



CASE STUDY

Brokenwood

A brand-elevating E-commerce system for Australia's leading winery

Brokenwood was established in 1970, when a trio of Sydney-based solicitors planted Cabernet Sauvignon and Shiraz on what was originally planned to be the community's cricket ground. Since then, it has evolved into one of Australia's most reputable wine labels.

In this project, Niteco helped them build a world-class E-commerce system to support thousands of existing customers, as well as promote the brand to new audiences.

THE CHALLENGE

Brokenwood wanted to build an e-commerce site to boost their brand, showcase their wine, and maximise their online sales.

It needed to be a stable and scalable website with responsive design, top-of-the-line UX, and flexible promotions management.

THE TOOLS

EPiServer

CRM

EPiServer Commerce

THE SOLUTION

We built the front-end of this e-commerce site to look spectacular and facilitate purchase on any device. Back-end development was based on the EPiServer CMS 6 framework including EPiServer Commerce. We also built quality custom integrations with Eway Payment Gateway and Brokenwood's in-house CRM system.

Highlights of the project include:

- Content Management to provide news and events to customers
- Customer Management
- Catalogue Management
- An order management system