

BRANDAD Systems Services

No matter how good technology is, it is the cleverly coordinated services that make it a convincing system. This applies to a clever concept and an experienced artwork as well as to an effective project management or a service desk that's on the ball. And if there's anything we can't do ourselves, we have excellent service providers on hand. Thanks to an open architecture, this is no problem at all!

Provider

BRANDAD Systems AG
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Referenzkunden

Audi, Allianz, Citroën, NFON, Deutscher Sparkassenverlag

Marketing

- | | | |
|-------------------------------------|---------------------|--------------------------|
| ✓ Consultancy and conceptual design | ✓ Print marketing | ✓ Multichannel marketing |
| ✓ Project management | ✓ Digital marketing | ✗ Event marketing |

IT

- | | | |
|-------------------------------------|--------------------------|-------------------------|
| ✓ Consultancy and conceptual design | ✓ Individual programming | ✓ Software maintenance |
| ✓ Project management | ✓ System set-up | ✗ Hardware installation |
| ✓ Development standard systems | ✓ System administration | ✗ Hardware maintenance |
| ✓ Development individual systems | ✓ Software installation | ✓ Hosting |

Media production

- | | | |
|-------------------------------------|-----------------------|--------------------|
| ✓ Consultancy and conceptual design | ✓ Template creation | ✗ 3D visualisation |
| ✓ Project management | ✓ Illustration | ✓ Digital printing |
| ✓ Graphic design | ✓ Photography/imaging | ✓ Offset printing |
| ✓ Web/app design | ✓ Video film creation | |
| ✓ Copywriting | ✓ Audio creation | |

Fulfilment

- | | | |
|--------------------|------------------------|-------------------|
| ✓ Letter shop | ✓ Complaint management | ✓ Order picking |
| ✓ Order processing | ✓ Returns management | ✓ Invoicing |
| ✓ Shipping | ✓ Warehousing | ✓ Debt collection |

Support

- | | | |
|----------------------|-------------------|------------------------|
| ✓ Content management | ✓ 1-level support | ✓ Marketing consulting |
| ✓ Data management | ✓ 2-level support | ✓ Call centre |
| ✓ Quality management | ✓ 3-level support | ✓ Training |

Marketing services

Focus areas

Developing a great campaign is one thing. Developing a great campaign that works at local level - while still following a unique brand language - is another. To facilitate this task for you and your creative partners, we provide a comprehensive counseling service:

From the very first idea to the completed rollout - we know what to look for to lead also the most extensive campaigns to success.

Partner

IT services

Focus areas

Our efficient project management is the basis for individually developing your marketing portal. Making use of agile development methods (like scrum, kanban, XP, TDD) enables project progress without delay and loss of time even in case of changing requirements.

Partner

Media production services

Focus areas

Our Artwork team ensures that individualised trade advertising complies with your design guidelines as well as with the applicable legal regulations. You provide the creative performance, our Artwork department optimises the supplied documents for the use via your portal and creates templates.

As an alternative to manually creating templates, our experts develop what is called stage templates. They can be used by your creative or in-house agency to create new templates themselves without our su

Partner

Fulfilment services

Focus areas

BRANDAD Systems finds the best service providers and takes care of the job scheduling to make sure your mailings, out-of-home as well as print advertisements are in the right quality at the right time at the right place. With our comprehensive fulfillment service, you can be sure that even the most complicated rollout will be successful.

Partner

Support services

Focus areas

The customer support of BRANDAD Systems offers much more than that. The contact persons of your users can be directly contacted using all relevant communication channels. And since the details of our customers' marketing processes always vary, our service staff is particularly prepared and trained for your individual requirements.

In doing so, we do not want to leave quality to chance: our customer support team is certified according to ITIL V3, the international standard for IT service managem

Partner

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

BRANDAD Systems Services