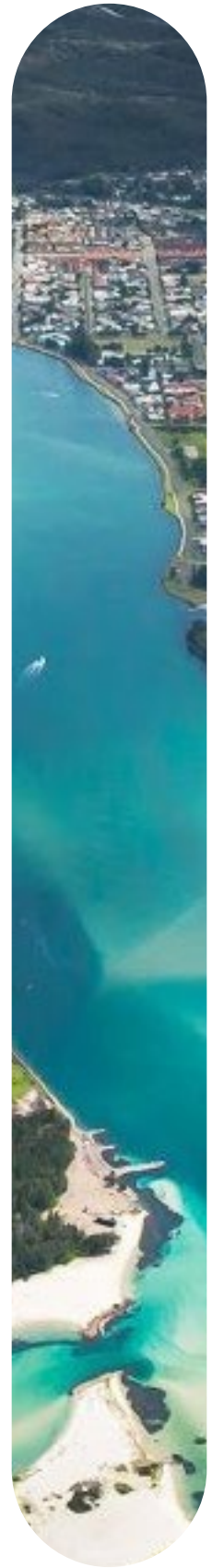# Innovating from the lake's edge

lakemac.tech

Technology is advancing at a pace we've never experienced, and with this growth comes turbulence for the average SMB. What do you embrace, what ought to be ignored, and how do you know who to trust in this rapidly-evolving always-connected world.

Experienced professionals can often be the hardest to find, though will almost always be your most reliable assets to leverage in business.

Turnkey help, around the Lake.

LakeMac.Tech has been forged to provide a simple turn-key panel for businesses looking for any number of technical services/solutions to engage with. Tech is a very broad sphere, especially these days – we're working to make it easier to approach as a business, especially when you're not quite sure which solutions are best-suited to your status quo and objectives. Our holistic approach lets you engage with member/s without being locked into any form of contract – you can say g'day to any number of consortium members without stress or obligation!

If you're at the beginning of your business journey, you have access to design and branding, domain name and hosting, and cyber security services. You also have the ability to start dialogues about any in-house software, hardware or other technical engineering requirements you may have. Our members are passionate about providing the right solutions – built such that you can depend on them – without having to re-build your systems later on, when you realise it wasn't built properly.

Conversely, if you're experienced operators in your space our consortium members are just as strong with providing SMB/Enterprise-level assistance where you have scoped or high-level requirements in the VR/AR/Product spaces and are in need of engineering, polish & admin to execute. Beyond that, every member has connections!

We're respected professionals in our respective domains, and welcome other like-minded tech firms in Lake Mac to make contact.

Do it nice, or do it twice.

We're here to support businesses within Lake Macquarie and the Greater Hunter – it's a stunning place to trade, and has reach far beyond our LGA. The diversity within Lake Mac is a thing of beauty and it's important to us that **LakeMac.Tech** members are the sort of businesses you'd be happy to sit down with for a coffee, a wine/beer, or a Zoom-y natter. Quality relationships make for quality business.

All of our members are passionate about working to understand your status quo and goals, as it helps to make sure the right solutions are delivered the first time. This means more time spent on "discovery" work up-front, though in the longer term it means less stress for you and more tenure for the solutions – it pays to do it right the first time, and we embody that methodology.

Locals helping locals.

'Let's Lake Mac' is one of the fantastic initiatives that Lake Macquarie City Council operate. They're supported by Dantia, a powerhouse of professionals working to unlock Lake Mac's immense potential.

They've come together to support LakeMac.Tech, recognising the power of what a group of dedicated local businesses can achieve.

Empower your business' technology today by saying g'day to the Lake Macquarie Technical Consortium – LakeMac.Tech!

Merlot DIGITAL™

Empowering Digital.

Mission-critical Solutions 24/7

We're here to redefine Business Hosting & Cloud/Compute, and keep it Australian.

Our reliable Hosting and Cloud services are designed to over-deliver 24/7. They're backed by our Australian support crew of hands-on technical enthusiasts, all united with positive can-do attitudes and a vision to "do good while doing good". We believe in prompt, personalised and passionate services – delivered honestly, transparently and reliably.

Underpinning everything that we do is our relentless pursuit of Service Excellence – we believe that it's criminal to charge for a service and not deliver 100% with a smile. Our crew are here to deliver Premium Hosting & Cloud Solutions backed by detail-focused Australian Support.

Despite our industry being swallowed up by off-shore corporations with no regard for the people and businesses paying their bills, Merlot Digital remains proudly Australian family-owned and carbon-negative! Our high-performing systems are built around our 3 core pillars - reliability, security & flexibility.

Step confidently into business with Merlot Digital as your Hosting Partner. We empower your team & Business with our crew, so you can focus on delivering – and working for a better life!

merlot.digital

Hosting / Domains / Servers

psyborg®

part mind | part machine

psyborg® is a branding, graphic design, web design and interactive media studio focused on creative and usable communication.

Good design combines creative direction, brand experience and technical expertise with graphic design and web design software to produce strong branding and communication that resonates with your audience.

At psyborg® we're a design studio passionate about using the latest tools to build your brand and business. We combine creativity with digitally aided design in an efficient and engaged client process. It's a cool blend of engineering know-how and creative design. We like to think of this as part mind | part machine. Whatever it is, we love doing it!

When we refer to part mind we are talking about the conceptual thinking that goes into the creativity we use to discover your brand. When we refer to part machine we are talking about the software and systems we use to deploy your brand.

It's really as simple as that.

psyborg.au

Branding / Design / Illustration

JAEGERSOFT

Harnessing your organisation's digital potential

Jaegersoft specialises in designing and building high-end bespoke software solutions, utilising modern technologies to solve complex business problems.

We are the technical team that integrates with your organisation in coordinating digital transformation and building innovative software products rapidly to scale for the mining, manufacturing, construction, engineering and medical industries.

We are specialists in slingshotting innovative ideas from concept to market.

Jaegersoft is a Hunter based software engineering company founded on the belief that great solutions are the product of close collaboration, exceptional technologies and extensive team work.

We know how crucial software is to your organisation. Our team understands the importance of delivering software solutions that not only fulfill, but exceed your specifications and requirements. Transparency and collaboration with all our clients guides us to ensure that we successfully understand your goals, and implement the best strategies to ensure your organization's success.

Our team is highly flexible to ensure we can best cater for your needs. We have proven experience in developing fully customisable software solutions across numerous domains, including mobile & web development, desktop applications and IOT solutions. We thrive on challenging projects for unique business requirements, with experience in industries ranging across mining, finance, medical and construction.

jaegersoft.com.au

Software / Development / Programming

GALAH CYBER

You're secure … you're laughing!

We are an Australian Application Security consultancy. Our consultants have experience with cybersecurity and software engineering across government, banking, tech, and many other sectors.

Our staff are highly-experienced consultants with over a decade of security / software engineering experience each. We contribute talks to conferences, develop for open-source software, and write technical blog articles regularly.

Our reports are written for your business. We don't use pre-canned findings or generic suggestions. We want to provide practical suggestions your business can implement cost-effectively and quickly.

We are an Australian provider and source local talent to upskill the next generation into Application Security careers.

Our training is highly-sought after as we take a principled approach to secure development over vulnerability walkthroughs or droll voice-overs.

We believe in providing security advice for Australians without any strings attached. If it's free, it is.

galahcyber.com.au

Software / Application / Security

D.A ® designanthology

WINNER
LAKE
MACQUARIE
CITY
BUSINESS
OF THE YEAR

Products that are better than imagined

We are design innovators, straight talkers, and problem solvers who partner with SMEs, corporates, and startup businesses to design, manufacture, and launch their products.

Even though we are product designers, we invest in more than just the product itself. We see ourselves as agents of change that create, improve and grow businesses. We creatively solve problems for our clients and are constantly seeking new ways to innovate and bring game-changing ideas to life.

Our big point of difference is that we work across multiple industries which gives us a unique edge and perspective to all our work. This means that when our clients trust us with their idea, they are getting decades of experience in design, production and manufacturing, not just in one industry, but many. At Design Anthology, we don't just deliver successful product design. We deliver end to end solutions that are **better than imagined.**

designanthology.com   **Product Design / Prototyping / Advanced Manufacturing**

Creative Pipeline

Making complex information simple

Creative Pipeline is the result of over 20 years professional know-how in animation and video production.

After spending a decade working in professional video production, 3D animation and industrial design, Managing Director, Tim Black brought these three complimentary disciplines together by founding Creative Pipeline. The Creative Pipeline team is applying the same high quality production philosophy and experience to VR/AR, with exciting results.

The CP team approach project development from an Industrial Design perspective. This approach, from a different mindset, aides in the rapid understanding of complex and technical detail and environments and differs to traditional VR/AR, video and 3D animation production philosophies.

It is our job to understand your information and immediately convey this to the audience no matter how complicated the subject matter.

To understand and tell your story we may need access to confidential information and images. CP has the full gamut of professional insurances including professional indemnity, public liability and full electronic equipment insurances.

creativepipeline.com.au   **3D Modeling / Animation / VR**

LAKE MACQUARIE CITY

DANTiA

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