



CI  
SCIENTIFIC

# NEWS LETTER

DECEMBER  
2022





# Jurgen M. Cyrulla

## Managing Director

**T**hank you to all and everyone of you for your hard work in what has been a year of many changes. We have had a very exciting time with the acquisition of MY SPARKY MATE and the incorporation of our Philippines office. We have moved into bigger and better premises on both sites and are set ready for good growth in the 2023 year.

We will be getting ready for more changes in 2023 with the rebranding of CI Scientific officially taking place to CISCAL, with the rebranding process already almost completed for the vehicles. We officially launched our CISCAL SMART SYSTEM and have great feedback in this area from our clients.

We passed all out quality and accreditation audits with flying colors thanks to Esther and Hardik and will be set to welcome more team members in this area in 2023 and helping us to add more accreditations. In addition, we will get more developments to our system with Andris in the IT team with more automation on reporting set to be released in early 2023 letting us deliver better service to our clients.

We saw the retirement of Robert after 10 years of service and we have seen Mario move to more an internal role set to help run our internal calibration in the Victorian branch. We have also welcomed many new team members this year with many new skills sets and am happy to announce that this has led to the formation of a projects team headed up by Colin and we should see some new areas of growth from this team with an exciting robotic gas filling system being on the forefront of the new developments. We will see Nicholas Cyrulla relocate to the QLD branch and start his electrical apprenticeship and also be responsible for training and conduction calibrations in the QLD state.

Sales will be adding another 4 team members to cope with the increased level of leads that marketing has been driving into the company across the board who have been doing an excellent job under the helm of Nezsy Garcia.

We also formed a team coaching team headed by Jasmin and this has also seen great improvement in the way we interact with the clients. I would also like to welcome all the team from MY SPARKY MATE to our group and hope you all enjoy working with what truly is an amazing and diverse team.

We have also welcomed Hardik to the service managers role from NSW and I am sure he will do great things. So that is almost it for 2022 but before I sign off, I would like to say welcome to Trisha in the accounts team and to all of the marketing team and Web that have worked tirelessly in the back ground to make sure we deliver quality service and present an professional image. Last but by no means least, thank you to Kylie and Kendra Emma all have done an outstanding job and often get great feedback from clients under many challenges that are presented to you every day.

Well happy Holidays/Merry Christmas and a Happy New year and I look forward to working with all of you in 2023

A handwritten signature in black ink, appearing to read "Jurgen M. Cyrulla". The signature is fluid and cursive, with a large, stylized "J" at the beginning.



## ACCOUNTS MANAGEMENT

In 2022, the accounts department have expanded the accounts department and separated into various accounts roles. Welcomed Trisha and Nicole into the accounts department who are doing a great job in their respective roles.

Performing training to get everyone up and running. Finding the time to train was difficult and included both Nicole and myself. Cashflow issues. Trisha has been chasing customers on a weekly basis. Getting a routine for Nicole, but found time to sit and make out an action plan.

For 2023 our goal is to Add more accounting tasks to Trisha's knowledge base, Adding more accounts people to help in the accounts payable role. Updating the accounts manual to keep it current.

For Accounts we need to have more FMP and MYOB training, but require specific training for specific tasks. Possibly screen recording.



## MARKETING & WEB

In 2022, the marketing and web department underwent a great change in order to increase revenue. Marketing sought platforms to increase the number of leads, with thorough research, trial and error, we have found the platform that increased not just the autoclaves leads but also our industrial solutions and service leads. Having a new platform leads to less expense to Google Adwords and having a new set of customer database.

We have optimized and improved the search engines for better traffic and conversion rates. The redesign of our website has increased the number of leads, with a decrease in expenses due to marketing strategies that target specific industries. Starting from My Sparky mate, the increase in Google search console impressions, clicks and leads received proves the improvement of the website. With full UI improvement, content improvement, SEO and website performance enhancement; the team assures all CISCAL websites will be climbing its way to the top of all search console.

One of the main challenges the team had this year was the ownership for all our website assets. Domains, cloudways, Yoast, Wordpress, all widgets and plug ins used for our website performance was unaccessible as there was no documentation from the past project manager. With teamwork, we were able to take control of everything by constantly communicating to each platform's customer representatives and thorough search for files and assets.

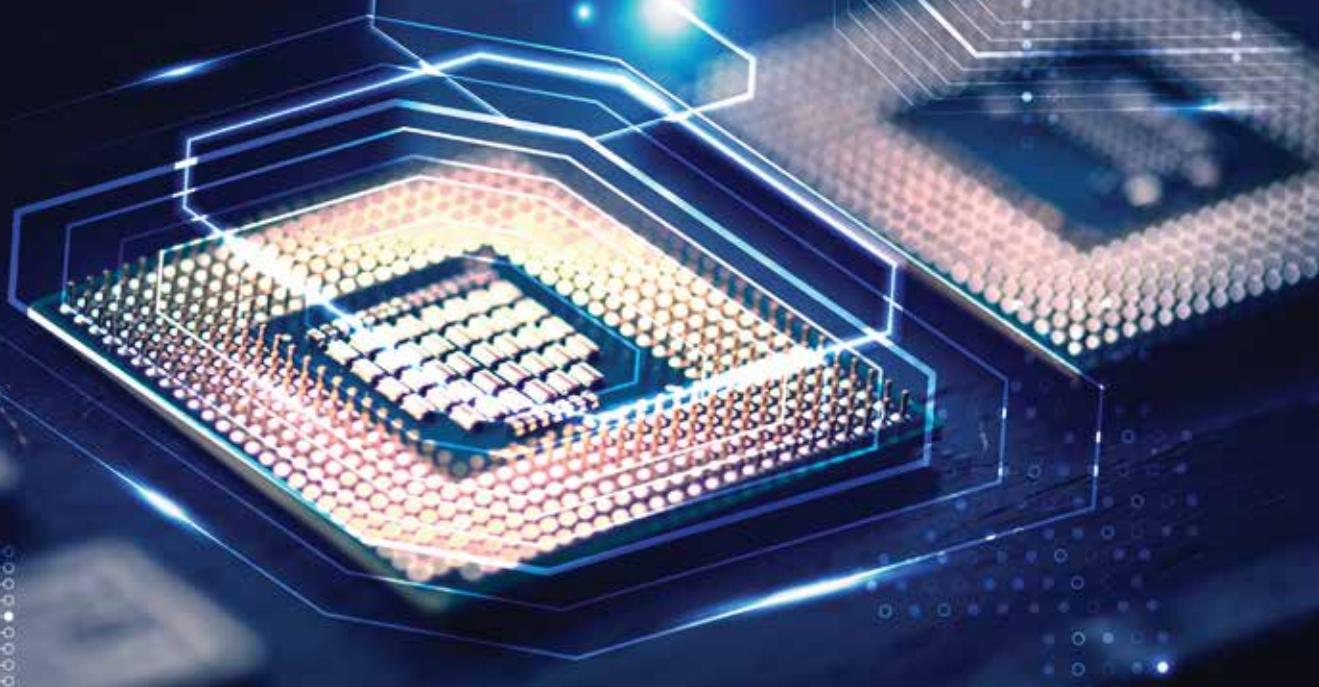
Another challenge we had was the SEO of all website. It was noticeable that the websites are not too visible

in search engines because there was no SEO to begin with. We have optimized and improved the search engines for better traffic and conversion rates. The redesign of our website has increased the number of leads, with a decrease in expenses due to marketing strategies that target specific industries.. My Sparky Mate website is what we've first touched, thus the reason the performance of the website has improved drastically. Re-designing the websites to be more SEO friendly will be the main solution to make all the CISCAL websites SEO friendly.

You can expect the following this coming 2023: develop an internal lead tracking and monitoring system that the company can use, Redesign and develop the CISCAL Autoclaves Australia Website, Redesign and develop the CISCAL Weighing Website, Redesign and develop the CI Scientific Website, Redesign and develop the Gas Fill Australia Website, Add team members to the web and marketing team.

For marketing, training for the following is highly-recommended: SEO, Social Media Marketing, PPC Marketing, Content Creation / Creative Writing, Figma UI UX Design Essentials.

And for web, training for the following is highly-recommended: The Web Developer Bootcamp, The Complete Web Developer in 2023, Mobile App Development with Flutter & Dart (iOS and Android Mobile App Development.



## IT DEPARTMENT

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**A**s the highlights of the 2022 are focus on saving costs on various IT licensing fees and IT services, we are getting traction there, introduction of web based filemaker system, and improving our IT system stability.

**L**imited human resources always has been an issue and since departure of Dale it did become even more vulnerable to various risks, such as system recovery time in a case of failure. We have to become more risk aware when we implement new software features and test them more vigorously involving other people in the company.

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## QUALITY ASSURANCE

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This year 2022, we had 2 audits completed them without any condition. We have made few improvements on the reports and new procedures.

This year we need to improve many more equipment calibration procedure, templates and app to record results. We are continuously improving templates as we come across the issue.

On year 2023 We would like to have an app for 90% of reports we issue.

Technicians and QC should be trained more to review reports.



## SALES DEPARTMENT

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**S**ales department highlights for year 2022, agency for BRITAS was acquired. Steroglass agency for reactors and scrubbing units acquired, Sold a glass scrubber unit to ANSTO, Sold a CO2 system to Billy Bubbles, Sold an acetylene system to Air Liquide, Started a project to build the first robotic LPG system and partnered with a global gas company.

**S**ales Department experience challenges for the year 2022. Challenges like Supplier stock delays, We gave loan units where possible or looked for alternative brands and products. Price increases, Notified customers in advance so they could purchase before the price change took into effect. Supplier quotes short-term validity, Followed-up with customers before and after the quotes expired. Attrition of sales reps in the latter end of the year due to movement from contractor type to employees-type of job. Continuously improving job ads and setting proper expectations with candidates.

**O**n year 2023 our goal is to have more resellers for certain brands in various areas, Strengthening of existing business relationships with active resellers, Chat sales reps once the websites are fully up and functional, Improvement and revision of parameters in current call quality monitoring standards, Revision of current KPIs to align with business goals and targets for 2023, Review of current commission scheme to make it more appealing to sales reps with the purpose of motivating team members to sell more, and Put in place one sales rep per product group/category to reduce wait time of customers inquiring for products and services.

**W**e need to have more industry-focused technical and product trainings, more call listening and quality monitoring sessions, sales skills training and role plays, and to have a persuasive writing skills training.



## S E R V I C E

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This year has been a year of a lot of highlights and achievements. 2022 we kicked it off with new team members being added bringing with them a wealth of calibration experience and knowledge. Furthermore from the team we have created a projects team to handle all of our upcoming projects and product developments. This has been really great as we have already began to develop our flowmeter for tank calibrations, our high capacity decade box to name a few.

This year has also been full of new calibrations or areas we didn't have a lot to do in via IQ,OQ and PQ. We conducted these for UPS and Sequiris. Hardik, Kevin, Niraj, Jaysmit, Christian, Mario, Ash, Kylie and Kendra I would like to thank you for the countless hours of dedication and lost sleep dealing with suppliers and customers to ensure that these jobs were a success. Finally this year we were able to travel overseas freely without restrictions to complete calibrations. Ash Niraj and Jurgen completed the Thailand Ingredion calibration

In Service this year we have faced a few challenges which had an impact on our service this year. Our biggest challenge was not having enough staff members through periods of the year which meant when we had a lot of work on we really struggled to be able to meet our other clients calibrations and it meant that we really had to juggle the jobs to ensure we could meet this. Further to this issue when we had the trips to NZ and Thailand Vic was left with one technician for essentially a 2 week period. To deal with this the coordinators had to be magicians and the technicians had to really push hard to complete

the jobs.

We also had clients close down in both NSW and VIC which has impacted on our work in certain months due to them not being able to survive the covid lock downs that were prevalent in VIC Palla Pharma is an example of one of the many clients that this has occurred to.

The goals for service in 2023 are as follows: Lab setup in VIC and NATA accreditation for temperature and mass, New test equipment-masses, data loggers, temperature chambers, Targeting customers for IQ,OQ and PQ, Getting the service technicians their Trade licenses for weighing, mass and tanks.

This coming year Hardik and I will be working very hard to introduce a weekly training session for the team for our calibrations that we currently conduct to help improve the skills and uniformity within the team. We also will be looking to get more supplier training via teams with our European suppliers to ensure a diversity in the team so that some of the newer technicians will be able to complete calibrations that currently only a few in the team can do. So every Friday after the service meeting we will hold these sessions.



## MY SPARKY MATE

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In 2022 our highlights and achievements done from MY SPARKY MATE department: bought MSM in March, Moved into new factory in April, Brought rapid doors into the business, Started to chase larger tender jobs, Put proper systems in place.

Our experience challenges for this 2022 are: loss of supplier from there incompetence Had to find an alternative for airtouch 5, Colder months means was a little slow most of the year advertised more on other plat forms, Issues with vehicles so sold them.

On year 2023 our goal is to grow sales and service by 20%, Either larger factory or have mezzanine installed, Become a sale business for ac units aswell, Win contracts with major companies like good guys and Bunnings a recommended installed for ac units, Win our first major tendering job 100k plus, Hire 1 - 2 tradesmen and 2-3 apprentices.

We need to have improvement in the following: CPR, Boom lift and scissor lift tickets, LVR recuse, Ac courses for anyone still needing to complete this.



## GAS FILL AUSTRALIA

**I**t was good to have Projects formalized, even though we have been doing them since I joined CIS. It is good to have a commitment from the company. Projects can be a nightmare if mishandled. We now have the LPG systems rolling out the door as a polished package. We are now adding to our gas system with Acetylene and hopefully other products shortly.

**C**hallenges for projects are sharing the technician's time with calibration work. The flow of the project is constantly interrupted. Having the workforce spread across 3 states adds to the challenge. Also taking an idea from the start to a finished product is new to most of the team. Better planning is essential as well as regular meetings to discuss issues. Training is also a constant requirement. areas like standards, basic skills, and documentation of everything are all needed.

**M**ake a solid team for projects. Find a reliable fabricator that can take our concepts and produce the finished product. Build up a list of suppliers that we can depend on for price and quality. Contact all the old KIW customers looking to upgrade their systems.

**H**azardous areas, PLC programming, a lot of in-house discussion on how to do things.

# 2022 COMPANY HIGHLIGHTS





# CI SCIENTIFIC

"WHERE MEASUREMENT IS PARAMOUNT TO SUCCESS"





# Merry Christmas

AND A HAPPY NEW YEAR  
FROM THE WHOLE CI SCIENTIFIC FAMILY



NEW SOUTH WALES,  
AUSTRALIA



QUEENSLAND,  
AUSTRALIA



VICTORIA,  
AUSTRALIA



PHILIPPINES