

You are here > Invisible > [Solutions](#) > [\(LightStorm \)](#) > [Functionalities](#) > Invisible

Functionalities



Content Management

- Advanced and visual editing of content
- Split between content and lay out (templates and style sheets)
- Simplified contribution interface
- Historization and versioning of contents
- Categorization and thematization of contents
- Multimedia databank (images, flash animations, videos, sounds and document files)
- Real time personalization of contents
- Ranking optimization
- Automated virtual addresses creation process in order to simplify navigation (invisible for the visitor)
- Customizable Contribution Workflow
- Targeted and personalized e-Mailings
- Dashboard
- ...

e-Commerce

- Reporting (activity, sales, orders, history...)
- Qualified and customized emailing
- Basket, secured payment, follow-up and pending orders
- Supply chain: inventory management, shipping, deliveries
- ...

e-CRM

- Creation of Forms
- Query, analysis and extraction from a multi-criteria database
- In depth analysis of behaviour and data collected
- ...

Collaborative Platform

- Courier service
- Schedule
- Directory
- Files management

- ...

Functionalities offered to visitors

- Content personalization/customization in accordance with the profile
- Interactive modules: chats, forums, polls and forms
- Advanced search engine
- Viral functionalities (recommendation of content and/or products)
- Editing of pages in pdf files
- Smart printing
- Virtual addresses (shortcuts) to simplify the navigation

For further Information

- Send us an email commercial@nexint.fr