

Brainlane

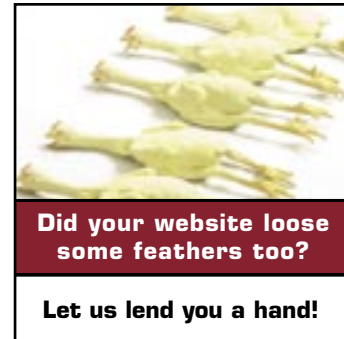
Brainlane has developed software that enables companies to use the Internet to increase their turnover, reduce costs and improve the internal and external communication. This software (the SiteLab suite) is composed of more than 20 modules to e.g. set-up a dynamic website, implement an online shop, set-up e-mail marketing campaigns and measure their results, ...

Most companies dispose of a website that serves merely as a kind of electronic brochure about the company. This "brochure" was typically compiled some years ago, and not modified since. Although a lot of things have changed within the company over the years (the approach, the product or services gamut, ...), these changes were never communicated on the website because they just don't dispose of an employee who can perform those changes on the website, or they just don't want to pay the fees the webdeveloper charges for implementing such changes.

Since communicating correct information to customers and prospects is vital, we have developed a suite of modules (called the SiteLab Suite) that enables your company to quickly and easily communicate even the smallest changes to your customers and prospects in just a few seconds. And it isn't necessary to know anything about programming, HTML, internet protocols, ... : anyone who has ever used a wordprocessor like MS-Word can implement such changes to the website, or communicate the changes via personalised e-mail marketing. These changes can be made 24 hours a day, 7 days a week from any PC with an internet connection.

The SiteLab Suite consists out of more than 20 modules, among which:

- PageBuilder: to set-up a website of which you can change the content of every webpage using the built-in wordprocessor. You can add / change text, pictures, video, links to other websites, e-mail addresses, PDF, Word and Excel documents, ...
- News Publisher: to set up a news column on the website in which you can publish a unlimited number of newsarticles
- Online shop: to display detailed information of all your products and services, comparable to a printed version of a product catalogue with indexes, product categories, ... , extended with functionality to let your customer order products on your website. The module provides in customer groups, discount possibilities, automatic calculation of shipping costs, connection possibilities with backend systems like Navasion, SAP, ...
- Marketeer: to implement personalised e-mail marketing campaigns, newsletters,The module doesn't only enable you to make up an e-mail campaign, but it also provides you with information about who read the mail, how many times was the mail read by every individual addressee, did he/she click on a link in the mail, All this statistical information is also automatically connected to the user profile of every addressee.
- and all the other modules like: References, Events, Catalog, Document Center, FAQ, Inquiries, Jobs, Photo Gallery, Picture Resizer, Who is who, ...



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References

PALMOLIVE (www.palmolivepaspoort.be)
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HG INTERNATIONAL (www.hginternational.com)
GROUP ARCO (www.groeparco.be)
CONCENTRA UITGEVERIJ (www.limburgatwork.be)
TV LIMBURG (www.tvl.be)
BRITISH MIDLANDS (www.flybmi.be)
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