



Since its launch in 1995, the Spider Winery System has been continuously advanced to support the expanding online sales and marketing sophistication of our 50+ winery clients.

The key to winery growth is building customer loyalty. Our integrated sales, marketing, and website management system provides the tools you need to grow sales and profits through repeat online and over-the-counter sales.

Choose us and you'll have the benefits of a company whose understanding of your business is built on a dozen years of working with wineries. Combined with our graphic design services and 24x7 customer support, the Spider Winery System delivers value that simply can't be matched elsewhere.

The package of Standard Features includes those typically used by smaller wineries. Larger wineries and others that have more experience with online marketing and sales will add components from the list of Optional Features.

Price: \$2,800 Quotes are provided for custom design services and Optional Features.

Contact us for a detailed proposal:

607 275 3300

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Standard Features

(When both e-commerce and website design are purchased.)

Wine Marketing

- Website Statistics
- Winery Email Accounts for Staff
- Preference-based Email Marketing
- Editable Messages Throughout Store
- Unlimited Number of Discount Coupons
- Click-through Tracking of Newsletter Links
- Online Newsletter & Announcement Editor
- Customer Database & Email Campaign Manager
- Content Manager Supports Search Engine Optimization

Wine Sales

- Event Calendar
- Gift Certificates
- Coupon Redemption
- Shopping Cart Always Available
- Customers Not Required to Register
- Secure Payment Processing Choices
- Orders Confirmed Online & by Email
- Fast and Intuitive Purchasing Process
- Related Products Displayed Automatically
- Each Product has both List & Detail Views

Website Manager

- Configurable Google Map
- Email Accounts Manager
- Website Content Manager
- Hosting with Daily Backups

Store Manager

- Mixed Case Shipping
- Bottle Sizes Manager
- Create/Edit Multiple Coupons
- Disable Coupons until needed
- Set Coupon Percentage Discount
- Case Definitions for Discounting
- Set Quantity Purchased Discount
- Merchant Choice of Shipping Methods
- Create Lists of Related Products
- Edit Product Pop-over Detail View
- Address-based Sales Tax Calculation
- Product-by-product Awards Manager
- Edit Message(s) within E-commerce
- Secure Payment Processing Choices
- Add Thumbnails & Full-size Graphics
- Edit Content of Order Confirmation Emails
- Online Order Management & Processing
- Integration with UPS & Fedex Online Tools
- Designate Which Products Contain Alcohol
- Automated or Manual Credit Card Processing
- Extensive Control over Product Characteristics
- Product-level overrides for discounts & coupons
- Sales Tax Calculation Based on Customer Address

Optional Features

Wine Marketing

- Awards Page
- Webcam Integration
- Google Optimization
- Website Topic Search
- Photography Services
- Podcast Creation and Server
- Customized Website Design Services
- Designate Products that can go in Gift Baskets
- Kiosk Software links with Winery System

Wine Sales

- Gift Baskets
- Product Search
- Wine Club Choices
- Case Club Choices
- Personalized Labels
- Online Payment for Events
- Customer Login for Privileges
- Security Certificate for Personal Data
- Online Event Registration and Payment
- Retailer Listing with Search by Zip Code

Website Manager

- Add-a-Page Menu Manager
- Add-a-Page Editor and Manager

Store Manager

- Age Verification
- Link with Point of Sale System
- Add/Edit/Delete Personalized Labels
- Customer Login for Compliance Support
- State-by-state Sales Tax Remittance
- Multiple Product Categories & Sub-categories
- Designate Products that can go in Gift Baskets
- Shipping Compliance

**Spider Winery System
Version 4.4.2**



**A Selection of Our
Wine Industry Clients**

Ackerly Pond Vineyards
 Amberg Wine Cellars
 Amberg's Tools
 Anthony Road Wine Company
 Arcadian Estate Vineyard
 Beak and Skiff Apple Farms
 Belhurst Winery
 Bellwether Hard Cider
 Brotherhood Winery
 Casa Larga Vineyards
 Cayuga Wine Trail
 Caywood Vineyards
 Dr. Frank's Vinifera Wine Cellars
 Fox Run Vineyards
 Glenhaven Farm Winery
 Goosewatch Winery
 Grafted Grapevine Nursery
 Hazlitt 1852 Vineyards
 Heron Hill Winery
 Hosmer Winery
 Hunt Country Vineyards
 Johnson Estates Winery
 Keuka Spring Winery
 Lamoreaux Landing
 Long Island Meadery
 McGregor Vineyard Winery
 Montezuma Winery
 Penguin Bay Winery
 Pleasant Valley Wine Company
 Red Tail Ridge
 Rooster Hill Vineyards
 Seneca Harbor
 Seneca Shore Wine Cellars
 Six Mile Creek Vineyard
 Soos Creek Wine Cellars
 Standing Stone Vineyards
 Swedish Hill Vineyards
 Thousand Islands Winery
 Ventosa Vineyards
 Wagner Vineyards
 White Cliff Winery
 White Springs Winery

**Your Best Choice for an
Online Sales and Marketing Partner**

Since 1995, we have provided wineries with Internet-based tools that improve customer service, enhance communications, increase sales, manage complex data, and streamline business processes. The Spider Winery System has been chosen most often by New York wineries. And we're now expanding into other states, including the west coast!

We specialize in wineries, but we've also planned, designed, and built web-based applications for hundreds of private and public enterprises – hospitality and tourism, retail, education, high tech, professional services, and many more. Our winery clients benefit both from our wine industry experience and from our extensive marketing, sales, and business management experience with a diverse client base.

Our work with larger wineries sometimes includes a formal planning process that examines marketing and sales strategies combined with tasting room and back office operations. We are proud to serve some very large organizations, but it is equally gratifying that we have been able since 1995 to organize economies-of-scale that allow us to serve scores of small and startup organizations.

We believe that our only success is in the success of our clients. Building client success enables a progressive and financially stable work environment where client aspirations and needs are met through the constant advance of Spider's planning, design, and programming skills.

Our planners, designers, and programmers focus on effective communication with clients. We thrive on the stimulating challenge of working for discriminating clients who also value honesty, integrity, rapport, quality, and innovation.

Our Partners and Affiliations include:

WineAmerica
 Microsoft Partner Program
 PJM Business Solutions
 ShipCompliant
 Network Solutions