

We find an expensive process, automate it, and operate it — so the cost stays removed.

Built for Australian businesses with a process costing at least \$10,000 a month.

What we do

Automation is usually sold as a project — a deliverable handed over, the team moves on, the saving quietly erodes. We do it the other way round: we run what we build, as an ongoing service, so the saving stays on your books.

The kind of process we look for

The shape is always the same — repetitive, rules-heavy, expensive in people's time, and staffed by people you would rather have doing something else. Three examples, to show the shape rather than to claim a result:

- **Supplier invoices**
Arriving by email in a dozen formats, keyed in by hand, with a chase loop for anything that does not match a purchase order.
- **Intake and eligibility**
Details captured on a form, then re-typed across systems that do not talk to each other, with documents checked by eye.
- **Compliance and reporting packs**
The same figures pulled from the same four systems into the same spreadsheet, every month, by someone senior enough to know where they live.

Much of this is information processing automation — intake, extraction, validation and routing.

How an engagement works

- **1. We cost the process with you — fixed price**
A short, bounded piece of work. We map one process and establish what it actually costs you now, then tell you what automating it is worth. If the number does not justify the work, we say so and stop there — and the costing is yours to keep either way.
- **2. We design and build it**
Scoped against the costing, with the automation boundary agreed up front: what is in, what stays manual, and what the checks are.
- **3. We operate it**
As an ongoing managed service, monitored and maintained by the people who built it, so the saving is sustained rather than handed over and left to decay. Fees are derived from mutually agreed value.

How we build it

Most of your process will not run on AI at all. The predictable steps run as fixed, tested software that gives the same result every time. AI does only the work that genuinely needs judgement, and its output passes checks before anything leaves the system. Deciding where that line sits is engineering. We are building Claude implementation capability.

Why the engineering discipline matters

Whether an automation is still saving money in year three comes down to one thing: whether the people who built it are still running it, and whether it was built to be run at all. That is a different discipline from building something that demonstrates well.

We built the University of Queensland's identity system in 2016 and have supported it every day since — a decade with zero downtime. Elry-built platforms handling compliance and site readiness are also in production across the Australian resources sector, with tier-one mining operations and with contractors and labour-hire companies. Elry built the GO! Site products for PIAGO, where Terry Cullen is a director.

What happens if something changes

Handing an ongoing process to a specialist team is a dependency, and the fair question is what happens if something changes at our end. Our answer is documentation rather than reassurance: every automation is documented so it does not live in one person's head, and the boundary and the checks are written down and agreed with you. If you ever bring the process back in-house, we support that move.

Who we are, and who does the work

Elry is an Australian, Indigenous-owned software engineering company based in Brisbane, Queensland. Our delivery lineage runs from 2009 through Terah, our predecessor business, and continues as Elry Pty Ltd, formed in 2021.

The people who build the system are the people who answer when something needs attention — no juniors on critical processes, no account-manager churn, direct access to the Managing Director. Also available: custom software engineering, and identity lifecycle management.

Credentials and governance

■ Supply Nation Certified

100% Indigenous owned, managed and controlled; certification commenced 6 July 2026, first pass. Continuous Indigenous beneficial ownership since 2021, consolidated to 100% in April 2026. Engaging Elry contributes to Indigenous procurement targets.

■ Company, cover and market

Australian private company, GST registered, ABN 32 650 759 612. Professional indemnity, public liability, cyber and workers' compensation cover, with certificates of currency available on request. Australasian ambition, Australian footprint — our delivery to date is Australian.

Worth a 30-minute conversation

Terry Cullen — Managing Director

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