

Turn your website into a "Web First" Marketing Platform.



Use a budget-friendly Active Marketing WCMS

Forward-thinking, marketing-smart organizations aim to deliver customer-focused marketing at lower cost, faster and with improved results. Hot Banana allows you to do just that, with its end-to-end integration of a Web Content Management Suite, an Active Marketing Suite, Search Engine Optimization and Web Analytics.

Benefit from Hot Banana's many differentiating factors

- Active Marketing Suite: lets you take total control of your Internet marketing efforts, with modules like Campaign Manager, Search Engine Referral Tracking and Reporting, Search Engine Landing Pages Manager, Email Signature Module, and Communicator Advanced.
- Web Trends Integration: lets you know instantly which parts of your site are keeping your visitors' attention, and which are not, allowing you to adjust its content accordingly.
- Lead generation: unlike other CMS systems, Hot Banana does not create technological barriers to achieving positive organic search ranking performance with Google, Yahoo, MSN, etc.

- Open to web crawlers: all search engines that crawl the Web can access Hot Banana website content in a totally unrestricted way.
- Proven ROI: save time and money compared to the traditional html programming methodologies for updating Web content.
- Flexible and low-cost: enjoy the flexibility of starting with Hot Banana On-Demand and, if needed, acquiring a budget-friendly license for your server (one of the most price-competitive on the market) at a later stage.
- User-friendliness: any colleague who is able to use a PC can manage your website content.
- 24/7 accessibility: you can update your web pages any time, anywhere.

You can leverage Hot Banana's rich features for the roll-out of:

- Internet, extranet and intranet websites;
- marketing campaigns on microsites;
- landing pages.

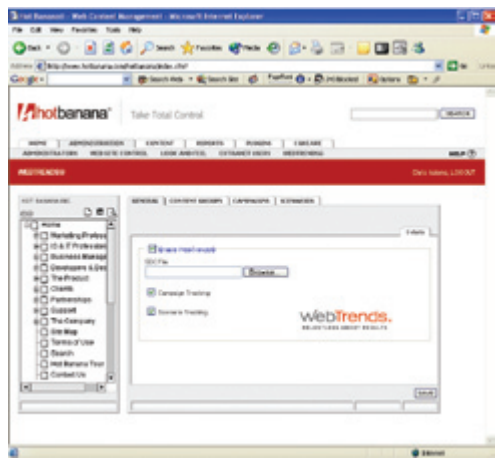


You take total control of your web marketing efforts.

Set up or convert your website quickly and cost-effectively with Hot Banana.

Connexion Corporate Communications offers you a full service:

- graphical and functional template design;
- website structure definition and implementation;
- customization based on your specific requirements;
- setting up of first 10 pages (or more) with your data;
- training in the use of the system;
- guidelines on how to write for the Web;
- guidelines on how to optimize pictures for the Web;
- website hosting.



You can update your web pages any time, anywhere.

What can you expect from Connexion?

Connexion delivers highly skilled, experienced services and professional assistance to develop and produce your marketing and sales instruments in all the languages of your business:

- magazines and newsletters (print, i-PDF, html);
- mailings;
- brochures, leaflets and flyers;
- invitations;
- website;
- web, e-business and e-commerce applications;
- powerPoint presentations;
- CD-ROMs;
- annual reports.

Connexion Corporate Communications can also provide extra services, including:

- copywriting (English, French and Dutch);
- translation into other languages;
- picture acquisition and optimization;
- flash animations, digital video, etc.;
- website statistics, trends and analytics;
- marketing your website.

Successful websites

Many B2B companies have entrusted management of their websites to Connexion, e.g.:

- Ansell Healthcare Europe (protective gloves)
- Bandag (tyre retreading)
- Cognos (Business Intelligence Software)
- ISTC (Travel)
- KnieCentrum (Orthopedic surgery)
- Novell Netherlands (ICT)
- Novell BeLux (ICT)
- Novell EMEA (ICT)
- Tein Telecom (Telecommunications)
- Toyo Pumps Europe (Industrial pumps and lubrication)
- WMH (Electrical supplies)

Ask for a demonstration and see for yourself

Convince yourself of the efficiency of Connexion's B2B cost-cutting communication solutions.

Visit www.connexion.be and ask Stany van Gelder for a demonstration (tel. + 32 (0)2 421 71 40 or e-mail mail@connexion.be).

Our mission

At Connexion Corporate Communications, we improve the power and quality of our customers' communication cost-efficiently, and contribute significantly to our mutual success by:

- advising, designing, developing and implementing technologically advanced business-to-business communication solutions;
- working with a content-driven focus in close partnership with our customers;
- aiming for the most effective solution across electronic and printed media;
- adding the multilingual dimension to all our services.

