



For immediate release

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DEMAND FOR CENTRUM SOARS

GLASGOW based Centrum Offices has enjoyed record growth by harnessing the power of the web.

The company, which provides flexible office solutions to businesses all over Scotland, commissioned award-winning NSDesign to build a brand new website which has taken the business to a new level.

This year, Centrum has seen demand for their Virtual Office services soar by over 30%, offering a free allocation of meeting rooms, hot desks and Wi-Fi Broadband to companies who need an alternative to traditional office facilities.

Neville Brown, Managing Director at Centrum Offices, said:

“As we recognised that the web was becoming an ever more important component in the marketing mix, we realised the need to update our website.

“We picked NSDesign as we were impressed by the enthusiasm of the team in comparison to other consultancies who seemed less responsive to our needs.

“The new website has been crucial to our recent success. The services we provide are constantly updating to cater to the nature of modern business, we have to keep up with that in order to meet the growing needs of our clients.”

In March, the company gained three new clients and overall has seen a 10% increase in turnover in the first quarter of 09 against the first quarter of 08.

Gary Ennis, Managing Director at NSDesign, agrees that companies must get their website right to survive in this climate.

He said:

“Neville realised that a new website would be key to Centrum’s continued success. A static unchanging site, in effect an e-brochure, is no longer adequate for the needs of modern business.

“We redesigned and recoded the website to improve visibility in search engines, and integrated our bespoke Content Management System

(NSBuilder) allowing the company to maintain and update the site in real time and review important statistics including number of visits and keyword searches.

“What Centrum now has is a more professional, customer facing website which gives Neville and the team the ability to dynamically exploit the online outlet of the business.”

For further information on NSDesign visit the website www.nsdesign.co.uk

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Issued by the BIG Partnership on behalf of NSDesign.

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Notes to editors

About NSDesign

NSDesign has been helping businesses and organisations maximise their success online since 1999, and is now based at the award winning Hillington Park Innovation Centre.

The company designs innovative products and services that allow their clients to do things better on the web, ranging from initial domain name registration and web hosting, to custom web development, ecommerce systems, internet marketing and training, and deliver these solutions to a range of clients from start-up companies to government bodies and universities.

The focus is strongly on accessibility and usability, providing the tools to empower users with full control over their account, backed by in-house expertise to rely upon when required.