



Facilities Library

Central access to all branch information – a foundation for every campaign

In brandstreet's Facilities Library, all promotional information for branch locations can be maintained – from the number of entrances to the size of window panes. Using this as a base, campaign ideas can be adapted to real live branch settings and costs can be forecast for various campaign scenarios, filtering with combinable parameters. For example, with just a few clicks, you can visualize exactly how many backlit windows of mens-wear you can fit across 3 meters of space.

1. Transparency

The main office will be able to view all branch locations and their features. The Facilities Library makes it possible to get a detailed forecast of how much advertising will be needed for the next campaign, and what it will cost.

2. Time savings

This tool eliminates the need to balance information from different lists that all had to be reviewed and adjusted by hand before. Furthermore, changes don't need to be communicated by phone, fax, or e-mail. Everything goes through the system.

3. Flexibility

Branches can quickly and easily maintain information themselves. If the main office needs any specific information, branches can advise them directly through the system.

