



NSDesign Raises a Glass to New Deal with Alexander Wines

E-COMMERCE company NSDesign has cracked open the champagne to celebrate a new contract with Alexander Wines.

And wine lovers across the country will also be able to benefit from the deal by gaining access to top quality produce that was previously only available to hotels and restaurants.

NSDesign revamped the company's existing website to give it a more contemporary feel and then integrated their internal database of over 600 wines with the site, enabling the company to display all of its products direct to the public.

NSDesign Business Development Manager Kenny Roy, said:

"We were delighted to add Alexander Wines to our client list. This contract gave us an entry into a market we hadn't previously worked in and the ability to further our reputation by working with a recognised, reputable company like Alexander Wines. It was also a challenge technically from the view point of getting something to work online under the confines of a client's existing offline system.

"The work we have done represents a big change in the way the client used the web and now its customers have access to their entire portfolio of products and can create their own "Wine List" orders via the site; neither of which were previously possible."

Fiona Robertson, of Alexander Wines, said:

"We were recommended to go with NSDesign by another company and we are really pleased we did. We liked their approach from the outset and felt we were not just getting really good value for money but we also felt that they really listened to our needs and how we saw the website working for us.

"The content management system has proved easy for our staff to use. Although the website has only recently gone live, we have already had very positive feedback from customers who like the straightforward layout. Hopefully this will translate into an increase in sales to the private sector - our core business being trade - over the coming months."

For further information on NSDesign visit www.nsdesign.co.uk. To view the wines on offer at Alexander Wines visit www.alexander-wines.co.uk



PIC CAP: Photo shows Fiona Robertson of Alexander Wines and Kenny Roy of NSDesign.

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Issued by the BIG Partnership on behalf of NS Design

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Notes to editors

About NSDesign

NSDesign has been helping businesses and organisations maximise their success online since 1999.

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.