

**Keywords:**

User Responsive Design, Experience Design, Mobile Web, Integration, Automation, Cloud, Label Printing, SOA, Freight Management

**Technologies:**

.NET 4.5, ASP.NET, SQL 2008 R2, Entity Framework 4, WCF, Java Applet

**Industry:**

Freight & Logistics

# StarTrack's online customer portal brings all of its products to one platform



StarTrack is a Australia Post owned company that provides express freight and logistics solutions in Australia. Together StarTrack and Australia Post form Australia's most trusted and comprehensive range of fast and efficient solutions.

## AT A GLANCE

- 1 Fabric designs and builds single web based platform for StarTrack's customers
- 2 New platform drives increase in business process efficiency and quality
- 3 Our 'Discovery' approach facilitates the right customer experience
- 4 Offshore delivery in China places an emphasis on value

## ABOUT FABRIC

We are an Australian owned technology company specialising in software delivery, application support, cloud and consulting services. We are passionate about technology and its role in challenging the status quo.

## CHALLENGE

StarTrack has gone through a number of transformations with it's merger with Australian Air Express and more recently, it's acquisition by Australia Post. This has seen major IT systems integration projects along with product alignment and customer migration. StarTrack have made the commitment to move it's customer base onto the MyStarTrack online portal with simple access to all of it's services in one place. This platform needed to be scalable flexible to accommodate additional services and products as they became ready for release to market.



## SOLUTION

In collaboration with StarTrack's Marketing and IT teams, Fabric was involved in the early stages of UI design, prototyping and defining business flows.

MyStarTrack Online is a complex solution integrating with many aspects of the business including TIBCO services. The core components include:

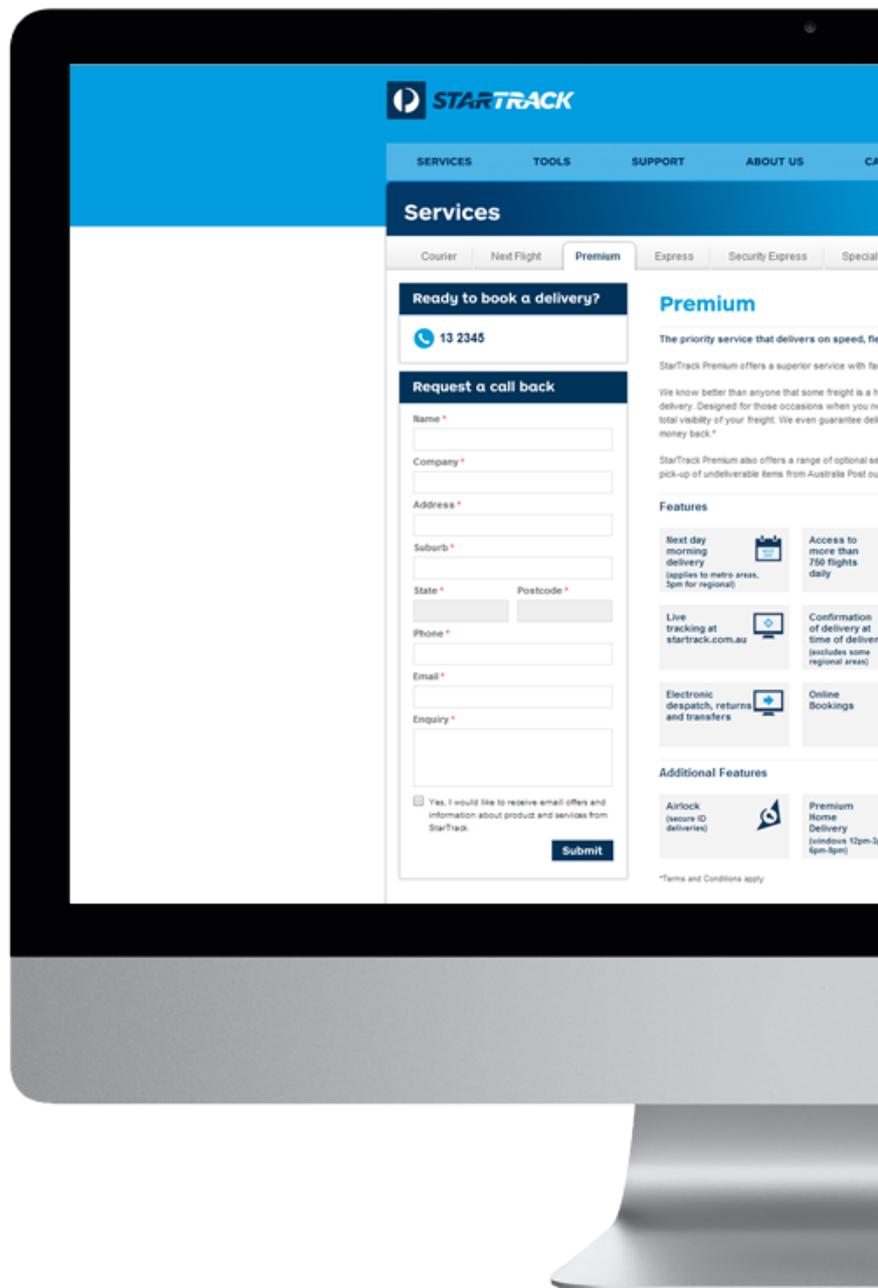
- StarTrack Corporate website
- Despatch
- Controlled Returns/Transfers
- Track & Trace
- Administration

One of the major challenges of a web-based freight management system is label printing due to the complexities of browser versions and high numbers of users. Fabric developed a unique web-based printing solution that works in all common browsers, and can print labels directly to a label/laser printer reducing the support overhead and alleviating the need to install updates and patches for individual clients.

The solution had to allow for advanced logging for multiple portal functions and adherence to stringent security protocols. The platform has been designed for robustness, including allowance for future capacity growth and scalability.

Finally Fabric provides 24/7 Application support which includes:

- Monitoring
- Transaction Monitoring
- Service Delivery Management
- Service Desk



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*The decision to partner with Fabric on the design, build and support of MyStarTrack Online was simple due to their industry experience and unique end to end offering.*

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Shaun Patterson, GM Product & Marketing StarTrack

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