

Brand Base

Brand Base - that is the quick and easy marketing portal of BRANDAD Systems. Perfect your partners' marketing support within a few weeks. Budget security at a fixed price - but consistent in its own image. With Brand Base, you benefit from our 17 years of experience in software development in a compact marketing portal.

First installation: 2000

Provider

BRANDAD Systems AG
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Reference customers

Audi, Allianz, Citroën, N-FON, Deutscher Sparkassen-Verlag

Application

- ✓ Business-to-Business
- ✗ Business-to-Consumer
- ✗ Consumer-to-Consumer

Operator

- ✓ Media service providers
- ✓ Companies
- ✗ Publishers

Products

- ✓ Advertising material, office equipment
- ✓ Large formats
- ✓ Newspapers, magazines
- ✗ Books, teaching aids
- ✓ Catalogues, price lists
- ✗ Technical documentation
- ✗ Mercandises, promotional items
- ✗ Packaging

Media channels

- ✓ Print
- ✓ Website, webshop
- ✓ Online ads
- ✓ E-paper
- ✓ Apps
- ✓ E-books
- ✓ Video/Audio
- ✓ E-mail
- ✓ Social media
- ✗ Messenger
- ✗ Office applications
- ✗ Search engines
- ✗ Online marketplaces

Features

- | | | |
|-------------------------------|----------------------------------|------------------------------------|
| ✓ Closed shop | ✓ Creation of publications | ✓ Web content management |
| ✗ Open shop | ✓ Database publishing | ✓ Text database |
| ✓ E-shop in-house development | ✓ Online data check | ✓ Editorial system |
| ✗ E-shop standard system | ✓ Correction workflow | ✓ Translation management |
| ✓ Printed file upload | ✗ Technical workflow | ✓ Marketing management |
| ✓ Print on demand | ✓ Commercial workflow | ✓ Media planning, media booking |
| ✓ Individualisation | ✓ Media asset management | ✗ Customer relationship management |
| ✓ Personalisation | ✓ Product information management | ✓ Cross-media management |

Modules

Ad Flex

Your partners can select and individually adjust advertisements in the portal before directly booking them with the publisher and delivering the print template - all done automatically via Brand Base.

Standalone applicable

Print Flex

Be it brochures, folders and flyers, office equipment, posters or displays - Print Flex is the perfect module for all kinds of printed matter. Templates can be adjusted according to specific criteria and ordered at a specified or individual print shop.

Standalone applicable

Letter Flex

Convincing mailings are no longer a problem with Letter Flex: based on central layout templates, your partners can individually adjust texts or images before placing an order for production and dispatch via the system.

Standalone applicable

Banner Flex

The following also applies to web display advertising: your partners can individually adjust templates before booking the resulting banners themselves or via a media agency. Quick and easy, regardless of whether it is a static or animated image.

Standalone applicable

Billboard Flex

Outdoor advertising remains a valuable component for local marketing. All the better if the images are regionally agreed upon. Using Billboard Flex, partners can adjust central templates, place an order for production and directly book the billboard.

Standalone applicable

Any Flex

Regardless of whether you want to hire a photographer, plan a promotion or prepare an event - sometimes, individual coordination is indispensable. Ordering individual services, however, becomes a mere formality thanks to Any Flex!

Standalone applicable

eMail Flex

eMail Flex makes convincing email newsletters possible at the push of a button: the head office or agency arranges the concept, text and design and provides the template. The partners take care of the image and adapt the contents to their requirements.

Standalone applicable

Web Flex

Not every partner needs to reinvent the wheel: offer your partners ready-for-use websites that go live at the push of a button - or where individual contents can be added. Central contents remain protected under your control and can be changed any time.

Standalone applicable

Mini Flex

With Mini Flex, you can easily take, adjust and forward individual images for external use. At the end, there is only one single mobile file, which, for example, can be used as image for social media or POS systems.

Standalone applicable

Order Flex

Provide your partners with promotional items and printed literature in the portal that can be directly ordered using the shop feature. Invoicing and dispatch is automated.

Standalone applicable

More modules

Weitere Module:

Planning Tool, News Center Tool, Portal Content Tool, Reporting Tool, Partner Picture Tool, Central Asset Tool, Cashback Tool, Disclaimer Tool, Template Tool, Pricing Tool, Translation Tool, Budget Tool, Support Tool. Individuelle Modulentwicklung.

(Erläuterungen siehe www.brandad-systems.de/brand-base).

System basis

Frontend devices	Desktop-PC, Notebook, Tablet-PC, Smartphones
Frontend operating systems	Operating system independent, browser-based
Frontend web browsers	Internet-Explorer, Firefox, Chrome, Safari...
Frontend technology	HTML5, CSS3, CSS-Framework, CSS-Extension, Ajax, Flash, jQuery, Javascript, Dynamic User Interface, YAML, Design Patterns, Modernizr, CSS-Sprites, Media-Queries
Server operation systems	Debian, Windows
Server technology	Java
Webserver	Apache, Tomcat
PDF engine	iText
Database system	mySQL
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	Yes, according to customer requirements
Order systems	Yes, according to customer requirements
Databases	Free, according to customer requirements
Other	No

Licence models

Costs for system setup	The setup fee depends on the extent of the customer's customization requests and the selected software modules.
Buying license	Depending on the scope of the selected software modules.
Rental license	✓ The costs depend on the size of the selected software modules and the number of active system users.

Own services in the market overview

BRANDAD Systems Services (BRANDAD Systems AG)

BRANDAD Systems AG

BRANDAD Systems is one of the leading providers of marketing portals as a pioneer. Renowned brands such as Audi, Allianz, Citroën and Deutscher Sparkassenverlag use the company's technologies to create a uniform brand identity for their local partners - despite all the possibilities for individual adaptation. All systems have been completely developed in-house by the approximately 80 employees, guaranteeing maximum performance and flexibility.

Provider informations

Founding year	1999
Total number of employees	
Number of employees in Germany, Austria and Switzerland	80
Locations	Fürth - Germany
Industry specialisation	Automotive, insurance, finance, franchise, gastronomy, software, IT, services and many more
Certificates	

Systems and services

Brand Base
BRANDAD Systems Services