The Company

eStrategies is a fully Australian owned consultancy firm providing digital business solutions. From advising on strategic direction to implementing technical infrastructure, eStrategies offers innovative designs geared to enhance organisational competitiveness and improve information flow in the enterprise.

To deliver these solutions, we believe in enhancing your competitive advantage through the application of fundamental business principles:

- Increasing process efficiency;
- Deepening customer relationships; and
- Creating new markets through virtualisation.

The Vision

Our vision is to become the leading provider of electronic business and mobile business solutions in Australasia. To achieve this goal, we believe that our company must foster an environment of continual innovation and commitment to quality of practice.
Recent projects

Westpac Banking Corporation

As part of their latest Internet Banking initiative, Westpac have employed the services of eStrategies to assist in the development of their Personal Banking business strategy. This included development of business requirements documentation, marketing communication requirements, risk analysis and IT/MIS project planning.

AMP

AMP has recently initiated a global strategy for eBusiness process integration and Internet development. eStrategies has been engaged to assist in the design and management of this critical project. AMP has called upon eStrategies to supply eBusiness strategic direction, systems design and project management.

CPI

In collaboration with Intentia (a valued strategic partner), eStrategies delivered to CPI a comprehensive eCommerce business plan and release strategy. By leveraging key aspects of the eStrategies "Evaluation" methodology, the business plan process included focussed workshops, interviews and customer surveys. The final product detailed operational and financial strategies, risk analysis, critical success factors, and IT implementation strategies and formed the basis for taking the company forward in the eCommerce space.

eStrategies - your competitive advantage
Recent projects

Australian Tourist Commission

The Australian Tourist Commission required a solution that would allow their worldwide regions to maintain and track campaigns in a centralised system. eStrategies supplied an Intranet-based solution that resulted in significant cost savings and has allowed the ATC to provide partners with reports via the Internet. The provision of reports is a key requirement of the ATC's partnership agreements. Due to the success of the project, eStrategies has maintained a long-term relationship with the ATC.

BOC Gases

BOC Gases required a rebuild of their worldwide information management Intranet site. eStrategies supplied consulting, analysis and programming skills. The new site was successfully launched to over 4,500 staff across the world.

Our partners

At eStrategies, we aim to give our clients customised solutions that cater to their individual needs. Often, clients may require expertise that would be best serviced by an external specialist. In such circumstances, we work with our partners who we believe are the best in their field. Our collaboration with these companies allows us to provide our clients with solutions that are innovative, reliable, and complete.

eStrategies - your competitive advantage
A strong methodology is the key to a successful eBusiness implementation. At eStrategies, we focus on four distinct phases within the eBusiness implementation:

**Evaluation**

A sound foundation provides the basis for an effective and practical eBusiness solution. Our Evaluation phase determines the degree to which the principles of eBusiness will assist the enterprise in enhancing its competitive advantage.

**Action points include**

- Vision definition;
- Interviews;
- Operational health checks;
- Customer touch point analysis;
- Operational/Financial analysis; and
- Information source identification.

**Key Deliverables**

- Stakeholder identification;
- Project inclusions and exclusions;
- System architecture analysis - present and proposed;
- Project plan including milestone identification;
- Operational/Financial Planning;
- Marketing Strategy;
- Risk analysis;
- Key skill analysis;
- Project budget; and
- Return on investment analysis.

*eStrategies - your competitive advantage*
How we work

Specification

The Specification phase in the eStrategies methodology utilises the information gained in the Evaluation phase to define a detailed eBusiness specification. Specification involves analysing and designing the necessary eBusiness components that will satisfy the business requirements defined in the Evaluation phase.

Action points include

- User interface analysis;
- Systems analysis;
- CRM database modelling;
- Supply chain analysis;
- Security model definition;
- Return on investment modelling; and
- Knowledge management analysis.

Key Deliverables

- Architectural design;
- Detailed functional analysis;
- User requirements specification;
- Information architecture;
- Information system connectivity;
- Security and standards specification;
- CRM database design; and
- Return on investment model.
Creation

The Creation phase represents the actual building of the eBusiness infrastructure. Project Management is provided by eStrategies to ensure both coordination between third parties and successful delivery of the project.

**Action points include**
- Database and application build;
- Third party module integration (eProcurement, commerce gateways);
- Enterprise application integration;
- Systems infrastructure build; and
- System testing.

**Key Deliverables**
- Pre-production eBusiness solution; and
- Secure, standard environment.
Implementation

The final phase in the eStrategies methodology ensures successful integration of the solution within the enterprise framework.

**Action points include**
- User acceptance testing;
- System support handover;
- Production implementation; and
- Training.

**Key Deliverables**
- Production-ready eBusiness system; and
- Enterprise documentation.
Our team of professionals includes project managers, experienced developers, information architects, systems integrators and marketing specialists who are dedicated to delivering a substantial return on investment from your organisation’s eBusiness strategy.

**Stephen Newton** [Principal Consultant]

As a founding partner in eStrategies, Stephen has consulted to the IT and Internet industries for the past twelve years. In this time, he has gained experience in software development, project management, Internet systems design and eBusiness strategic development. He recently completed a Masters degree in Computer Science (specialising in eBusiness) and is currently co-authoring a book on the technology of Internet business.

Stephen specialises in assisting organisations with eBusiness strategy and project deployment. He has lead technical initiatives for companies such as AMP, Westpac and the Australian Tourist Commission, where he has participated in all aspects of the Internet development lifecycle from interface and architecture design through to solution implementation.
Craig Jackson [Principal Consultant]

Craig has been involved with the IT industry for over ten years. During this time, he has developed strong technical, analytical and managerial skills in the product development lifecycle, ranging from business analysis through to implementation and support. Craig co-founded eStrategies with a vision of leveraging his experience in process and requirements analysis to assist companies with the challenges of eBusiness.

Craig has worked predominantly in the Business-to-Business sphere in a range of industry sectors for companies such as AMP, BHP, Intentia, Qantas and Sterling Commerce. Craig has provided these companies with technical, analytical and project management skills, often providing the conduit between business and technical teams. Craig is lead system integrator and information architect for eStrategies.
Our team

Rob Hutchison [ Senior Consultant ]

Over the past several years Robert has been involved as Project Manager and architect with a variety of BHP’s eBusiness initiatives including the BHP eBusiness Scorecard; Electronic Commerce Gateway; Steel Marketplace and general B2B Integration Management. The common thread in these projects has been the integration of web/internet applications with legacy systems on a variety of platforms.

Robert specialises in eBusiness architecture and project management at eStrategies.

David Croswell [ Senior Consultant ]

David is presently a systems architecture consultant and has partnered with eStrategies to add value to our business.

David has worked with companies including CPS Australia and Nokia Australia. As the IT Manager for Nokia, he focussed on the management of the research and development IT environment. This position allowed him to gain experience in the IT environment and the development and implementation of Wireless Application Protocol (WAP) applications and services.

David specialises in systems architecture, networking solutions and future mobile technologies.

eStrategies - your competitive advantage
Michael Birrell [Senior Consultant]

Mike has developed training and communication skills that have allowed him to provide input at both the technical and management levels. Mike has consulted to such clients as Wilcom, the Australian Navy, Department of Employment, Education and Training, Coated Steel Australia and British and American Tobacco Australasia. He also provides senior technical consultancy to BHP.

Mike provides eStrategies with specialised skills in requirements gathering; systems design; and project implementation.

Fiona Hutchison [Senior Consultant]

Fiona has over 10 years experience as a software developer and EDI specialist, working in a variety of roles with BHP. She has been heavily involved in assisting small to medium-sized enterprises (SMEs) enter the electronic trading community of BHP. She has also managed the technical implementation and migration of the new NT/Gentran-based BHP Enterprise EDI Gateway.

Fiona is an active member of the EPAS (Electronic Procurement and Supply) EDI working group and provides eStrategies with skills in system implementation, EDI and document mapping.

eStrategies - your competitive advantage