

CAPABILITY STATEMENT

Est. 2006 · Sydney-Based Digital Agency

Your Strategic Technology Partner
Turning IT from a cost centre into a profit centre

THE ERONKA POSITION

Turning IT from a cost centre into a profit centre.

For 21 years Eronka has been the strategic technology partner trusted by Australian enterprises and ambitious challengers to translate technology investment into commercial outcomes.

We are technology-agnostic problem solvers, engineers, designers, and growth specialists building future-proof SaaS, IoT, AI, and commerce platforms.

Every platform we architect is measured against one question: Does it create revenue, margin, or a defensible competitive advantage?

21+

Years
Experience

Projects
Delivered

+200

+15

Countries
Reached

Client
Satisfaction

99%

HOW WE CONVERT IT SPEND INTO PROFIT

Every engagement is measured against one question



DE-RISK

Validate Before You Invest

Discovery audits and proofs of concept that surface technical and market risk early — before capital is committed.

- COMPETITOR ANALYSIS & AUDIT
- TECHNICAL RISK ASSESSMENT
- R&D TAX INCENTIVE POSITIONING
- INNOVATION MAPPING



SCALE

Architect for Global Reach

Infrastructure engineered for international market expansion and multi-region deployment from day one.

- CLOUD-NATIVE ARCHITECTURE
- MULTI-REGION DEPLOYMENT
- SECURITY & ISO 27001 ALIGNMENT
- 99.9% UPTIME SLA



MONETISE

Engineer Tied to Revenue

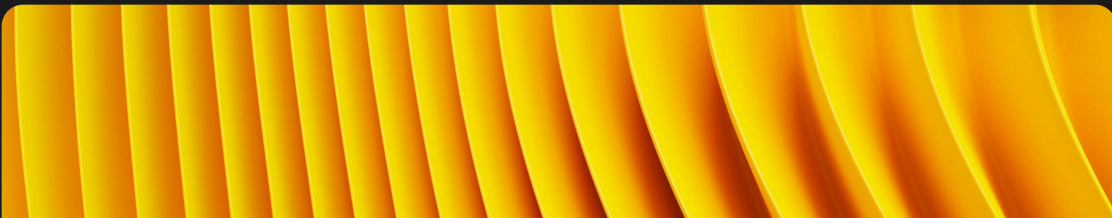
Every platform, workflow, and customer journey measured against conversion, retention, and recurring margin.

- CONVERSION OPTIMISATION
- RETENTION ENGINEERING
- AI & WORKFLOW AUTOMATION
- COMMERCE INTEGRATION

CORE CAPABILITIES

R&D & Discovery - Product, Brand & Experience

R&D AND DISCOVERY



Discovery & Audit

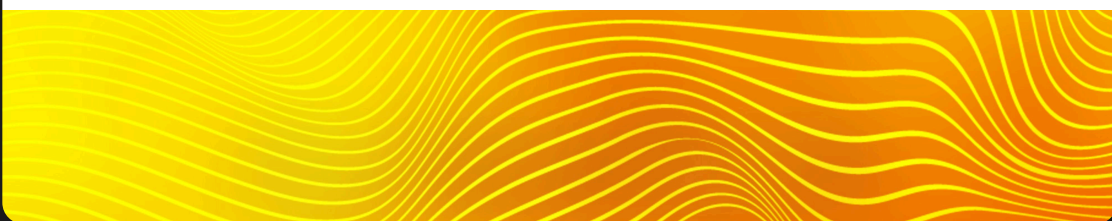
Identify technical roadblocks and competitive advantages early to ensure a clear path to global scale.

Technical Feasibility

Architecture for global scalability using Arduino, Raspberry Pi, custom telemetry and cloud primitives.

Proof of Concept

Functional prototypes for IoT and AI projects that validate core technology before heavy investment.



R&D Tax Incentive Ready

Documentation and methodology aligned to Australia's R&D Tax Incentive to maximise your innovation budget.

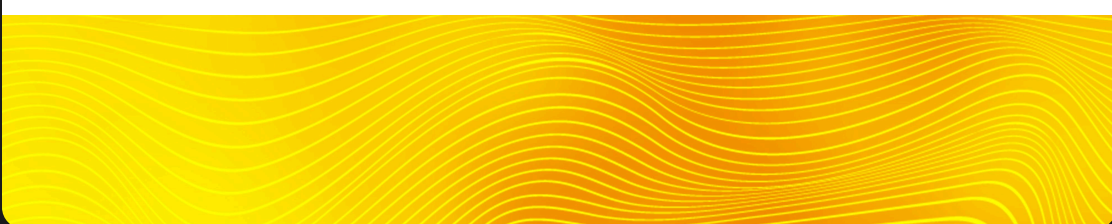
PRODUCT, BRAND & EXPERIENCE

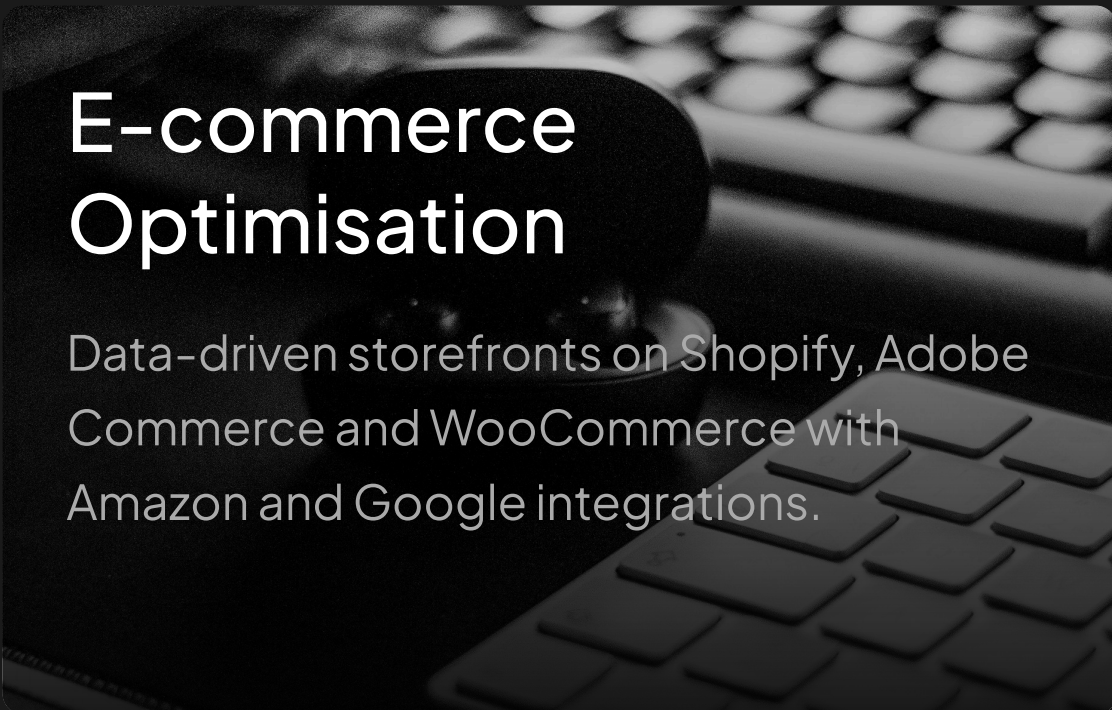
User Journey Mapping

Engineering frictionless paths from local discovery to global checkout.

High-Fidelity Design

Interactive prototypes and visual identity systems that resonate across international markets.





E-commerce Optimisation

Data-driven storefronts on Shopify, Adobe Commerce and WooCommerce with Amazon and Google integrations.



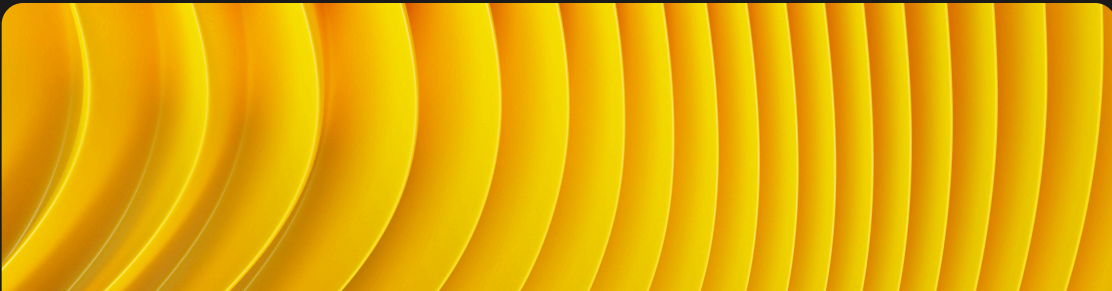
Visual Identity & Brand

Logos, typography, brand voice and messaging frameworks built for global adaptation.

CORE CAPABILITIES

Engineering & Cloud · Growth & Performance

ENGINEERING & CLOUD



Agile Development

Two-week sprints that let teams pivot and ship in competitive global markets.

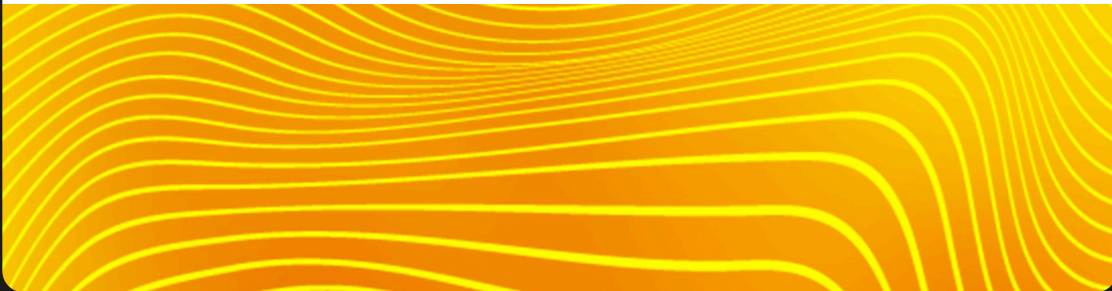
Cloud Infrastructure

Secure, 99.9% uptime environments on AWS, Microsoft Azure and Google Cloud.



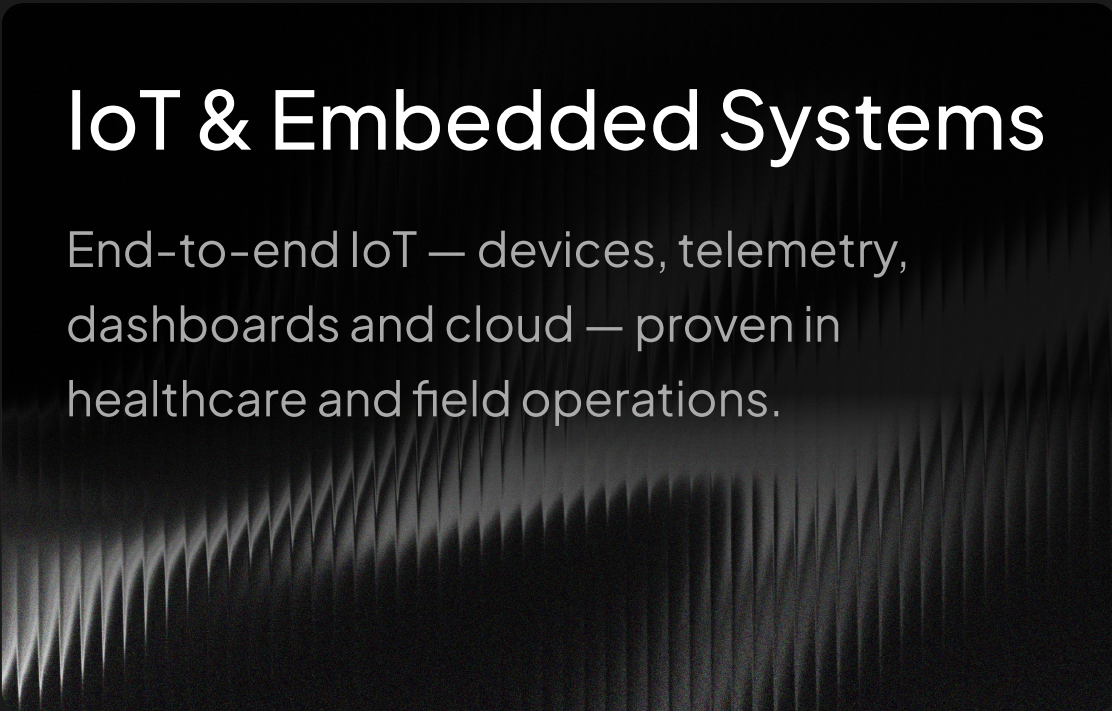
AI & Automation

Claude, Gemini and OLLAMA deployed to automate workflows and lift engagement.



IoT & Embedded Systems

End-to-end IoT — devices, telemetry, dashboards and cloud — proven in healthcare and field operations.



GROWTH & PERFORMANCE

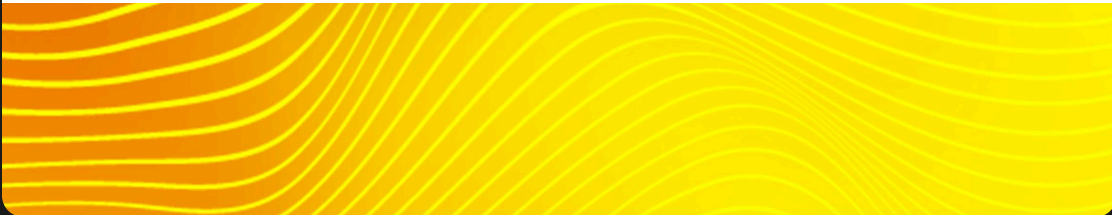
Go-To-Market Strategy

Launch plans that capture international innovator and early-adopter cohorts.



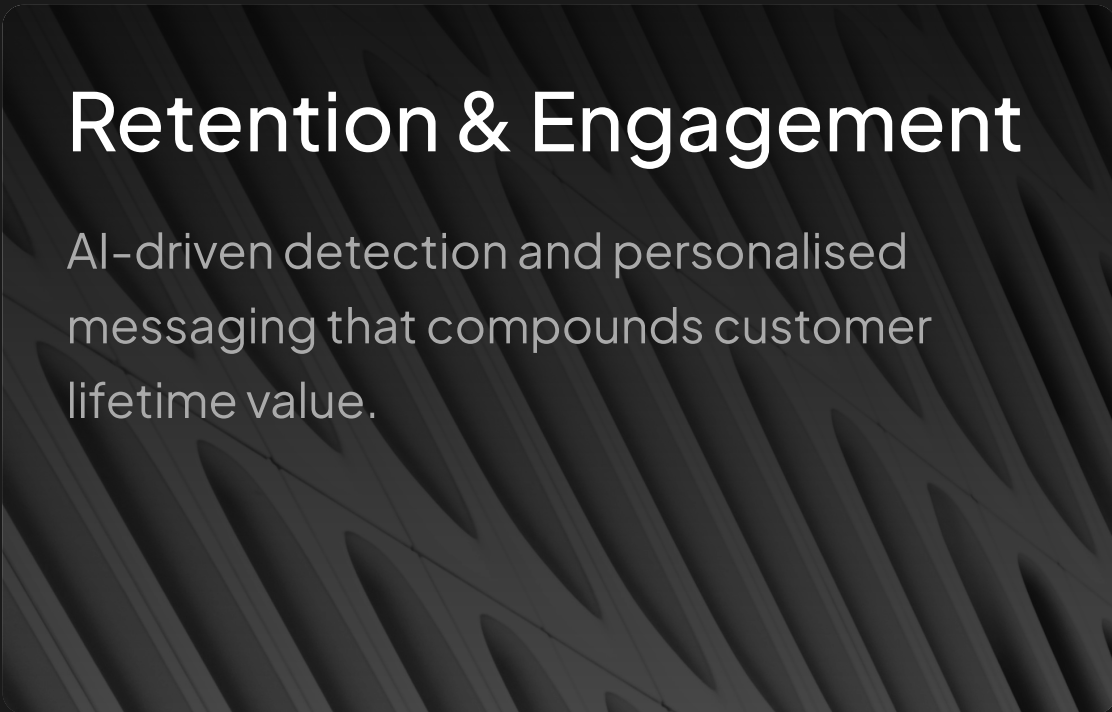
Performance Marketing

High-ROI campaigns across Meta, Google, Reddit, X, Pinterest and Amazon Ads — tuned by region.



Retention & Engagement

AI-driven detection and personalised messaging that compounds customer lifetime value.





Reviews & Reputation

Automated review collection across Google, Facebook, App Store and ecommerce platforms.

SELECTED CLIENT WORK

Twenty years of partnerships with brands that operate at scale



Two-week sprints that let teams pivot and ship in competitive global markets.



EDM strategy and customer engagement framework across all major brands — measurable uplift in opens, clicks and conversion.



Direct-to-consumer activations connecting brand storytelling with performance outcomes across multiple product launches.



Chekr — personalised pet nutrition platform with data-driven recommendations and subscription commerce.



Cashback redemption program driving repeat purchase, loyalty, and a database of highly engaged customers.



AI facial-recognition beauty recommendation engine integrated with Salesforce Commerce Cloud and CRM.



Property tokenisation platform — blockchain and smart contracts democratising property investment.



IoT elderly-care wearable with fall detection, vitals monitoring, location and sleep tracking.



Trusted IT advisor across digital, ERP, network and operations – coordinating multiple MSPs and stakeholders to keep a national supply chain running.



Website, brand identity and integrated marketing for the aviation sector.



Strategic IT advisory across digital, ERP and network operations – orchestrating outsourced infrastructure and MSP partners for a national HVAC leader.



Outsourced IT advisory and digital operations management across ecommerce, ERP and store networks for one of Australia's largest homewares retailers.

Cloud-agnostic architecture protecting optionality and avoiding vendor lock-in



Cloud & AI

- AWS
- MICROSOFT AZURE
- GOOGLE CLOUD
- ANTHROPIC CLAUDE



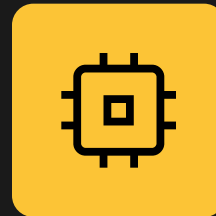
Commerce & ERP

- SALESFORCE COMMERCE & CRM
- ADOBE COMMERCE
- SAP
- SHOPIFY
- WOOCOMMERCE
- XERO
- AMAZON SELLER CENTRAL



Growth Channels

- META ADS
- GOOGLE ADS
- REDDIT ADS
- X (TWITTER) ADS
- PINTEREST
- AMAZON ADS
- GOOGLE SHOPPING



Hardware & IoT

- ARDUINO
- RASPBERRY PI
- ESP32
- LORAWAN
- REACT NATIVE
- FLUTTER
- CUSTOM TELEMETRY

Full-stack capability under one roof

OUTCOME-LED. GLOBALLY NETWORKED

1

Two decades of delivery for enterprise clients including Nestlé, Westpac, Samsung, Purina, Nespresso and Shiseido.

2

Full-stack capability under one roof — R&D, design, engineering, cloud, AI, commerce and performance marketing.

3

ISO 27001-aligned delivery and full IP assignment — your innovation, your asset, protected.

4

Cloud-agnostic architecture that protects optionality and avoids vendor lock-in across all engagements.

5

Outcome-led commercials: every engagement tied to a measurable business metric, not a feature backlog.

6

Sydney-headquartered, globally networked — built to take Australian innovation to international markets.

Flexible ways to work with us — advisory to full product squads

1

Strategic Advisory

Fractional CTO, architecture review, R&D tax positioning and technology roadmaps.

FRACTIONAL CTO · ARCHITECTURE REVIEW · R&D TAX POSITIONING

2

Build Partnership

End-to-end product squads delivering MVPs in 8–12 weeks and enterprise platforms in 4–6 months.

MVP 8–12 WEEKS · ENTERPRISE 4–6 MONTHS · DEDICATED SQUAD

3

Managed Services

Post-launch support, monitoring and continuous improvement with flexible SLAs.

POST-LAUNCH SUPPORT · MONITORING · FLEXIBLE SLAS

4

Growth Retainer

Performance marketing, retention engineering and reputation management on a monthly cadence.

PERFORMANCE MARKETING · RETENTION ENGINEERING · MONTHLY CADENCE

READY TO MAKE IT
**A PROFIT
CENTRE?**

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