

# RETHINKING BENE.COM

## 1 COLLABORATION

### CORE TEAM

4 Bene Team PEOPLE

11 Liechenecker Team PEOPLE

60 SUPPORTING TEAM PEOPLE

|                       | Internal | External |
|-----------------------|----------|----------|
| Product Management    | ●●●●●●   |          |
| Sales                 | ●●●●●●●● |          |
| HR, IR, PR, Marketing | ●●●●●●●● |          |
| App Development       |          | ●●       |
| CAD Configurator      | ●●       | ●●●      |
| E-Mail Marketing      |          | ●●●●     |
| SEO                   |          | ●●       |
| Services              | ●●●●●●   | ●●●●●●●● |
| Design                |          | ●●       |
| Programming           |          | ●●       |

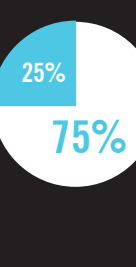
**THANK YOU,**  
Vielen Dank! Merci Beaucoup!  
Большое спасибо! Dank u!  
Gracias! Grazie! Dziękuję!

**to all Bene employees**  
for their

**inputs and inspiration.**

Vielen Dank! Merci Beaucoup!  
Thank you! Vielen Dank!

### BENE TEAM



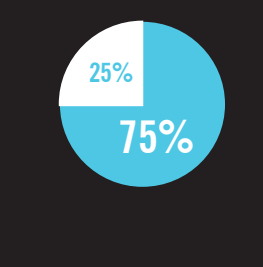
60%



EVERYONE INVOLVED

40%

### LIECHENECKER TEAM

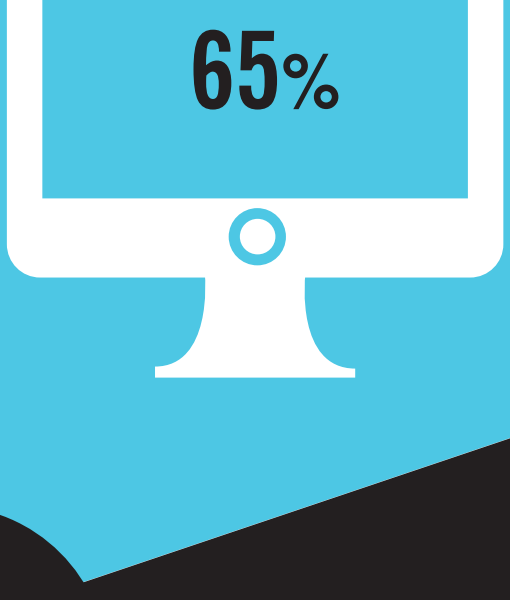


## 2 TOOLS



## 3 RESPONSIVE

For every DEVICE



## 4 COMMUNICATION

MEETINGS  
120 h

E-MAILS  
2.485



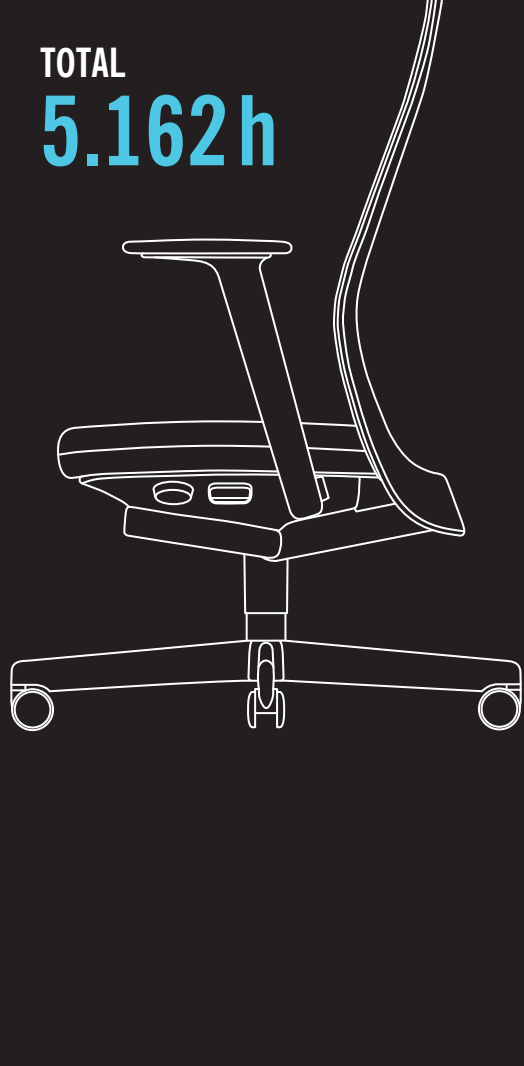
## 5 TECHNICAL FACTS

- 12.647 Mbyte Webspace
- 8.651 Relations
- 4.967 HTML Pages
- 10.673 Lines CSS/Javascript
- 15.806 Images 9.805 Mbyte
- 456.312 Database-Entries

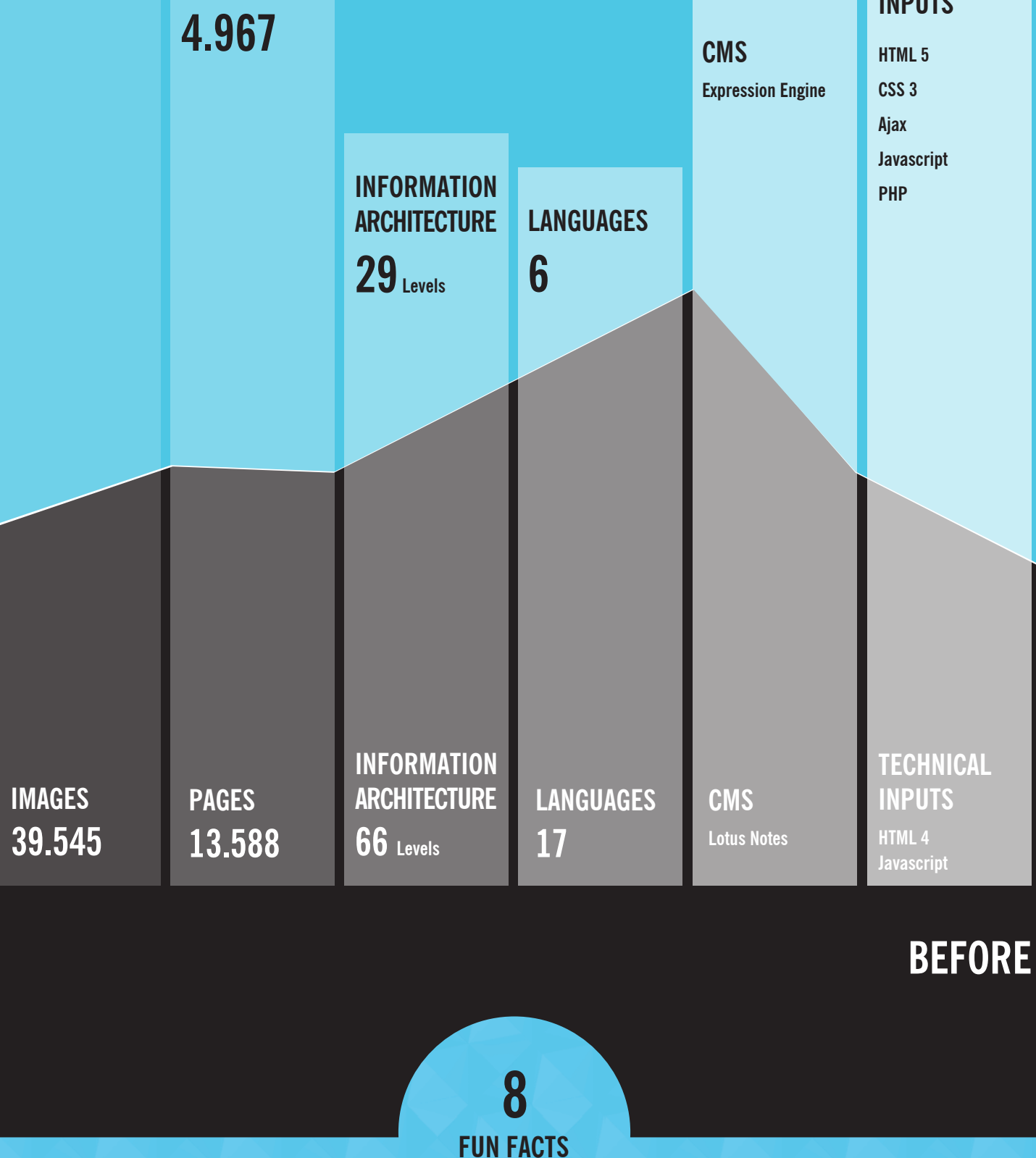
## 6 WORKING HOURS

|                    |         |
|--------------------|---------|
| Content Audit      | 510 h   |
| Concept            | 374 h   |
| Design             | 119 h   |
| Programming        | 1.487 h |
| Content            | 1.645 h |
| CAD Configurator   | 45 h    |
| Project Management | 779 h   |
| App Development    | 115 h   |
| SEO                | 88 h    |

TOTAL  
5.162 h



## 7 HISTORY



## 8 FUN FACTS

1.485 cups of coffee

428 walks around the block

185 Instagram picture-uploads

285 slices of cake

15 birthday parties

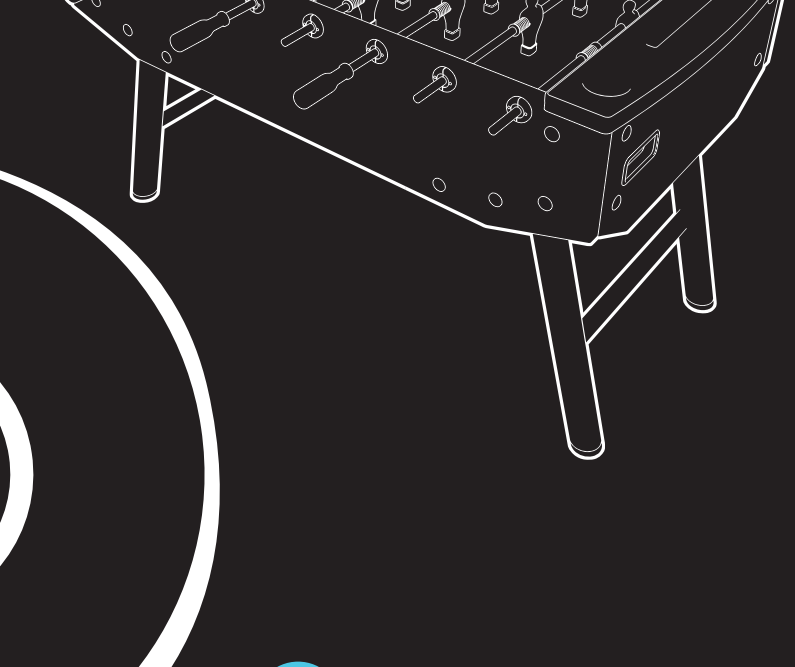
4.117 facebook likes

997 tweets

285x playing guitar

18h zzzz  
powernapping

BENE LIECHENECKER



- 60x Highway to Hell ACDC
- 30x Sledgehammer Peter Dinklage
- 40x Fühlen Der Nino aus Wien
- 20x You can get it if you really want Jimmy Cliff
- 10x Blister in the sun Violent Femmes
- 05x Fight for your Right (to Party) Beastie Boys
- 02x I'm so excited Le Tigre