

Development firm Lanex increases focus on digital marketing

By Mary Reardon
Special to The Freeman

BROOKFIELD — Web and software development firm Lanex serves companies with a wide range of tech needs, often custom and complex ones.

The firm, located in Brookfield's Bishops Woods Office Park, launched in 1999 with hardware and network support, which it's largely left behind. "As technology has evolved, we've evolved," says founder and President Matt McCoy. Most recently the company has increased its focus on digital marketing, as "business require a more holistic approach" to tech and marketing today, he says.

On the web application and software development side, Lanex LLC builds systems or apps from scratch or fits new functions into structures that already exist. "Generally speaking, our projects involve some amount of sophistication, some integration with a host system, data that we might be importing, payment gateways or a lot of content," says McCoy.

Examples of Lanex projects include a system for a security company that took a four-hour quoting process to about 10 minutes

and a detailed meal configurator for cancer patients.

Among the company's endeavors are the biztimes.com website and work for the Milwaukee Jewish Federation and Milwaukee-based UPAF, the United Performing Arts Fund.

McCoy sits on Waukesha County Technical College's network specialist advisory board and is a proponent of mentorship, he says. Lanex has partnered with WCTC as an internship host for a number of years.

Sales funnel

"When we first started our business, people just needed a website," McCoy says. "Now people want a more integrated approach to things from a marketing perspective. They also want to know how their website is actually going to help them engage their end user. "Are we making the sales we want to make off of it?"

Digital Marketing Manager Samantha Parrish, a new hire at the 12-person firm, says a key for clients is establishing a "sales funnel that finds their customers and brings them through the buyer's journey."

"More so than them having to pay for advertising," the focus is on becoming friendly with search



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Olivia Peters, vice president of client services; Samantha Parrish, digital marketing manager; and Matt McCoy, president, at Lanex in Brookfield on Thursday.

engines through content, she says.

Web design, social media, branding and business strategy advice are part of the package, she says.

Parrish and McCoy see artificial intelligence, machine learning and connected systems/the internet as prime drivers in their industry moving forward.

Amid the acronyms and buzzwords that run thick in tech, McCoy touts his firm as approachable. "We have a very strong base of developers who are local. We don't outsource our work," says McCoy.



Outside Lanex, at 250 Bishops Way in Brookfield's Bishops Woods Office Park.