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Press Release

31st March 2010

geekIT rocks the e-tailing sector with ROMS

Australian online consumer spending is tipped to grow to \$32 billion by 2012, but how many retailers are primed to take advantage of the digital shift?

While globally focused retailers are leaders in building and growing their e-commerce channels and businesses, the Australian e-tailing sector has been slow to develop.

The Australian Payments Clearing Association (APCA) recently revealed that almost 50 per cent of Australia's total online spend is lost offshore, directed towards international purchases.

"It is time that Australian retailers put themselves on the e-tailing map and stepped up to take advantage of the passionate and growing devotees of digital commerce," warns GeekIT CEO Mary Henderson.

"Businesses seeking to boost profitability in a cost effective and competitive manner need to look at ways to drive customer traffic between the physical stores and the web, improving overall customer service and presence while increasing revenue. Businesses implementing a unified customer service and sales approach will succeed in the current economic climate and will be well positioned to take advantage of the growing wave of local and international e-tailing traffic," Ms Henderson added.

geekIT has been engaged in the needs of the retail sector and has developed an online product that allows retailers to promote products and services with total flexibility, customisation and scalability. The unique product blends the best of online usability and design with comprehensive back-end support for database, procurement and e-commerce management blended with marketing and social media support.

geekIT's Retail Online Management System (ROMS) allows retailers to retain and develop their own unique online branding and design presence with the bonus of inbuilt online 'store' features including E-newsletter module, Product Management System, You Tube module, Web Content Management System and much more without compromising the image and values of your brand.

There are no upfront, ongoing user licensing fees associated with ROMS.

GeekIT understand that off the shelf e-commerce solutions can no longer satisfy the sophisticated marketing requirements for competitive retailers of any size, as such ROMS allows each project's interface design to be fully customised to meet your brand guidelines. The service includes custom planning, design and development, SEO and Google analytics, shopping cart & payment gateway integration in addition to social networking tools to extend your brand and product's reach.

Evolving retailers need to work towards:

- o A single integrated cross-channel ordering system
- o Unified customer profile for in-store, mail order, phone and internet orders
- o A streamlined approach to product fulfillment through any channel

With 67% of Australian adults regularly visiting an online shopping site according to Forrester Research, retailers need to get a full service online strategy in place.



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***Costs**

Basic Package - \$25K (+GST)
Premium Package - \$45K (+GST)
(Exclusions are over and above.)

Project Timeline

Basic: 4 – 6 weeks from Project specification document signoff
Premium: 6-8 weeks from Project specification document signoff

For further comment please contact:
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