

BRANDCONTROL.NET Receives Second Round of Venture Capital Funding

ELMHURST, Ill. – September 15 (SEND2PRESS NEWSWIRE) – BRANDCONTROL.NET(TM), a Marketing Resource Management Systems developer and maker of patent pending software BigCabinet 3.0(TM), today announced that it has received a second round of venture capital funding from Midwest Investment Ventures (MIV).



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“This latest infusion of venture capital will help us refine our business strategy in two areas,” says Chris Parker, president of BRANDCONTROL.NET. “First, we’ll be expanding our operations and adding some staff positions to reflect our commitment to long-term relationships. We’re developing a crack team of Application Support Specialists, who will combine the roles of sales specialist, account manager, and tech support. With flexible pricing models, online account registration, and a new customer setup Wizard, we’re not spending a lot of time in initial selling mode. Our Application Support Specialists will be able to focus on customer care and training.”

Second, BRANDCONTROL.NET will be positioning BigCabinet as a tool developers can use in creating their own interfaces. Because BigCabinet makes integrating Web sites so painless, it can be leveraged as a foundation for developers who regularly create custom interfaces. “It’s a bold statement, but true—we want to be the online operating system for dynamic publishing. A solution provider using BigCabinet does need to reinvent the wheel each time an interface is designed—that part is done, and done well.” Jim Grandos of MIV adds, “We think BRANDCONTROL.NET’s new positioning will yield exciting

results.”

About Midwest Investment Ventures

Midwest Investment Ventures (MIV) is a private investment company that provides private equity and mezzanine debt to small and medium-sized companies. MIV’s investment objective is to achieve long-term capital appreciation in its investments’ value and to provide current income from interest, dividends, and fees paid by its portfolio companies.

About BigCabinet 3.0

BigCabinet 3.0 is a turnkey browser-based solution that uses industry standard desktop publishing files and allows authorized users to repurpose the original documents without breaking brand or design rules. Everything from product information to editorial copy and images can be easily updated and customized through BigCabinet’s easy-to-use Wizards. BRANDCONTROL.NET offers the application as an ASP, OEM, or server-installed solution that is customizable, extensible, and e-commerce ready.

About BRANDCONTROL.NET

The Elmhurst, Illinois-based organization founded by Chris J. Parker provides dynamic publishing solutions through its BigCabinet 3.0 application. The application is a culmination of Parker’s design, print production, document delivery, and marketing automation expertise. As a former agency owner, print production consultant, marketing communications manager, and IBM world-wide business line manager, Parker founded BRANDCONTROL.NET with developing new technology that meets customer needs as the primary goal. No other product has merged the needs of these disciplines into a turnkey browser-based application that is simple to use and completely customizable to meet your business needs.

For more information, visit the company’s Web site at www.BRANDCONTROL.NET.

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