

CODE COUNSEL

Enterprise Portfolio & Success Stories

Delivering scalable integrations, intelligent automation, and data-driven digital marketing solutions to industry leaders worldwide.

How We Drive Growth

Tech & Web

High-converting websites, e-commerce platforms, and CRM systems designed for performance, security, and real customer journeys.

AI & Automation

Simplifying complex business processes with intelligent automation systems that save time, ensure consistency, and boost efficiency.

SEO Marketing

Strategic SEO that brings in high-intent visitors. We focus on advanced keyword targeting, robust link building, and page optimisation.

Performance

Targeted ad campaigns that maximise ROI. We ensure your ad spend reaches the right audience and turns clicks into tangible revenue.

Social Media

Engaging social media management that fosters meaningful interactions and drives strong organic growth across all major platforms.

Enterprise Architecture: Lotto NZ

SYSTEM INTEGRATION AND MANAGED SERVICES

Ensuring absolute operational resilience and seamless connectivity across high-stakes, high-traffic digital platforms.

- ▶ **Health Monitoring:** Overseeing complex system health and mitigating critical downtime risks for gaming platforms.
- ▶ **Strategic Integrations:** Spearheading the comprehensive MuleSoft integration strategy.
- ▶ **Cross-Vendor Liaison:** Aligning multiple external tech vendors to guarantee smooth enterprise operations.



Cloud Infrastructure: **Watercare**

CLOUD INTEGRATION & ARCHITECTURE

Watercare required a robust methodology to modernise their utility infrastructure and connect disjointed enterprise systems.

By heavily contributing to the architecture team, we successfully designed and coded multiple integrations leveraging a modern **event-driven architecture** within AWS.

This initiative ensured seamless data flow between SAP, Infor Cloud, and custom applications while entirely bypassing legacy constraints.



Platform Vision: **One NZ (Vodafone)**

PLATFORM VISION & ECOSYSTEM ENABLEMENT

Defined the future platform vision by analysing complex telecommunications technology landscapes and integration patterns.

- ▶ **Governance Framework:** Designed custom Playbooks and Runbooks to enforce strict API design paradigms.
- ▶ **Developer Enablement:** Curated comprehensive knowledge bases and How-To guides for onboarding.
- ▶ **Proof of Concepts:** Built architectural POCs to validate capabilities and provided hands-on support across squads.



Legacy Modernisation: IAG



LEGACY MODERNISATION & CRM ARCHITECTURE

Navigated a 15+ year old technology stack to modernise CRM capabilities for the finance and insurance sector.

- ▶ **Architecture Design:** Hosted discovery sessions to map out and support tailored Salesforce architectures.
- ▶ **Secure Integrations:** Implemented secure authentication protocols using robust certificate and key management.
- ▶ **Custom UI:** Delivered responsive front-end components via LWC, Aura, and Visualforce frameworks.

Salesforce Transformation: **Genesis Energy**

SALESFORCE TRANSFORMATION & PROCESS AUTOMATION

Partnered directly with the in-house CRM squad to architect and implement transformative features for the energy sector.

- ▶ **DevOps Overhaul:** Instituted modern CI/CD pipelines leveraging SFDX and Git, drastically reducing deployment friction.
- ▶ **Process Automation:** Engineered diverse workflow automations and bespoke custom components.
- ▶ **Agile Delivery:** Operated within a high-velocity agile squad to refine technical requirements and clear product backlogs.



Workflow Optimisation: Chorus

WORKFLOW OPTIMISATION & SYSTEM INTEGRATION

Led a specialised squad of four to completely streamline Customer Service Representative (CSR) workflows.

Designed and implemented critical Salesforce-driven integrations to pre-populate external datasets, significantly cutting down call handling times.

Additionally, initiated structured release management protocols by running specialised workshops to bridge the gap between Salesforce and traditional development paradigms.

The logo for CHORUS is displayed on a purple-to-pink gradient background. It consists of the letters 'C', 'H', 'O', 'R', 'U', and 'S' in a white, sans-serif font. The letter 'O' is replaced by a solid white circle.

C H ● R U S

Digital Agency Success: **Driving Real Growth**

Stole & Soul

Delivered comprehensive online marketing, brand alignment, and proactive creative solutions.

"Their team stands out for their professionalism, dedication, and deep understanding of online marketing... We've seen a noticeable improvement in our online presence and customer engagement."

— HITESH
MANAN

Goals Direct Coaching

End-to-end digital setup including domain acquisition, top-tier SEO ranking, and targeted social media promotions.

"They handled everything from buying my domain to getting my website listed at the top in Google search results. Highly recommend Code Counsel for their talent, speed and professionalism."

— JYOTSNA
BHADAURIA

Digital Agency Success: **Driving Real Growth**

SS Mortgage Broker

Helped with a new website, email and hosting management. Helped generate leads via various channels.

"Exceptional IT and marketing services for the growth of our business. We received more than anticipated leads for our business. Our team has grown by 3 since the start of engagement."

— **Samash Sandhu**


Nimbal.io

Omnichannel marketing setup including targeted social media promotions, web enhancements and email marketing.

"Code counsel helped us with full ads set up, designed our ads and landing pages and helped us acquiring customers for our saas platform. Highly recommend them !"

— **Yogi Sharma**




There is no failure, only feedback. Every challenge is an opportunity to refine the architecture and align technology closer to  the business vision.

— Rakshit Bhaskar, Director

Ready to Scale?

Partner with experts in enterprise architecture and performance marketing.

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