

ACANTAS

E-Marketing-Suite

"Simplicity is the ultimate sophistication."

(Leonardo Da Vinci)

Inspired by this motto we made it our job to develop a powerful solution that helps you to successfully implement your online marketing and e-commerce activities quickly and easily.

WHAT IS THE E-MARKETING-SUITE?

The basis is RedacS, our marketing-oriented Content Management System. RedacS is your strong and modern editorial system partner.

But we also thought ahead and enhanced RedacS with two sophisticated modules which you can purchase as add-ons:

- VendorS, the state-of-the-art e-shop
- ConfigS, the versatile configurator

Easy and professional.

Combine the editorial system with those modules that best support your e-marketing objectives. Naturally, beyond the existing feature set, all modules can be tailored to your individual requirements or those of your website and connected enterprise systems, without affecting your general update capability.

REDACSV

- Offers optimum support for successful SEO measures by using, e.g., an onboard thesaurus
- Easy & intuitive to use with Drag & Drop
- Targets content to specific user behavior using tagging (semantic relationship markers)

CONFIGS

- Directs your customers to their desired product
- Guides safely through complex workflows and decision processes
- Maintains valuable enterprise and expert knowledge

VENDORS

- Enables free design of all shop and product pages
- Fits perfectly with up- and cross-selling campaigns
- Provides semantic relationship markers for optimally tailored product placements

As Inxmail Solution-Partner we can additionally offer professional email marketing

As Inxmail Solution Partner, we can also provide you with help and support for your e-mail marketing campaigns. From setting up the newsletter system to designing newsletters to integrating CRM systems—we are the contact you need. You can design the subscribe and unsubscribe pages yourself in RedacS, fitting in with your website's layout.

With a single solution, smartly combined of the components you need, you will achieve maximum effect for successful online marketing.

If you wish, Michel Consulting can support you with planning your e-marketing commitment.

SAAS - RENTING INSTEAD OF BUYING

Investment on demand.

The e-business suite is a budget-saving, investment-proof SaaS solution. SaaS means "Software as a Service".

You rent the system at a fixed price and will benefit automatically from future extensions. We take care of hosting and security and make sure that the AcantaS e-business suite will continue to remain state-of-the-art. This applies to all its elements, of course, whether you intend to use RedacS on its own or in combination with VendorS and/or ConfigS.

YOU KEEP CONTROL OF ALL THE COSTS

There are one-time costs for setting up the Web presence, followed by a running fee for renting the system. After the first year you can cancel your subscription any time for the following month. This gives you planning security for your online commitment.

Aside from technical maintenance work, which is of course included in the package to ensure smooth running of the Web applications, we also offer support for our software products. This includes support for working with the CMS, minor work on texts or graphics, or database queries and evaluations. Simply choose which one of our three Service Level Agreements (SLA) best suits your needs.

Our PDF price list gives you an overview of all one-time and running costs for the e-business suite's components.

EXTENSIONS

- E-mail-marketing-tool (Inxmail)
- Statistics with charts and graphs
- Integration with existing eshop, PIM or ERP systems
- Planning your e-marketing-engagements

For more information and more detailed product descriptions, go to www.acantas.com.

