What the heck is Beanstalk Data?



About me.

President, Boingo Graphics – A really cool printing company.

CEO - Beanstalk Data

I grew up as a chess-playing Legomaniac with just enough ADD to keep things interesting.

More about me.

Charlotte since 1975

Charlotte Catholic 1985 Appalachian 1989

Married to Kelly
Three boys – Jake (13), Adam (11), Cody (8)

Big in Cub Scouts and Boy Scouts

Thank You!

Lunch, coffee, phone calls, email, presentations, referrals.

Beanstalk Data - A company built by MBC

Special Thank You's!

Anne Mayfield, Brook Hobgood, Scott Crawford

Started Beanstalk Data in May 2007.

Last MBC Presentation in 2010

Where is this print thing going?

2012 – Boingo is a live and well!
Printing industry continues to change

Current status:

- 9 Employees
- National reach
- 2012 YTD sales up +400%

What do we do?

Websites
SEO
Email vendor
List provider
Advertising agency

We built a really cool platform for our friends to engage their customers.

It's about leveraging our platform:

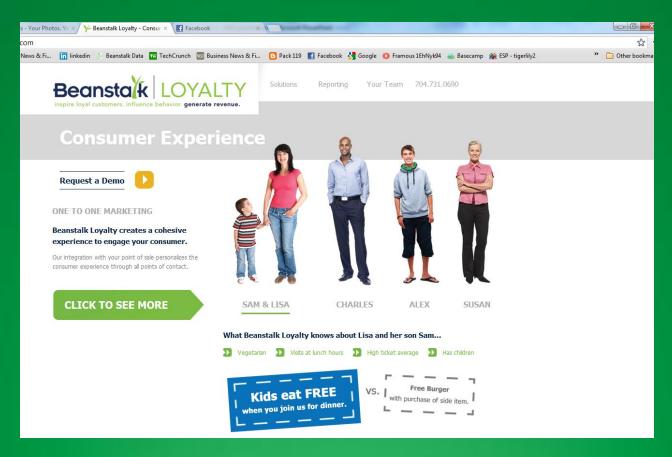
Data → Engine → Output

How we get business:

- Partners
 - Sales channel
 - Budget
 - Time frame
- Referrals
- Limited marketing budget
- Very little direct sales

Our sandbox:

- QSR (Fast Food) Beanstalk Loyalty
- Advertising Agencies
- Higher Education
- Human Resources
- Financial Services
- Manufacturing



- Integrated with Point-of-sale software
- Capture demographic information and purchase history.
- Each consumer receives personalized communication.
- More than discounting Engagement
- Track, measure and modify

Very complex 2+ year sales cycle

Internal customer:

- C-Suite (CEO, CTO, CMO)
- Marketing
- IT
- Legal

External customer:

- Branding Agency
- Digital Agency
- Tech Auditor
- Mobile/on-line ordering
- Payment gateway
- POS provider

Strategic by-products:

- Centralized database of customers
- Customer Analytics
 - Demographic
 - Behaviorial
 - RFM (recency, frequency, monetary)
- Track Anonymized data from multiple sources.

Framous



www.framous.com

Framous

- MyMagicmemories.com?
- Direct to consumer for Frame Manufacturer
- Retailer (1000+ locations) Framous powered frame

www.framous.com

Questions?

We're a marketing company playing an interactive agency that is really a digital platform.