



eStar's mission is to build and deliver the world's best commerce solutions powering client success

eStar launched as an online retailer in 1998, using custom built software to list more than five million music CDs. Since then, eStar has evolved into Australasia's leading enterprise eCommerce software as a service (SaaS) solutions provider. This evolution was accelerated in 2015, when the company undertook significant investment in leadership and infrastructure.

eStar has grown at a rapid rate since then, achieving a platform for continuing long-term scalability and generating an expanding pipeline of new business in the Enterprise eCommerce market.

In 2017, eStar won the eCommerce contract of iconic Australasian department store retailer David Jones, beating our major competitors IBM and Oracle. eStar operates in the growing commerce market with tier one and tier two clients, including David Jones, Country Road Group, Briscoe Group, Air New Zealand, Stirling Sports, Bed Bath and Beyond and many more.

eStar's people – have deep experience in retail, digital and eCommerce technology which enables them to work closely with its clients to drive digital success.

Typically, new eStar clients see an immediate lift in sales, on average 40 percent year on year growth against a market rate of 19 percent.



Why eStar

It's in the name – Brand experience delivered together

Your success is our success. As an eStar client you will be assigned an eStar account manager who is focussed on offering strategic advice and support tailored specifically to your needs every step of the way.

A scalable powerful eCommerce solution

eStar's core strength is a scalable powerful enterprise eCommerce solution that is open, reliable, and functional. It is delivered by a knowledgeable team with a robust methodology focused on outcomes and results for our clients.

Industry Recognition

Recognised by its peers. eStar's technology is committed to an ongoing program of research and development.

Hi-Tech Awards

2019 finalist, most innovative Hi-Tech software solution

Innovation Council

New Zealand Business and Innovation awards 2019 finalist

Nora Network

NORA Awards 2019, Nominated, Best fulfillment technology

300% conversion rate increase

We can double our clients' conversion rates, a project that went live recently is currently achieving a 300% increase in conversion rates and page load speeds by 7%

It's in the Numbers

38% growth annually

eStars clients grow their online sales by an average of 40% annually

Over \$850m

eStar clients transact more than \$850m per annum on the platform

300% conversion rate increase

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Application availability 99.99%

Foundation for Growth

eStar eCommerce

Enterprise level end-to-end SaaS eCommerce solution for successful brands.

eStar Order Management fulfillment

Distributes orders across multiple dispatch points. Including store fulfillment locations, distribution centers, dropshipping, points, or suppliers dynamically.

eStar store

Point of sales (POS) solution that will allow customers to purchase items either in store at checkout or online with a unified environment.

eStar Customer Services

Integrated returns and customer service solution for processing phone-in and mailed-in orders.

eStar Risk Profiler

Sophisticated fraud management to detect and minimize attempted fraud.

eStar Services

Digital strategy, design, business analysis, system integration, testing, training, and project management.

DAVID JONES

COUNTRY ROAD



AIR NEW ZEALAND

bed bath & beyond

WITCHERY

MIMCO

TRENER Y



HARROLD'S

blue illusion®



empowering growth
delivered together

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