

## Upgrade for South African ORM software BrandsEye

Having been in alpha testing with select clients for a few weeks, version two of Brandseye - the online reputation management (ORM) software developed by Quirk - has been made available to new and existing clients in beta from today, Wednesday, 9 February 2011.



Comments Tim Shier, MD of [BrandsEye](#), "We've been working incredibly hard as a team and what we have now is a software product that we are insanely proud of and will go to show that South Africa does have the technical capabilities to go head-to-head with the rest of the world."

BrandsEye is reportedly listed in the top 10 reputation management services available globally.



BrandsEye beta version 2

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Top priority for the new version has been user experience. BrandsEye Version 2 is described as being more intuitive and providing immediate insights and reporting capabilities. The improved interface and process automation is also supposed to result in a much faster service across the board.

According to the company, the software has been heavily upgraded with an advanced HTML5 interface, full sentiment automation and integrated team workflow for social CRM - intended to push the boundaries of what is possible within a browser. Built in HTML5, the tool has been developed using versions of browsers that have yet to be released - Firefox 4, IE 9, Chrome 9 etc, to ensure the longevity of the product.

"With the growth of HTML5, the capabilities of the latest modern browsers have increased tremendously over the past six months, and we have reached a place where open web technologies compare favourably with desktop and Flash software. It's an exciting time," says Craig Raw, the CTO from Quirk responsible for leading the team developing the new version of BrandsEye.

Having started out in 2006 as a service within the Quirk Group, BrandsEye is now a fully independent business running autonomously of Quirk. Brandseye as an ORM service assists in tracking conversations, benchmarking successes and advising on how to respond to potential crises and opportunities online. Evolving along with the changing needs of the market, the ORM software now provides a service to marketing and communication departments and, increasingly, to HR, customer service and business strategists.

BrandsEye clients include Sun International, Woolworths, MWeb, Capitec Bank, Kulula and partners such

Fleishman Hillard and Magna Carta, along with clients in 26 other countries spanning five continents.

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