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Media Release

New iiNet shopping cart lets small businesses join the online retail battle

10 December 2010: iiNet today launched an online shopping cart, which allows small businesses to establish their own online sales presence in only a few minutes – just in time for Christmas.

The shopping cart will be available to iiNet customers through an easy to use application that enables small businesses to set up an e-commerce website in only a few minutes. Importantly, the site is hosted in Australia so businesses can avoid the security concerns associated with offshore payment processing.

iiNet Business General Manager, Steve Harley said with the online shopping market valued at \$26.86 billion, and growing at an extraordinary rate, the new application provides small businesses with an effective way to increase their bottom line this Christmas.

“With online retail continuing to grow in popularity, small businesses can’t afford not to have an online presence. Our shopping cart allows businesses of every size to build an e-commerce enabled website in minutes, even without web development expertise,” said Mr Harley.

“Unlike other solutions, iiNet shopping cart integrates with all major Australian banks making payment processing simple. It also provides an automatic calculation of shipping costs by weight and destination through integration with Australia Post.

“Add to this PayPal and EBay functionality and small businesses are ready to unlock the full potential of online shopping for their customers.”

“We are excited by this new element to our small business website offering and look forward to seeing it support a number of budding online entrepreneurs in the future,” Harley said.

iiNet’s Shopping Cart is available from as little as \$39 a month for the basic set up to new and existing iiNet Business Customers.

For more information visit <http://www.iinet.net.au/business/shopping-cart/>

- ENDS -

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Statecraft

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QUALITY ISO 9001
FS 550231



WINNER
Innovation – Large
Company Award,
*ACOMMS Communications
Alliance & CommsDay
Awards 2010*



National Large Business - iiNet
WA Large Business - iiNet
WA Service Excellence in a
Contact Centre – Westnet
Customer Service Institute of
Australia (CSIA)



WINNER
Carrier of the Year Award,
Highly commended - iiNet’s
‘work from home’ program,
*Australian Telecommunications
Users Group (ATUG)*

A full list of current awards
can be seen at [iiNet Awards](#)

**About iiNet**

iiNet is Australia's second largest DSL Internet Service Provider (ISP) and the leading challenger in the telecommunications market. We employ more than 2000 inquisitive staff across four countries and support over 1.3 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

We're a publicly listed company and we maintain our own super-fast broadband network. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

To achieve this, we employ creative thinkers and true advocates of technology. Our people are a huge part of the iiNet success story, so we've developed a unique and stimulating work culture to ensure they remain engaged and inspired.

A lot has changed since our CEO founded iiNet in a suburban garage back in 1993 and the broadband landscape continues to evolve. What hasn't changed is our passion for the transformative benefits of the Internet and our commitment to helping Australians connect better.