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(LightStorm)



LightStorm, the first universal Internet platform, LightStorm is a global solution for creating and managing Web sites (Internet, intranet, extranet, e-Commerce, E-Mailing tools, E-CRM, ...)

Lightstorm includes the latest innovations in terms of :

- **Web 2.0** (RSS, podcast, blog, ...)
- **Interactive marketing**
- **Relationnal emailing**
- **Optimised ranking on search engines**
- **Advanced Profiling (identification of the visitor, building of scenarios, customisation of navigation and contents...)**
- **e-CRM** (Predictive analysis, collaborative-filtering, web-minning, etc)
- **Normalization**
- **Accessibility**

Its Philosophy is similar to the Macintosh in the 80's: elements with the most complexity must be accessible for non programmer individual without needing any additional development.

As a result, LighStorm is far from being a simple, reliable, proven application relying on open source technologies since it enables you to :

- Build up the most complex website within a few clicks
- Create and improve your websites yourself on the same platform
- Manage several independent websites, in various languages, with their own addresses
- Follow and analyze the behaviour , profile and expectations of visitors
- Customize, in real-time the relationship, content according to the expectations of visitors
- Interact with visitors through forms, chats, forums and polls
- Manage your direct e-marketing campaigns
- Organize exchanges between contributors
- Manage the access to your contents and web services
- Enhance the security of data flows
- Increment new functionalities to existing components

10 REASONS TO CHOOSE LIGHTSTORM

- Complete solution covering the 4 layers of an application (Operating System, Data base, Application servers, Job servers)
- Multilingual and multiple sites managing tools from one platform
- No costly external solutions (example: J2EE servers...)
- Integration of specific job applications (Content Management, Intranet, Extranet, e-commerce, e-CRM...)
- Relies only on Open-Source and non commercial solutions
- Functionalities can only be found on Top Tier job applications (profiling, real time, geographic profiling, web-mining, CRM analysis...)
- User friendly interface with drag and drop capabilities (building of several web sites, multiple scenarios...)
- Integration of secure technologies and unique caching on this type of solution
- Optimised and automated operating system (reduced maintenance and administration)
- Licence and deployment fees are actually divided by 4(*) and time-to-market by 2(*) (compared to Top Tier applications with specific developments required)

TO FIND OUT MORE

- [To learn more](#) Send us an email at sales@nexint.com

(*)Based on actual projects shown to our customers by agencies using Top Tier applications with specific developments