

# Bliss Technology Group Customer Case Study

## Shadow Run Ranch and Vineyards: Serenity...Perfected

### ABOUT THE CUSTOMER

Shadow Run Vineyards began as the vision of Les and Susan Evans to create an oasis of peace and tranquility for their guests. With a 150 acre ranch and vineyard offering varieties of Syrah, Petite Syrah, Viognier, and Malbec; Shadow Run manufactures fine wines to be enjoyed in the most serene and rustic of settings

### BUSINESS PAIN

Shadow Run Ranch and Vineyards needed a reliable web presence with fast load times and a simplicity reflecting their businesses' image

### ABOUT BLISS TECHNOLOGY GROUP:

Bliss Technology Group, a Minority Woman-Owned Business Enterprise is the premier diversity product procurement and services delivery partner for corporations, private sector, state, local, and federal government. We supply over 450,000 name-brand computer, electronics, and office products by combining online the product inventories of the nation's largest US I.T. distributors. Our services offering includes the highest caliber of consulting, system integration services, and web design at an affordable price



**"It is hard to find adequate words to express our appreciation. So we will simply say, the new web site is really quite wonderful. It is magical to see our dream reflected back to us through such a sensitive, intelligent mind. You have captured the components that mean the most to us - and given voice to the core goal of Shadow Run: Serenity...Perfected.**

**From the bottom of our hearts - we thank you!"**

Susan and Les Evans  
Proprietors of Shadow Run Ranch and Vineyards

### Business Situation\Technology Situation

**Overview:** Businesses today require internet presence in order to compete in the marketplace. To be indexed by search engines, this requires web presence that is fast, reliable, and captures the essence of the business it represents.

### Solution:

After extensive research and understanding of the client's business, Bliss Technology Group developed [www.shadowrunvineyards.com](http://www.shadowrunvineyards.com). Using Microsoft © Office Live services, the customer now has a solid, reliable, web presence with faster load times than their previous site.

Bliss Technology Group also developed additional marketing materials, such as customized CD cover designs unto which Shadow Run could further brand their business through music compilation distribution.

### Return on Investment (ROI) and Benefits:

Shadow Run Ranch and Vineyards now has a robust web presence hosted on the Microsoft© Office Live backbone with continuous uptime.

With private domain name registration, they keep their information hidden, avoiding spam and unnecessary contact from unaffiliated 3<sup>rd</sup> parties.

In addition to the services above, the solution provided by Bliss Technology Group cost but a fraction of many other website offerings.

### Products and Services Used in Solution:

- ❖ Microsoft Office Live
- ❖ Microsoft SharePoint Web Services
- ❖ Microsoft Business Contact Manager