



Better workflows. Bespoke software.

From first meeting to a working demo in 7 days.

We help ambitious teams remove operational friction, strengthen compliance and revenue workflows, and automate busywork. Then we build the exact software that makes those improvements stick.

01 / BUSINESS OPTIMISATION

Process mapping

Find bottlenecks and repeated work.

Workflow redesign

Clarify ownership and simplify hand-offs.

Compliance & risk

Make checks and records part of the process.

Operational efficiency

Remove manual steps that add little value.

Revenue engine support

Connect enquiries, follow-ups and billing.

KPI & measurement

Define useful baselines and success measures.

02 / BESPOKE SOFTWARE

Web applications

One connected place for the improved workflow.

Dashboards & analytics

See performance and exceptions clearly.

Internal tools

Manage daily work with less admin.

AI integrations

Reduce information work with human checks.

Mobile-first portals

Help clients and teams act from any device.

Automation

Connect systems and reduce re-keying.

7 days

To a working demo

100%

Custom-built

1:1

Direct with the builder

0

Off-the-shelf templates



Start where you are.

Three ways forward, all directly with Anupesh. Scope and fees are agreed after understanding your needs.

01 / Optimisation Discovery

You know work could run better, but need clarity on where to start.

A shared picture of the friction and a focused plan for what to improve first.

- Current workflow and bottleneck map
 - Priority improvements and success measures
 - A focused brief for the next step
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02 / 7-Day Proof Sprint

You want to test one priority improvement before committing to a full build.

Working software that makes the proposed workflow tangible, with a clear iteration roadmap.

- One agreed core workflow in a functional demo
 - Review with real interactions and sample data
 - Feedback and a roadmap towards production
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03 / Bespoke Build & Iteration

The direction is clear and you need software built around your team and systems.

A custom system developed for everyday use, with rollout and iteration agreed around your needs.

- Bespoke software and agreed integrations
- Testing, documentation and team handover
- A scoped rollout and improvement plan

The 7-day promise covers one agreed core workflow, from the first meeting. Discovery defines that proof; production delivery, integrations and any ongoing support are scoped separately.



Real friction. Better systems.

Explore the approach through working examples. Public demos use sample data and illustrate workflows, not measured production results.

PaySutra

From spreadsheet risk to compliance-first payroll.

ClinicFlow

Connect appointments, reports and billing with less admin.

Kampus

Bring admissions, fees and placements into one student journey.

NeuroLens

Make sensory concepts easier to discuss through illustrative visualisation. Not a diagnostic tool.

Anupesh Goyal

Founder & Principal Architect of Digital Strategems

Experience in operational system mapping, records governance, business consulting, project delivery and team leadership. Anupesh brings that process-first perspective to bespoke software at Modern Strategems.

Past roles include information and records team leadership at the NSW Office of the Director of Public Prosecutions (2024-2025), business consulting at NSW Police Force (2020-2022), and engineering process analysis at Seahawk Enterprises (2023).

Career details drawn from the September 2026 résumé. Past workplaces are not endorsements of Modern Strategems.

Start with the friction.

Book a 20-min discovery call or bring a workflow you would like to improve.

anupesh@modernstrategems.in / +91 80811 60067

<https://modernstrategems.in> / Founder: /anupeshgoyal/