

# Stage Audio Works selects EpiserverCommerce to launch new retail brand

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Bluegrass Digital has recently been selected to design and develop a new e-commerce website for the retail brand, MiTech Direct, a leader in professional music, audio, broadcasting, lighting and consumer electronic equipment.

MiTech Direct has selected one of the leading enterprise Episerver Commerce platforms to power their online commerce experience. As a leading certified Episerver solution partner, Bluegrass Digital has extensive experience in delivering on Episerver solutions for local and international clients.

The project has been underway for a few months and Bluegrass has successfully completed a detailed user experience process for the website including defining user journeys, prototyping and interactive wireframes. Bluegrass also completed the new responsive designs for the website and is currently undertaking the build and implementation together with integrations to their back office ERP systems.

Nicholas Durrant, MD of Bluegrass Digital, says: "This is an exciting project and we are pleased to be part of the team in launching this brand. The client conducted a detailed and thorough review of the e-commerce platforms before selecting Episerver as their preferred platform. With Bluegrass as the partner to deliver the new website, we will be working closely with all the key stakeholders to deliver the first release of the site in the coming months."

MiTech Direct is a first for Africa featuring a unique 9000m2 world-class experience store supported by a leading online retail experience. MiTech Direct is owned by Stage Audio Works Holdings, a leading international supplier, manufacturer and distributor of complete technology solutions.

## **About Bluegrass Digital**

Bluegrass Digital is a leading provider of creative technological solutions and digital production services for mobile, web and social platforms. With our head office in London and hubs in South Africa, our highly-skilled team offers a diverse pool of knowledge and expertise, bringing together creativity and innovative technology that delivers top-notch results for our clients.

Our expert knowledge in creative technology and development means that we are able to deliver a unique offering, centred on service delivery excellence. Bluegrass has a proven track record of delivering high-quality projects on time and within budget.

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