

# Franchise update

## 2014 FRANCHISE Technology BUYERS' GUIDE







THE ONLY **TURNKEY** SOCIAL MEDIA SOLUTION FOR  
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## Introduction

### Franchise Update's 1st Annual Franchise Technology Buyers' Guide

**Y**our needs may require more technology than you have. And you are the one who must ask tough questions about what you need, and which solution or system on the market provides the best choice, today and for the future. This guide is your inside look at who is offering the best technology solutions to support growth in both your franchise system and in each franchisee location.

We live in an age of innovation as technology companies race to improve their offerings in directions that today's franchisors, franchisees, and business owners demand. In response, many suppliers are making their systems easier to use, maintain, and install – not only from a technological and user perspective, but also in terms of affordability and ongoing updates and improvements.

This exclusive buyers' guide is a step to making it easier to compare vendors and decide on which ones best support your system's growth and continuity. It presents you, one of our audience of 10,000 franchise

professionals, with information to help you make better buying decisions, and make them as future-proof as possible.

We developed this guide with the intention of giving you a deeper look at the companies that offer technologies that serve your specific business needs. It provides a basis for tackling many of the issues associated with evaluating and selecting the right technologies for your business. You'll find critical information on the suppliers listed here, including years in business, costs, target customers, typical time frame for migration, current clients, contact information, and more.

As a group, the companies profiled in these fall into one or more of the following categories listed below. Some suppliers shine in one area, while others excel in several.

Whether you're in the market right now, or planning to invest in a technology solution in the near future, you're sure to expand your perspective on how these franchise-focused vendors can help you grow.

- Accounting, Invoicing, & Processing
- Advertising, Promotions, & PR
- Cost Reduction & Services
- CRM Systems—Consumer Retention or Franchisee Prospect Generation
- Customer Experience
- Facilities Management
- Financing
- Franchisor/Franchisee Relations
- Furnishing, Fixtures, & Equipment
- Inventory Management
- Lead Generation Systems—Franchisee Recruitment
- Legal
- Loss Prevention Technology
- Loyalty & Reward Programs
- Mobile Operations Management

- Mobile Tools
- Online Ordering
- Online Reputation Services
- Online Reservations
- Payment Processing
- PCI Compliance
- Point of Sale (POS) Systems
- Portals—Franchisee Recruitment
- Risk Management, Safety, & Security
- Royalty Payments—Automatic Draw
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- Target Audience Research
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- Text Messaging, Geofencing, etc.
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818-475-7622 FOR A DEMO.**



1



**CHOOSE ANY  
MEDIA TYPE**

2



**CUSTOMIZE  
CREATIVE**

3



**SELECT  
DISTRIBUTION**

4



**CHECK OUT  
& EXECUTE**



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# Smart Tools for Savvy Franchisors

## To Help Build Loyalty with Customers Old and New

Sophisticated online tools that enhance customer communications were once available only to large companies with massive resources. Not anymore. Entrepreneur eServices make it easy and affordable for more businesses to build better relationships with the people that matter most—their customers.

Implement one of these eServices or the entire suite to get in touch with your customers today.



### Apps

Create more loyal customers with an app that gives you insight into who they are, what they want, and how they use your services.



### Text Marketing

Put new product announcements and offers straight into the hands of your customers wherever they go.



### Online Live Chat

Convert more site visitors into active buyers by answering their questions as they shop.



### Mobile Site Optimization

Eliminate customer frustration by making it easy to browse product offerings from any smartphone.

Contact [pfishback@entrepreneur.com](mailto:pfishback@entrepreneur.com)  
to Learn More and Get a Free Trial Now

# Entrepreneur





www.bill.com

## Bill.com

Bill.com, the fastest-growing business payments network with over 400,000 businesses, is disrupting the payments space and changing the way businesses pay, get paid, and collaborate with their customers and vendors. Bill.com brings together people, systems, and documents to redefine how business payments are made. Bill.com has been selected by 3 of the top 10 largest banks in the country, including PNC Bank, to power their business banking portals – completely changing the game for business banking. Bill.com has received over 40 awards, including PC Magazine Editor's Choice, and PYMNTS.com Winner: Best Innovation via ACH.

## Address:

3200 Ash Street  
Palo Alto CA, 94306  
US

## Categories:

Accounting, Invoicing & Processing  
Payment Processing

## Year Founded:

2006

## Year Started in Franchising:

We started with franchisees in 2008. We represent several brands and franchisees with excellence.

## Pricing:

See our pricing at [www.bill.com/pricing](http://www.bill.com/pricing)

## Typical Timeframe for Migration/Installation:

We can get the average business up and running in less than an hour!

## Noted Clients:

David Ostrowe and Aziz Hashim. See what they have to say!

## Target Brand/Organization Size:

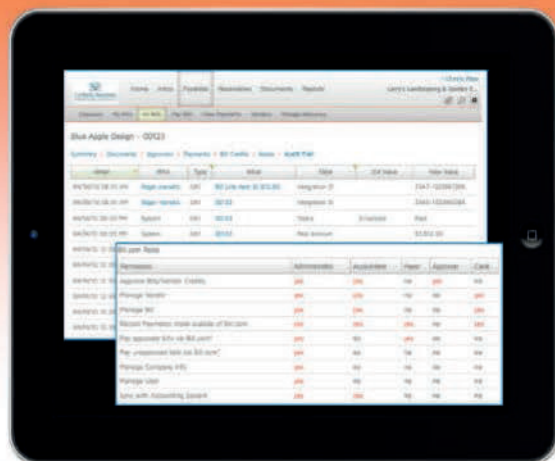
We can serve the single unit franchisee, as well as the multi-unit owner into the thousands of units.

## Contact:

Name: Kathleen Long  
Title: VP of Customers  
Phone: 877-345-2455  
Email: [klong@hq.bill.com](mailto:klong@hq.bill.com)

## Contact:

Name: Winsol Chen  
Title: [wchen@hq.bill.com](mailto:wchen@hq.bill.com)  
Phone: 650-621-7799  
Email: [wchen@hq.bill.com](mailto:wchen@hq.bill.com)



Sync your data with your accounting software with the click of a button

Send checks or ACH with the click of a button



Retrieve vendor and transaction data fast

Access supporting documentation and approval history

Gain better control and visibility over tasks and decisions





# Why Bill.com?

877-345-2455

## The Leading Business Payments Network



## Pay Simpler and Faster



## Other Benefits



Eliminate Paper



Greater Control



Faster Receivables



# BULLSEYE TELECOM

## Company:

BullsEye Telecom

## Company Description:

### Save 33% At All Your Locations

There's a cheaper and easier way to manage your phone service across all locations nationwide; with BullsEye the category leader in digital phone service for franchise businesses.

### You Don't Have to Cut Big Checks for New Phones

Franchisees like you enjoy immediate savings up to 33%. Keep your existing phones but switch to a digital platform, or replace your outdated phones with a fully managed Hosted PBX phone system with no out of pocket costs.

You only pay one flat local and long distance rate nationwide. We'll customize a solution for your brand then create standardization across all your locations.

### Don't Waste Time Reviewing and Paying Multiple Invoices. BullsEye Makes It Easy with One invoice.

Whether you have 1 or 1000 locations, we eliminate the patchwork of service providers. Simplify your operations with one consolidated invoice.

### Don't Wait On Hold for Service

From installation to support and break-fix, you'll only work with a single live, U.S.-based provider with only one number to call.

### Maximize Profit with Smart Features

Promote specials and increase revenue with Auto-Attendant and Message-On-Hold. Never miss a sale with Call Forwarding.

### Let Us Prove It. Send Us Your Bills and We'll Show You Savings.

Leading national brands like Pizza Hut, Carl's Jr., El Pollo Loco, TGIF, Domino's and so many more choose BullsEye. Send us your bills, we'll show you savings, simplicity and advantages no other provider can. Call 877-438-2855!

## Product Highlights:

- PCI-certified security appliance
- FREE Polycom HD phones
- Low, flat-rate nationwide
- Bullet-proof business continuity with 3G wireless failover and Remote Call Forwarding
- FREE auto-attendant with professional greeting
- No out-of-pocket cost

## Technology Compatibility:

- PoE and non-PoE infrastructures
- Location to location calling requirements
- Meshed and hub and spoke VPN networks
- Analog key systems, IP PBX, PRI, SIP trunk networks

### Three Ways We Make It Easy (Key Differentiators)

- Work with a single provider for phone, Internet and managed services solutions
- Create standardization across different locations
- Untangle billing nightmares with a single consolidated invoice

## Homepage:

[www.bullseyetelecom.com](http://www.bullseyetelecom.com)

## Address:

25925 Telegraph Road, Suite 210  
Southfield Michigan, 48033  
United States

## Year Founded:

1999

## Year Started in Franchising:

2000

## Number of Total Clients:

3304

## Number of Total Locations Served (if appropriate):

51,329

## Number of Franchise Clients:

79

## Number of Total Franchise Locations Served (if appropriate):

7,822

## Pricing:

Based on chain size and industry

## Typical Timeframe for Migration/Installation:

Customized to suit chain

## Noted Clients:

Carl's Jr., El Pollo Loco, Domino's, Pizza Hut, KFC, Applebee's, TGIF, Steak and Shake, Taco Bell, McDonalds, Qdoba, Burger King,

## Target Brand/Organization Size:

All sizes from 1 or 2 locations up to 20,000

## Testimonials:

"When we announced we were going back to BullsEye, there was a resounding 'Hooray' because everyone knew they would have to make just one phone call for support again."

*John LaPorte  
VP of Operations,  
El Pollo Loco*

## Contact:

Name: Tim Basa  
Title: Executive Vice President of Sales and Marketing  
Phone: 1-877-438-2855  
Email: [sales@bullseyetelecom.com](mailto:sales@bullseyetelecom.com)

**Attention: Multi-Unit Operators!**

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Locations**

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Grow Old**

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Rock-Solid  
Security  
Appliance**

**Automatic  
Updates Keep  
You Ahead of  
the Game**

**Bullet-proof  
Business  
Continuity**

**Avoid  
Downtime with  
Proactive Alerts**

**Don't Just Save  
Money,  
Make Money**

**Greater Control,  
Accountability and  
Reporting with  
Online Portal**



**Phone, Internet and Security for All Your Franchise  
Locations from One Provider.**

**Call Today! 855-631-4576**

**BULLSEYE**  
TELECOM 



# CALLSOURCE®

## Company:

### CallSource

CallSource measures and improves three facets to the customer experience: Acquisition, Satisfaction, & Loyalty. We help franchisors and franchisees track consumer response, target individual performance, recover lost revenue, and improve reputation to influence new customers to purchase.

### Solution Highlights

- Track direct response advertising campaigns
- Automated call review for lead quality, consumer conversion, & brand representation
- Instant notification to recover lost revenue
- Branded online consumer review platform linked to multiple review sites including Google+, Yelp, Yellow Pages, & Citysearch
- Client support and coaching

### Technology Compatibility

- Cloud based SaaS platform
- Online branded web portal
- Ability to integrate data into most CRMs

### Key Differentiators

Additional services are available outside of our core technology to help improve franchisee revenue

- Customized reporting for franchise network
- Customer reengagement program
- Proactive/Outbound calling
- Coaching and CSR training
- Text Messaging consumer engagement/follow up

## Homepage:

[www.callsource.com](http://www.callsource.com)

## Address:

31280 Oak Crest Dr  
Westlake Village CA, 91361  
USA

## Other Description:

Customer Satisfaction, Customer Acquisition, Coaching/Training

## Year Founded:

1991

## Year Started in Franchising:

2001

## Number of Total Clients:

12,000+

## Number of Total Locations Served (if appropriate):

300,000+

## Number of Franchise Clients:

100+

## Number of Total Franchise Locations Served (if appropriate):

500+

## Pricing:

based on franchise network

## Typical Timeframe for Migration/Installation:

customized to franchise network

## Noted Clients:

Dwyer Group, Service Brands, Clockwork Home Services, Comfort Keepers, Home Instead, Senior Helping Seniors, Valpak, Money Mailer

## Target Brand/Organization Size:

1 to 10,000

## Testimonials:

"Since joining CallSource last year, we're on track to do an additional \$1 million in revenue. I've recently added the Revenue Recovery Program and watched it help me recapture an additional \$10,000 per month over the last 10 months. In Phoenix, we're calling it 'The Double Insurance Plan.'"

*Mr. Rooter Phoenix*

## Contact:

Name: Jas Jackson

Title: Director of Business Development

Phone: 818-673-4764

Email: [jjackson@callsource.com](mailto:jjackson@callsource.com)

# WHY CHOOSE ONE WHEN YOU CAN REACH THEM ALL



## Advertising in Entrepreneur expands your reach to potential buyers from all spectrums of business.

That's because affluent business buyers aren't just reading franchise publications. In fact, many aren't reading them at all. To get the complete perspective on business they need, including ideas for improving existing operations, new opportunities for growth, and emerging trends affecting the course of their companies' success, investors across the spectrum rely on Entrepreneur. The only way to connect to all of them is to connect to us.

**Call today to leave no lead behind.**  
**1-800-864-6864 x271**

## Entrepreneur

36 Years Strong in the  
Franchise Market





www.fcdadson.com

#### **F.C. Dadson**

F.C. Dadson is a single-source provider of custom retail environments and kiosk programs. We are a premier and trusted vendor for franchises and national chains including retail, salons/spas, restaurants, educational, healthcare and more nationwide. We are well versed in franchising and understand the unique relationship between franchisors and franchisees. Our expertise provides you with an effective build-out that ensures consistency and brand integrity. Our fast track development program combines personalized, hands-on service with in-house design and manufacturing capabilities to get your locations open and running faster, while always keeping an eye on value for you. With over 39 years in the business, let us show you what our experience can do for you.

#### **Services Offered:**

- Concept design
- Architectural drawings
- Fixture manufacturing
- Logistics & installation
- Space planning
- Permitting
- Fulfillment & décor
- Graphics & signage

#### **Address:**

N1043 Craftsmen Drive  
Greenville WI, 54942  
USA

#### **Other Description:**

Construction/Fixtures

#### **Year Founded:**

1975

#### **Contact:**

Name: Larry Myer  
Title: VP of Business Development  
Phone: 800-728-0338  
Email: Larrym@fcdadson.com



## Helping franchise brands grow one brick-at-a-time since 1975

### DESIGN • BUILD • INSTALL

F.C. Dadson works with you to get your locations open for business quickly and cost-effectively. We coordinate the complete store package including brand compliance and construction-related activities along with fixtures, graphics, signage and other opening supplies. Use the whole program or just what you need including:

- |                            |                       |
|----------------------------|-----------------------|
| • Concept design           | • Space planning      |
| • Architectural drawings   | • Permitting          |
| • Fixture manufacturing    | • Fulfillment & décor |
| • Logistics & installation | • Graphics & signage  |

F.C. Dadson • N1043 Craftsmen Drive, Greenville, WI • (800) 728-0338 • www.fcdadson.com

fish

www.fish-consulting.com

**Fish Consulting**

Fish Consulting is a national public relations and marketing agency specializing in helping franchise companies achieve their business goals. Whether you're looking to increase sales, build brand awareness or manage a crisis, Fish can help.

We offer marketing and communications services to some of the franchise industry's most recognized brands in the retail, hospitality, restaurant, healthcare and technology industries. Some of our long-term partners include Dunkin' Donuts, Baskin-Robbins, Massage Envy Spa, Pearle Vision, ServiceMaster and Jiffy Lube, among others.

Our services range from national media relations, crisis communications and new product introductions to franchisee relations, creative development and interactive marketing.

Visit our web site or just give us a call to learn more. We'd love to connect and discuss how our experienced team can help you exceed your business goals.

**Address:**

2001 Hollywood Blvd., Suite 310  
Hollywood FL, 33020  
USA

**Year Founded:**

2004

**Year Started in Franchising:**

2006

**Number of Total Clients:**

30

**Number of Franchise Clients:**

28

**Noted Clients:**

Dunkin' Donuts, Baskin-Robbins, Massage Envy, Togo's, Jiffy Lube, Pearle Vision, ServiceMaster, Sylvan Learning, Goddard Schools, Del Taco, McAlister's Deli

**Testimonials:**

Paula Stapley, Massage Envy Spa  
"Fish serves as our Agency of Record, and we've been extremely pleased with their stellar results and find their franchise expertise to be extensive, which makes them a valued partner of Massage Envy Spa."

**Contact:**

Name: Lorne Fisher  
Title: CEO/Managing Partner  
Phone: 954-893-9150  
Email: lfisher@fish-consulting.com



## Bottom Line Results.

Public Relations

Marketing Services

Franchise Consulting

www.fish-consulting.com  
954-893-9150



# franchise **iQ**

ENABLING SMARTER BUSINESS

## Company:

### franchiselQ

franchiselQ is a cloud based business and accounting platform that enables you to run your business smarter. Whether you own one or more stores and or brands, franchiselQ provides you the tools to stay focused on growing your business while getting real-time data on how well you are doing.

A unique feature of franchiselQ is our automatic bank and credit card reconciliation module. This module actually learns the more you use it and reduces the time spent reconciling each period. This is a crucial benefit to those businesses that need to closely monitor the cash flows of the company. franchiselQ customers can utilize our advanced reporting capability to automatically create custom reports like year over year sales analysis by store or product-line sales comparison and create these reports based upon any number of ownership scenarios. Traditional on premise solutions are costly to support and drive your operating costs up each year. With franchiselQ, your savings go straight to your bottom line as there is no IT investment, no hardware to purchase or software to install. Your data is accessible to you 24/7 through any web-enabled device. We house your data in our secure data centers, using the same level of data security used by banks. With franchiselQ, there is only one version of software, updated to everyone simultaneously as part of the low monthly fee.

## Homepage:

<http://franchiselQ.com>

## Address:

855 El Camino Real, Suite 260  
Palo Alto CA, 94301  
USA

## Year Founded:

2004

## Year Started in Franchising:

2008 in Europe, 2010 in Australia and 2013 in North America

## Number of Total Clients:

2500

## Number of Total Locations Served (if appropriate):

Used in 25+ currencies/countries

## Number of Franchise Clients:

10+% of installed base

## Pricing:

Low monthly fee - call for actual quote

## Typical Timeframe for Migration/Installation:

We can help transition from your legacy accounting system to franchiselQ in as little as three weeks.

## Noted Clients:

Supercuts, Denny's, Coco's, Burger King, Insomnia Coffee Shops, The Ultimate Floor Sanding Company, Just the Thing

## Target Brand/Organization Size:

Ideal for any multi-unit and/or multi-brand franchisee

## Contact:

Name: Dave McElaney  
Title: SVP - US  
Phone: 877-580-5769x704  
Email: [dmcelaney@franchiselQ.com](mailto:dmcelaney@franchiselQ.com)

# Drive Your Franchise Profitability



- Improving franchise Profitability enables faster growth
- Consolidated results facilitates benchmarking
- Benchmarking KPIs vs budget helps focus on profits
- Standardized integrated systems improve productivity
- Branded and tailored as part of total franchise offering

***Anytime-anywhere Cloud Accounting  
for Franchises***

***Learn more:***

***[www.franchiseIQ.com/update](http://www.franchiseIQ.com/update)***

***[USSales@accountsIQ.com](mailto:USSales@accountsIQ.com)***

***877-580-5769 (Toll Free)***

**franchise** **iQ**  
Enabling Smarter Business



# FranConnect®

Building Smarter Franchise Systems

## Company:

### FranConnect®

The #1 provider of Franchise Management Systems and franchising's most comprehensive solution that helps you sell more franchises, manage all aspects of franchise operations, and build successful relationships with franchisees. With over 500 brands as customers, FranConnect is One System with One Goal: manage, measure and improve every aspect of your franchise operation.

### Zcubator™

Zcubator™ is Local Marketing Simplified. Transform local marketing by helping franchisees improve lead generation, lead nurturing & customer satisfaction, and increase revenues at the unit level. This centralized local marketing solution allows franchisees to send email, direct mail, manage social media, create customer surveys, local websites, landing pages, manage SEO & PPC, and to build custom branded ads based on corporate guidelines. Franchisors have the ability to provide their franchisees with the latest creative, while managing and tracking campaign performance to make better informed marketing plans. Learn more at Zcubator.com

### PerformanceWise™

Improve field manager performance and operations with PerformanceWise, our Franchisee Performance Management Software. Provide your field staff with the tools to track franchisee performance, audit franchisee locations, set up action items, enable one-to-one online communications, and manage field staff and their effectiveness. Learn more at FranConnect.com/PerformanceWise

### Captivate®

A franchise recruitment platform that helps to guide your candidate through your franchise awarding process, from lead acquisition to engagement, to closing the sale. Based on franchise sales best practices, Captivate's Virtual Brochure and Candidate Discovery Portal gets you More Leads and More Conversions. Guaranteed. Learn more at MyCaptivate.com

## Homepage:

[www.franconnect.com](http://www.franconnect.com)

## Address:

11800 Sunrise Valley Dr., Suite 900  
Reston, VA 20190  
USA

## Other Description:

Local Marketing

## Year Founded:

2000

## Number of Total Clients:

Over 500 Franchise Brands

## Number of Total Locations Served:

Over 75,000 Franchisees Served

## Typical Timeframe for Migration/Installation:

30-60 Days

## Noted Clients:

ServiceMaster Clean  
La Quinta  
Dairy Queen  
The UPS Store  
Gold's Gym  
Menchie's  
7-Eleven  
The Dwyer Group  
Firehouse Subs  
Driven Brands

## Target Brand/Organization Size:

Franchise Brands of all sizes  
• Emerging Brands (1 – 99)  
• Established Brands (100 – 200)  
• Mature Brands (200+)

## Testimonials:

"FranConnect is the most complete solution that addresses the key components of the business that all franchisors need. It enhances our productivity in our day-to-day operations."

*Mike Bidwell, President & CEO,  
The Dwyer Group*

"Zcubator makes local marketing easier than ever before... so our owners have more time for designing."

*Jim Bugg, Jr., President & CEO,  
Decorating Den*

"Our investment is paying off with shorter discovery to closure times with extremely positive feedback from our candidates."

*Ted Milburn, Vice President,  
Nestle Toll House*

## Contact:

Name: Keith Gerson, CFE  
Title: President, Global Operations  
Phone: 703-390-9300 ext. 159  
Email: [keith.gerson@franconnect.com](mailto:keith.gerson@franconnect.com)

# FranConnect®

Building Smarter Franchise Systems

**ONE SYSTEM** | Manage, Measure & Improve  
**ONE GOAL** | EVERY Aspect of your Franchise Organization



**Franchise Development  
Solutions**



**Franchisee Performance  
& Royalty Management  
Solutions**



**Franchise Relationship,  
Collaboration & Training  
Solutions**



**Franchise Operations  
Solutions**



**Franchise Marketing  
Solutions**

## Captivate®

Transform your franchise development process

- 👤 **Engage-** Create emotional bond between your brand and candidate
- 👤 **Guide-** Educate candidates, providing your key differentiators
- 👤 **Convert-** Increase candidate conversion rates
- 👤 **Manage-** Manage lead touches, ensuring they continue through the sales funnel
- 👤 **Measure & Optimize-** Utilize reporting for continuous improvements

## Zcubator™

Transform local franchisee marketing

- 👤 Improve lead generation & new business with multi-channel marketing plans
- 👤 Improve brand consistency with easy to use templates
- 👤 Track programs plus analyze spend & revenue to maximize local marketing ROI
- 👤 Integrated marketing system executes successful, measurable marketing campaigns
- 👤 Manage social media, local websites, email campaigns & more from one dashboard





# FRANCHISE LEARNING ACADEMY



## Company:

### The Franchise Learning Academy

The Franchise Learning Academy offers a wide range of on-line video education, training and communications programs exclusively about the franchising industry.

### Franchising Education:

High-quality video courses and seminars featuring best-in-class professionals providing real-life experiences and practical how-to knowledge on all aspects of franchising from acquiring and launching franchises, to strategies for building franchise recruiting and development programs.

And much more including an in-depth video seminar on Franchise Update Media's annual franchise development report as well as exclusive video coverage of the Franchise Update Media conferences.

Learning is simple with our easy to navigate chapters and advanced video functionality. Video training programs are delivered directly to you over the Internet enabling you to learn at your own pace, anytime and anywhere.

Check out our web site to see our latest video courses and seminars.

### Video Communications Services:

The Franchise Learning Academy, in partnership with Vizigy Interactive, also offers a comprehensive video communications and training platform designed for the franchising industry to enhance how you communicate with your franchisees.

We offer complete turnkey video solutions including production and development, content management, controlled delivery and access, interactivity, quizzes, certification, with secure streaming over the Internet to your franchisees desktop computers, iPads, or iPhones enabling them to watch your key messages anytime or anywhere.

If you're considering adding video as part of your franchisee communications strategy, give us the opportunity to show how our video platform can cost effectively enhance how you present your key messages to your franchisees.

## Homepage:

[www.franchiselearningacademy.com](http://www.franchiselearningacademy.com)

## Address:

6475 Camden Ave, #103  
San Jose CA, 95120  
USA

## Other Description:

Video  
Educational programs and services

## Year Founded:

2013

## Year Started in Franchising:

As a part of Franchise Update Media, we have many years of experience working in the franchise industry.

## Pricing:

On-line courses range from free to \$199. Site licenses available for franchisors and multi-unit franchisees.

Video services based on usage with packages starting at \$199/month. Complete custom turnkey packages available based on your unique video needs.

## Typical Timeframe for Migration/Installation:

On-line courses are available immediately. As little as 2 weeks for video content management and delivery systems

## Target Brand/Organization Size:

We can work with all sizes of franchise operations. Our solutions are scalable from single user, single site to large multi-national operations.

## Contact:

Name: Tim Gardner  
Title: Managing Director  
Phone: 408-821-3560  
Email: [timg@franchiseupdatemedia.com](mailto:timg@franchiseupdatemedia.com)

# FRANCHISE LEARNING ACADEMY

LEARN FRANCHISING. ANYTIME. ANYWHERE.



## On-line Video Programs & Services Exclusively For Franchising

*Whether it's for helping your franchisees grow and develop their businesses or to enhance how you present your key messages to your franchisees, video is a powerful tool you can use today!*

**[www.franchiselearningacademy.com/offer/tbg](http://www.franchiselearningacademy.com/offer/tbg)**

### ✓ **Learn Franchising Anytime, Anywhere**

*Comprehensive on-line video training and educational courses on all aspects of franchising. Delivered directly to your PC, tablet or smart phone.*

### ✓ **Complete Video Production Services**

*On-site and remote video production capabilities to assist you in designing, producing and delivering your messages in video.*

### ✓ **Video Content Management**

*Get face-to-face with your franchisees with our turnkey Internet video communications platform. Create, manage and securely stream high-quality video programs to your franchisees.*

**Contact us for more information on how you can  
cost effectively utilize the power of video to  
communicate, educate and inform.**

**[sales@franchiselearningacademy.com](mailto:sales@franchiselearningacademy.com)  
(408) 997-7795 ext 213**

# Franchising.com

## Company:

### Franchising.com

Franchising.com is the world's leading provider of franchise information on the web. Current content channels include up-to-date news and information on franchise opportunities, multi-unit franchising issues, franchise development, consumer marketing, franchise leadership and franchise law.

### Franchise Opportunities Channel

Franchising.com has produced over 90,000 trackable visitor actions (leads, click-thrus and calls) and is the leading franchise opportunity destination with over 1,000,000 advertiser ad views in 2013. (Franchise Insider analytics, 2013)

### Multi-Unit Franchisee Channel

Delivers useful and significant information for existing multi-unit franchisees and receives over 40,000 annual visits.

### Franchisor Channel

Provides relevant content pertaining to Franchise Leadership, Development, Consumer Marketing and Franchise Law. This channel receives over 34,000 visitors annually.

## Homepage:

www.Franchising.com

## Address:

6489 Camden Ave., Suite 204  
San Jose CA, 95120  
USA

## Year Founded:

1988

## Year Started in Franchising:

1988

## Number of Total Clients:

500 +

## Number of Franchise Clients:

500 +

## Pricing:

Franchising.com offers several competitive advertising platforms that allows our clients to effectively engage their target audiences.

## Typical Timeframe for Migration/Installation:

Average advertising programs can be installed in two to three days.

## Noted Clients:

Dunkin' Brands, CKE, Jersey Mike's Subs, Satmetrix, Checkers, Denny's, Direct Capital, Bill.com, Popeye's Louisiana Kitchen, Massage Heights, Constant Contact, Hungry Howie's Pizza

## Target Brand/Organization Size:

We serve all size companies from start-ups to the Fortune 500

## Testimonials:

"A franchise system is only as good as its best franchisees, and connecting with qualified owners starts with getting in front of the best candidates. We rely on franchising.com to put The Joint...the chiropractic place at the top of investors' minds, giving us the greatest chance at finding the best people to represent The Joint brand nationwide."

*Brenda Digati, Local Store Marketing,  
The Joint Corp*

"Franchising.com continues to provide us with quality franchise recruitment traffic because it is the only site focused on providing information to the experienced multi-unit franchise operator."

*Mike Mettler, Director of National  
Franchise Sales,  
American Dairy Queen*

"We have received and closed some great leads that have come through the franchising.com website. We look forward to working with franchising.com as we continue to grow Pancho's Mexican Grill. Thanks again!"

*– Gary Matusiak, VP of Franchise  
Development,  
Pancho's Franchise Corp*

## Contact:

Name: Sales Department  
Phone: 800-289-4232, ext 202  
Email: sales@franchiseupdatemedia.com



# SATISFACTION GUARANTEED\*



## Franchising.com

\*6 months must be booked at our standard rate card rate with mutually agreed upon measurement options.

Call Sharon at 800.289.4232 ext. 202 or email:  
sales@franchiseupdatemedia.com

FranchiseUpdate  
MEDIA GROUP

Right Market. Greater Results.





Marty Greenbaum, CFE

# GROWTH STRATEGY

Let's face it, sourcing qualified candidates for your franchise system is no easy or inexpensive task. It's difficult for most franchisors to know what strategies are going to optimize results without *costly trial and error*.

## REAL EXPERIENCE

- ▶ 23+ years marketing agency owner, specializing in franchising
- ▶ Clients have included many of the most recognized franchise brands
- ▶ Franchise development specialist
- ▶ Respected industry professional, speaker and active IFA member

***Greenbaum***  
MARKETING STRATEGY®

## IMPROVE YOUR RESULTS

Let's schedule a conversation to explore how I can help you significantly improve your franchise development results and grow into key markets.

**702-580-0663**

[mg@greenbaummarketing.com](mailto:mg@greenbaummarketing.com)

[greenbaummarketing.com](http://greenbaummarketing.com)



### Company:

#### Hot Dish advertising

Every brand has a unique situation and set of goals and objectives. Yet we begin with understanding your target audience and pull from our vast resources of research and data, comb through your content and data to uncover how your prospects or consumers are consuming media and are using either your owned media or paid media and data to make a purchase decision. Utilizing this breadth of information, we are able to create a multi-layered digital plan for your website along with SEO, SEM, social media, video and mobile. As the leader in franchising with over 15 years of experience, our team of strategists, creative copywriters and art directors and our media team maximize our client budgets to deliver results. Our clients rely on our best practice expertise and guidance to grow their business.

#### Homepage:

[www.hotdishad.com](http://www.hotdishad.com)

#### Address:

800 Washington Ave  
Minneapolis Minnesota, 55401  
USA

#### Other Description:

We are a full-service marketing agency specializing in franchising. Our leadership in the franchise industry guides us to develop innovative branding-building and lead generating campaigns for consumer and franchise development marketing. We help grow Business-to-Business and Business-to-Consumer franchise brands through strategic brand positioning, creative development, and all forms of media including traditional and digital.

#### Year Founded:

1999

### Year Started in Franchising:

We began working with Franchise companies in 2001.

### Number of Total Clients:

25

### Number of Total Locations Served (if appropriate):

National

### Number of Franchise Clients:

23

### Pricing:

this is project specific. Call for quote.

### Noted Clients:

Budget Blinds, Tropical Smoothie Café, Edible Arrangements, Primrose Schools, Massage Heights, Big Frog, E & G

### Target Brand/Organization Size:

15 employees

### Testimonials:

"Hot Dish's online digital strategy allowed Primrose Schools to exceed our lead generation goal by 40% in 2013, we are excited for 2014 as we continue to optimize our plans."

*Cory Durden, Director Franchise Development  
Primrose Schools*

"I rely on Hot Dish's years of expertise and knowledge of the franchise industry to strategically lead the franchise development for Tropical Smoothie Café from SEO, web development and all related digital advertising."

*Charles Watson, VP Development  
Tropical Smoothie Cafe*

### Contact:

Name: Dawn Kane  
Title: President  
Phone: 612-746-8414  
Email: [dkane@hotdishad.com](mailto:dkane@hotdishad.com)

### Contact:

Name: Jen Campbell  
Title: VP Account Director  
Phone: 612-746-8412  
Email: [jcampbell@hotdishad.com](mailto:jcampbell@hotdishad.com)





## FRANCHISE MANAGEMENT SYSTEMS

IFXONLINE.COM

IFX is a Strategic Franchise Management Firm servicing 200+ franchise brands and 30,000+ franchisees in 23 countries since 1996. IFX's Strategic and Technology Divisions work hand-in-hand to assist franchise organizations in implementing key growth management strategies and web-based SaaS applications designed to maximize operations, improve communications, implement compliance initiatives and boost ROI.

IFX offers proven franchise development, training, management, marketing and compliance strategies to both start-up and established franchise organizations. IFX's Strategic Franchise Blueprint outlines 138+ Actionable Items that franchisors and franchisees can implement to immediately improve operations and their bottom line.

IFX's SaaS applications include Intranet Support Systems; CRMs for franchise development, unit build-out tracking and local store customer acquisition; Learning Management Systems; Mobile Platform Development; Sales & Royalty Reporting with benchmarking and more.

All of IFX's modular applications are both powerful and affordable and can be up and running in 2-4 weeks as fully-hosted solutions. Perfect for small and large franchise organizations on a budget that would like to have IFX host, support and co-administrate their applications.

### Address:

12750 High Bluff Drive, Suite 460  
San Diego CA, 92130  
USA

### Year Founded:

1996

### Number of Franchise Clients:

229 brands

### Pricing:

Modular pricing starts at \$500 Setup/Training Fee and \$2.00/user per month.

### Typical Timeframe for Migration/Installation:

2-4 weeks for development + 2 days of mandatory technology and strategic hands-on training.

### Noted Clients:

YUM! Brands; Gymboree; Jack in the Box; Pillar to Post; Huntington Learning Centers; Retro Fitness

### Target Brand/Organization Size:

IFX's modular applications are ideally suited to both start-up and established franchise brands.

### Testimonials:

"IFX has allowed us to run highly detailed management processes with very predictable results. We are able to maximize our operations in ways that we wouldn't be able to without IFX's sophisticated and yet easy-to-use tools."

*Dan Fields, FocalPoint Coaching*

### Contact:

Name: Dan Martin, CFE  
Title: President/CEO  
Phone: 858-724-1024  
Email: dan@ifxonline.com



## FRANCHISE MANAGEMENT SYSTEMS

## MODULAR FRANCHISE DEVELOPMENT AND MANAGEMENT APPLICATIONS TO HELP YOU

### "ONE SOLUTION"

Strategy, Service and Support modules guaranteed to Dramatically Advance Franchise Development, Management, Marketing and Social.

- Intranet Support Systems
- CRM Solutions
- Unit Build-Out Tracking
- Franchise Development Modules
- Learning Management Systems

- Online Marketing & Ad Creation Tools
- Sales & Royalty Reporting w/Benchmarking
- Help Desk & Franchise Compliance Modules
- Mobile Franchise Websites, Store Locators and Microsites

**NEW** Centralized Social Media Content Development, Distribution, Management & Analytics... One Application for Everything Social

**UP AND RUNNING IN 30 DAYS OR LESS!** Powerful and Affordable Oracle® Solutions designed for both start-up and established franchise organizations worldwide!

**WWW.IFXONLINE.COM**

**20% OFF**  
OF INITIAL SETUP  
Offer expires 06/15/2014

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A  
H

*Insurance Brokerage, Inc.*
[www.kahinsurance.com](http://www.kahinsurance.com)
**KAH Insurance Brokerage, Inc**

National insurance agency offering exclusive, discounted insurance programs for various franchises across the country.

We have online "quick quote" applications available for: business owners insurance, liability & property insurance, workers compensation, employment practices liability, & privacy-data breach insurance.

Endorsed by national restaurant & fast food chains.

**Address:**

510 Broadhollow Road, Suite 210  
Melville New York, 11747  
USA

**Year Founded:**

2005

**Number of Total Clients:**

Serving Thousands of franchisees

**Pricing:**

Call or email for pricing indications

**Noted Clients:**

McDonald's, Burger King, Dunkin Donuts,  
Golden Corral, Jakes Way Back, Hampton  
Inn, etc,

**Target Brand/Organization Size:**

Single franchised locations to owner operators  
& companies with hundreds of units.

**Contact:**

Name: Brendan Henry  
Phone: 631-271-1721 ext. 18  
Email: [bhenry@kahinsurance.com](mailto:bhenry@kahinsurance.com)

**Contact:**

Name: Steve McCluskey  
Phone: 631-271-1721 ext. 17  
Email: [smccluskey@kahinsurance.com](mailto:smccluskey@kahinsurance.com)

**Contact:**

Name: Sean Dolan  
Phone: 631-271-1721 ext.19  
Email: [sdolan@kahinsurance.com](mailto:sdolan@kahinsurance.com)

K  
A  
H

**Approved Fast Food Insurance Program for  
Major National Franchises since 2005  
Specializing in all lines of business**

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**510 Broadhollow Road, Suite 210, Melville, NY 11747  
(631) 271-1721**

**♦ [info@kahinsurance.com](mailto:info@kahinsurance.com)**



POWERED BY



### Company:

#### LMap, Powered by Silvercrest Advertising

Silvercrest Advertising has created a revolutionary tool unlike anything you have seen. Not only are you able to design creative, but you can use an interactive map to identify where your local marketing pieces should be distributed. Kind of like a local advertising agency for each of your franchisees. In addition to local advertising, LMap can also be used to customize collateral and marketing material as well as purchasing branded apparel and specialty products. The best part of the entire thing is it is completely free. Stop paying the other guys for software when ours is better and it's free!

### Homepage:

[www.lmap.com](http://www.lmap.com)

### Address:

15357 Magnolia Blvd. Suite 223  
Sherman Oaks California, 91403  
USA

### Year Founded:

2011

### Year Started in Franchising:

2012

### Number of Franchise Clients:

20

### Number of Total Franchise Locations Served (if appropriate):

6,000

### Pricing:

There is no fee to setup creative. There is no fee for users to login. There is absolutely no fee to use our software to both the franchisee and the franchisor.

### Typical Timeframe for Migration/Installation:

Time to implementation is completely dependent on the system. Based on complexity and customization requirements.

### Target Brand/Organization Size:

Any organization from 1 location to 10,000 locations can benefit from this tool.

### Testimonials:

After our demo of LMAP we couldn't wait to roll this product out to our Franchisees. The staff at Silvercrest Advertising is knowledgeable as it relates to media buying and planning as well as they are clear leaders in the Local Store Marketing and Automation arena. Their cutting-edge technology is easy to use, straightforward and completely customizable. When asked Silvercrest customized features of the software that wasn't originally available without hesitation. Our relationship with Silvercrest Advertising is one we intended on maintaining for years to come.

*Chad Bailey (CMO-Robeks)*

For more visit our website at [www.silvercrestadvertising.com/testimonials.html](http://www.silvercrestadvertising.com/testimonials.html)

### Contact:

Name: William Rodriguez, CFE  
Title: President & Co-Founder  
Phone: 818-475-7622  
Email: [wrodriguez@sca-mail.com](mailto:wrodriguez@sca-mail.com)





m2mstrategies.com

### m2M Strategies

For years franchisors have relied on an old-school 'Marketing Toolbox' to make franchisees happy. There's a bunch out there. Some are pretty cool. Others are, well, not so much. Regardless of how cool, though, every 'Marketing Toolbox' is pretty much the same - a portal where franchisees can get marketing tools and materials. And that's the problem.

Tools aren't what make franchisees happy - not even really cool ones. Revenue makes franchisees happy. It makes franchisors happy too.

At m2M, we architect franchise marketing programs that deliver turnkey, sustainable ROI for franchisees. But that's not all. Our proprietary franchise marketing engine integrates and automates all of their marketing channels and delivers ROI reporting so detailed that even the grumpiest franchisees will smile.

### Address:

33 Buford Village Way Suite 329  
Buford GA, 30518 USA

### Year Founded:

2011

### Number of Total Clients:

31

### Number of Total Locations Served (if appropriate):

800+

### Number of Franchise Clients:

31

### Number of Total Franchise Locations Served (if appropriate):

800+

### Pricing:

\$20 - \$150/month per franchisee

### Typical Timeframe for Migration/Installation:

2 - 4 months

### Noted Clients:

Floor Coverings International, Camp Bow Wow, Pillar To Post, California Closets, Any Lab Test Now, Foot Solutions, Discovery Point

### Target Brand/Organization Size:

10 - 500 units

### Testimonials:

I've seen lots of franchise marketing programs over the years but I've never seen one as comprehensive and robust as m2M's. Our corporate team loves it and our franchisees have really bought in.

Clarissa Bradstock, CEO  
Any Lab Test Now

### Contact:

Name: Randi Anderson  
Title: Director of Chaos Prevention  
Phone: 678.835.9080  
Email: randerson@m2mstrategies.com

### Contact:

Name: Suzanna Horton  
Title: Cat Herder  
Phone: 678.835.9080  
Email: shorton@m2mstrategies.com



WE MAKE  
**FRANCHISES  
HAPPY**

(because we grow their bottom line)



"I've seen a lot of franchise marketing programs over the years but I've never seen one as comprehensive and robust as m2M's. Our corporate team loves it and our franchisees have really bought in. m2M's program is truly different."

Clarissa Bradstock, CEO  
Any Lab Test Now

We architect franchise marketing programs that deliver turnkey, sustainable ROI for franchisees. *But that's not all.* Our proprietary franchise marketing engine **integrates and automates** all of their marketing channels and **delivers ROI reporting so detailed** that even the grumpiest franchisees will start to smile.

Give us a call to learn how we can do it for you.

**678.835.9080** | [m2mstrategies.com](http://m2mstrategies.com)

JUST A FEW OF  
OUR CLIENTS





### Company:

#### Manalto Inc.

Manalto is a provider of innovative enterprise-grade Social Media ERP software solutions giving multi-unit organizations greater control to manage their social media content with efficiency and alignment to their operations and marketing activity, at scale.

Franchise groups are now able to centrally customize Facebook pages and tabs, and manage their social media presence and brand inside Facebook and Twitter, with the security, consistency and efficiency expected of a robust enterprise system.

Manalto enables a Franchise group to:

- Set up a Head Office/ unit structure to centrally manage all social media accounts while enabling continued local engagement and development of localized content.
- Assign specific permissions to individual users at group, region or head office level, to manage one or more selected social accounts
- Centrally store and share approved brand assets enabling Franchises to readily access and publish consistent brand images to their social platforms
- Run campaigns that mirror your existing structure for running campaigns - publish information to the entire Franchise group's social accounts or selected states, clusters or selected social accounts, in just one click.
- Effectively engage with multiple communities in real-time, and at the same time (or schedule updates) giving greater agility to respond to customer feedback across social media platforms.
- Keep track of daily use and engagement including archiving and audit trails for measurement and monitoring.

Manalto Inc. is based in Santa Monica, California and supports customers globally. Try Manalto's Enterprise Solution for 30 Days Free. Visit [www.manalto.com](http://www.manalto.com)

### Homepage:

[www.manalto.com](http://www.manalto.com)

### Address:

1507 7th Street Suite 207  
Santa Monica California, 90401  
USA

### Year Founded:

2012

### Year Started in Franchising:

Supporting multi-unit organizations since 2013

### Number of Total Locations Served (if appropriate):

Manalto supports clients globally

### Pricing:

Manalto offers a Free Trial. Our flat pricing, license based/ per unit fee structure of \$40/month per unit gives full access to all features, unlimited users and social accounts, 24/7 support and free upgrades.

### Target Brand/Organization Size:

Manalto's scalable Enterprise Solution is suited to multi-unit organizations of any size and structure - from 1 to 10,000+ units.

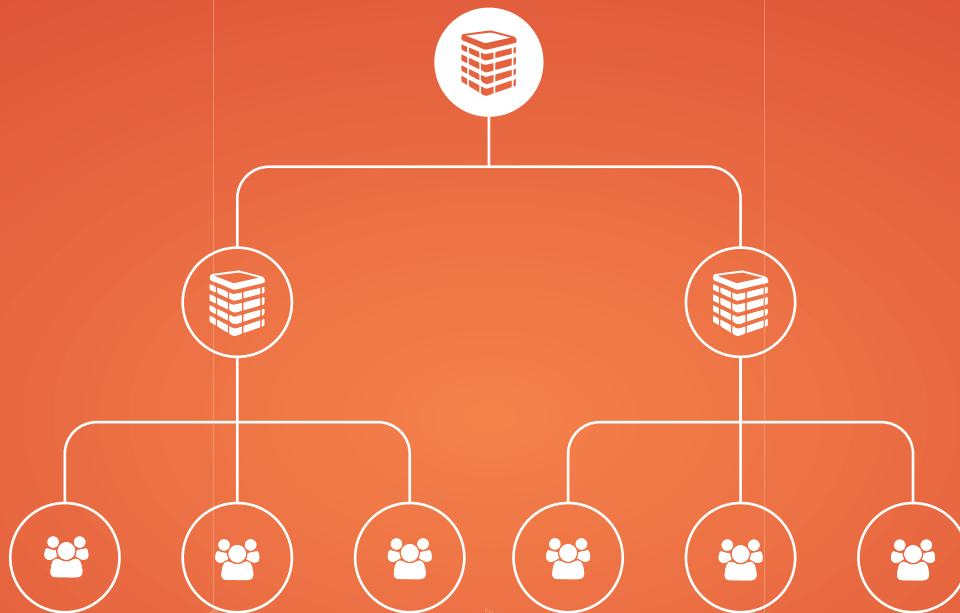
### Contact:

Name: Anthony Owen  
Title: President/ Founder  
Phone: +1 (310) 266 8874  
Email: [anthony.owen@manalto.com](mailto:anthony.owen@manalto.com)

# Engineered for Enterprise



Manage your social media content  
with greater efficiency and  
alignment to your operations and  
core marketing activity



Risk Management      Activity Audits  
Brand Consistency      Broadcast Updates  
Global Campaigns      Custom Tabs      User Control



## Built for the cloud



# MarcomCentral®

Intelligent Marketing Asset Technology

## Company:

### MarcomCentral

MarcomCentral is the premiere marketing on demand solution that empowers your franchisees and other authorized individuals to produce personalized marketing pieces through an online corporate marketing portal. Intelligent marketing templates can restrict brand elements and content to maintain corporate brand guidelines. MarcomCentral allows you to post the most updated corporate branded materials to the field so that your franchisees, dealers, agents, partners and other authorized personnel have the most powerful marketing tools at their disposal. Intelligent templates can be customized and personalized on demand to improve content marketing relevancy and engagement.

## Homepage:

[www.marcomcentral.com](http://www.marcomcentral.com)

## Address:

201 Lomas Santa Fe Dr. Ste. 300  
Solana Beach CA, 92075  
U.S.A.

## Other Description:

Franchise Corporate Brand Control, Marketing Asset Management.

## Year Founded:

1999

## Year Started in Franchising:

1999

## Number of Total Clients:

Approx. 400 clients

## Number of Franchise Clients:

Approx. 40

## Pricing:

\$20K+ annually

## Typical Timeframe for Migration/Installation:

Three to six months.

## Noted Clients:

Subway, PODS, Long John Silver's, National Restaurant Association.

## Target Brand/Organization Size:

\$10M+

## Testimonials:

"MarcomCentral became our marketing resource center for franchisees. We've included everything from marketing campaigns to promotional goods to help them grow their business."

*Senior Marketing Manager, PODS*

"We had outgrown our existing technology and needed to consolidate systems. MarcomCentral was the right tool to accomplish this and the brand control we now enjoy is critical to our marketing efforts."

*Manager of Brand Services, Tyson Foods*

## Contact 1 Information

Name: Chris Wheeler  
Title: Regional Sales Manager  
Phone: (858) 847-6674  
Email: [cwheeler@pti.com](mailto:cwheeler@pti.com)

## Keeping a better eye on your brand

Your brand is one of your most visible assets – so losing sight of it can be a big problem. That's why organizations like the National Restaurant Association recognize MarcomCentral as a key tool to help franchisors control their core branding. Here's how it works: Franchisees simply log into their MarcomCentral marketing intranet portal and gain instant access to signage, window clings, rewards cards, email marketing, business cards and more. Still operating within brand parameters, they can customize and personalize for greater local relevance, and then order and fulfill.

“MarcomCentral comes through for us in many ways: brand control, versioning, automation, reducing operation costs and decreasing our overall time to market, consolidating systems and offering dynamic permissions.”  
- **Julia Kanouse, National Restaurant Association**

MarcomCentral works every day with organizations like the National Restaurant Association, PODS, Long John Silver's and Aramark. See more of us at: [marcomcentral.com/franchise/eyeonyourbrand](http://marcomcentral.com/franchise/eyeonyourbrand)



# Don't fall victim to bad location data.

**When left unattended, location data has a tendency to play dirty.**

Fight back and make it easy for your customers to find you the first time.  
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facebook.com/Placeable



be **found**

be **relevant**

be **placeable**





### Precision Services Group

Precision Services Group introduces Zee-Port, the world's first holistic solution for managing marketing materials across your entire organization. In an industry of one-off suppliers and cobbled services, Precision has engineered a proprietary, expandable, end-to-end architecture that you adapt and control from your desktop. Never before has the creation, production, fulfillment, and scheduled distribution of marketing materials been as seamless, efficient, or effective.

We are not only the developers of the software but too we are direct manufacturers for all of the deliverables that a franchise system needs to conventionally market themselves.

Zee-Port was created for the franchise community, by the franchise community.

### Address:

15201 Woodlawn Avenue  
Tustin California, 92780  
USA

### Year Founded:

1974

### Year Started in Franchising:

Precision Services Group has been proudly servicing the franchise community since 1981.

### Number of Total Clients:

over 300

### Number of Franchise Clients:

17 and growing

### Number of Total Franchise Locations Served (if appropriate):

over 12000

### Pricing:

Precision Services Group is a fee free business model. We do not charge franchisors for our software system.

### Typical Timeframe for Migration/ Installation:

The on boarding process takes between 3 - 10 days to complete depending on the volume of assets.

### Noted Clients:

BrightStar Care, Camp Bow Wow, i9 Sports, Kiddie Academy, Massage Heights, Title Boxing Club, Holiday Inn, Dessange.

### Target Brand/Organization Size:

Typically a brick and mortar location but home based systems use us too. Size from as little as a few to thousands of locations. All are welcome.

### Testimonials:

References are provided upon request and to see more of the brands we service, please visit us on-line.

### Contact:

Name: Jim Branch  
Title: VP Business Development  
Phone: 949-294-6161  
Email: jimbranch@precisionservicesgroup.com

### Contact:

Name: Kevin Smith  
Title: President  
Phone: 949-752-1714  
Email: kevin@precisionservicesgroup.com

YES. WE'VE BEEN THERE.  
WE HEAR YOU. AND, WE'VE  
DONE SOMETHING ABOUT IT.

Call now for a free online demonstration of Zee-Port. It's the first holistic solution for controlling the production and delivery of marketing materials across your entire organization. PrecisionServicesGroup.com 800.770.1714



YOUR MARKETING SUPPLY CHAIN



www.rallio.com

### Rallio

Rallio is the only turnkey social media solution for franchises that includes branded content. We write it, you approve it, and our system personalizes it for each franchisee.

Rallio provides franchisors, multi-unit franchisees, area developers and individual franchisees unique tools to simplify the social media process. Rallio does the complex work of analysis and provides automated, simple recommendations to every user.

We care about helping brands build a thriving, uniform, and local social presence. With Rallio it's simple, fun and effective. Grow your brand and make your life easier.

See rallio.com for more details or reach out to us for a custom demonstration.

### Address:

8001 Irvine Center Dr Suite 220  
Irvine CA, 92618  
USA

### Year Founded:

2013

### Pricing:

Based on number of locations using it.

### Typical Timeframe for Migration/Installation:

Two weeks

### Target Brand/Organization Size:

Any size multi-location business.

### Testimonials:

"Rallio understands how to use social media to drive more business. Their new technology and custom content provide great value to us and all our GM's."

*Tanya Sparkman, VP Marketing, Ruby's Diner*

### Contact:

Name: Elyse Mankin  
Title: Client Coordinator  
Phone: (949) 861-3900  
Email: elyse@rallio.com

### Contact:

Name: Chuck Goetschel  
Title: CEO  
Phone: (949) 861-3900  
Email: chuck@rallio.com



THE ONLY **TURNKEY** SOCIAL MEDIA SOLUTION FOR  
FRANCHISES THAT INCLUDES BRANDED CONTENT

WE WRITE IT - YOU APPROVE IT - OUR SYSTEM PERSONALIZES IT

RALLIO.COM





WE KNOW ONLINE MARKETING

<http://franchise.reachlocal.com>**ReachLocal**

At ReachLocal, we understand the challenges franchises face getting more customers online. We work with franchisees and franchisors every day, so we know what it takes to develop a custom franchise marketing plan fit for your brand. We work with franchisors like you on your national online initiatives as well as implement and manage your franchisees' local online marketing campaigns. That means your franchisees get more new customers and your brand gets more return on your marketing investment.

**Address:**

6504 International Pkwy, Suite 1300  
Plano TX, 75093  
USA

**Year Founded:**

2004

**Year Started in Franchising:**

2005

**Number of Total Clients:**

23,900

**Number of Franchise Clients:**

58+

**Number of Total Franchise Locations Served (if appropriate):**

1,358+

**Pricing:**

Call for a quote, pricing varies by market and services offered.

**Noted Clients:**

AAMCO, Molly Maid, Mr. Handyman, Mr. Rooter, Hand and Stone, Signs by Tomorrow, Massage Envy, Good Feet, Godfather's Pizza

**Target Brand/Organization Size:**

A franchise organization with more than 10 locations

**Testimonials:**

"Most online marketing companies have either cutting-edge technology or excellent people. It is rare to find a company like ReachLocal that has both. ReachLocal has talented, knowledgeable people backed by the best technology platform."

*Mary Thompson, President, Mr. Rooter*

**Contact:**

Name: Jordan Wilson  
Title: Business Development Lead  
Phone: 214.451.0964 ext. 0201  
Email: [jordan.smith@reachlocal.com](mailto:jordan.smith@reachlocal.com)

**Contact:**

Name: Keith Smith  
Title: Business Development Executive  
Phone: 214.294.0445  
Email: [keith.smith@reachlocal.com](mailto:keith.smith@reachlocal.com)



WE KNOW ONLINE MARKETING

# REACH YOUR TARGET CUSTOMER

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## Company:

### Retail Data Systems

As the largest point of sale VAR in North America, we represent a variety of products from NCR, Red Book Connect, Radiant, Brink, Panasonic and Xpient as well as many others. We will work with you to understand what makes your business unique and what challenges you are facing. Then and only then will we talk about helping you find the right solutions. We team the right talent and technology to solve your challenges by developing a customized solution for you and your business. Providing a one source solution for our customers has contributed to our high degree of success.

For over 63 years in business our more than 400 IT professionals have been providing point of sale; back of house; enterprise solutions; installation services; hardware repair; software support and general IT consulting to franchise businesses nationwide. Our one-stop approach has earned us the Preferred Provider status at top restaurant groups such as Arby's, Culvers, Church's, Panchero's, Lenny's, Circle K, Duluth Trading Company, Dairy Queen, Firehouse Subs, Five Guys, Freddy's Frozen Custard, Save-A-Lot and others.

Give us the opportunity to get to know you and your business better. Contact us at one of our 26 offices to set up a short meeting to discuss your needs and our capabilities.

## Homepage:

[www.rdspos.com](http://www.rdspos.com)

## Address:

6515 South 118th Street  
Omaha NE, 68137  
USA

## Other Description:

One Call - Full services franchise technology partners to over 20,000 customer sites nationwide.

## Year Founded:

1950

## Number of Total Clients:

4,000+ Customers

## Number of Total Locations Served (if appropriate):

20,000+ Sites

## Pricing:

Pricing varies based on the needs of the customer. We do not attempt to have a one size fits all solution. Your needs are unique and as partners we adapt and source the technology to your unique business needs.

## Typical Timeframe for Migration/Installation:

As the largest POS provider in the country we have the ability to move quickly on technology rollouts.

## Noted Clients:

Arby's, Culvers, Church's, Panchero's, Lenny's, Circle K, Duluth Trading Company, Dairy Queen, Firehouse Subs, Five Guys, Freddy's Frozen Custard, Save-A-Lot

## Target Brand/Organization Size:

We services the single operator all the way up to the largest franchisees for our brands. Every customer is managed by professional, knowledgeable and responsive, service representatives.

## Testimonials:

"Retail Data Systems has been a trusted vendor partner of Culver's for over 27 years. They have been an integral part of our implementation, training, and support solutions as well as working with us on marketplace assessments and solution strategies."

*Tom Hendricks, Culvers  
Culver's Franchise Systems, Inc.*

"RDS has helped us shape our POS system needs from register layout to the installation process. We discuss solutions with the right people. They are receptive and engaged in our concept; always thinking about what's coming in their industry and how it will impact Freddy's."

*Scott Redler, Freddy's Frozen Custard*

## Contact:

Name: Franchisee Sales Desk  
Phone: 1-855-737-1500  
Email: [solutions@rdspos.com](mailto:solutions@rdspos.com)



SATMETRIX®

### Company:

#### Satmetrix

Satmetrix, a leading Customer Experience Management software provider, offers the only comprehensive, cloud-based self-service products for measuring, monitoring, analyzing and acting on customer feedback to maximize customer lifetime value. As the co-creators of Net Promoter®, the proven global methodology for measuring and acting on customer loyalty data, we develop products that have Net Promoter methodology standards built in.

Satmetrix software solutions give program managers the automated tools, deep analytics, and reporting features needed to quickly design, launch and understand customer feedback to make smart business decisions. Easily integrate Satmetrix with Salesforce, Outlook, PowerPoint, and other popular CRM solutions with our open API.

SparkScore from Satmetrix is the social Net Promoter Score, helping you drive your business with insight from social data about your brand. It crawls social media sites, captures data, applies text analytics, and generates Net Promoter based reports, giving you an always on, early warning system about customer feedback, plus insight on your competitors and market.

Satmetrix gives you the winning edge to achieve the outcomes you need:

- Improved customer satisfaction, loyalty and retention
- Increased customer lifetime value
- Reduced customer attrition/churn
- Positive word of mouth

### Homepage:

[www.satmetrix.com](http://www.satmetrix.com)

### Address:

1100 Park Place, Suite 210  
San Mateo CA, 94403  
United States

### Year Founded:

1999

### Year Started in Franchising:

2012

### Number of Total Clients:

300+

### Number of Franchise Clients:

15+

### Pricing:

See <http://www.satmetrix.com/solutions/satmetrix-pro-pricing/> for details

### Typical Timeframe for Migration/Installation:

Get up and running in days with our self-service, in-the-cloud solution, or engage us for timely, expert help

### Noted Clients:

Anytime Fitness, ShelfGenie, Bob Mills, HouseMaster

### Target Brand/Organization Size:

Satmetrix has a range of powerful solutions to provide affordable entry points for all businesses from SMBs to the enterprise.

### Testimonials:

"If Satmetrix can work in a franchise system that has more than 2,300 locations across 15 countries, it can work for anyone."

*Greg Meyer, Director of Market Research, Anytime Fitness*

"Satmetrix Pro is a turnkey program that delivers results."

*Courtney Carrasco, Director of Marketing and Communications, ShelfGenie*

"Satmetrix enables us to identify and showcase our best practices. We are able to pollinate these best practices across all franchisees to accelerate our results and raise the level of our processes."

*Tricia Tangradi, Vice President of Marketing, HouseMaster Home Inspections*

### Contact:

Name: Chris Rickey

Title: Sales Development Representative

Phone: 1 404.793.7383

Email: [chris.rickey@satmetrix.com](mailto:chris.rickey@satmetrix.com)

## StreamSend

Email Marketing + Social Delivery

[www.streamsend.com/TechGuide](http://www.streamsend.com/TechGuide)

### StreamSend

StreamSend Franchise is a breakthrough email marketing service that simplifies the marketing task of driving business into local franchise locations. With StreamSend Franchise, corporate marketers and central agencies can send campaigns to customers franchise-wide with geo-targeted promotions corresponding to individual franchise locations.

### Key Differentiators:

- Increase sales with centralized email marketing built on local relationships. With the click of a button send emails franchise-wide with local offers.
- Leverage multi-level reporting to report on campaigns franchise-wide, by individual locations or direct sales representatives.
- Collect immediately actionable data franchise-wide automatically. Customer and prospect information, purchase history and more can be automatically uploaded from a CRM or POS.

- Maximize time and minimize resources with marketing automation. Utilize data collected on the local level to trigger automated, targeted campaigns.
- Ensure high delivery rates. All accounts receive a private IP address. Our delivery team monitors all accounts to proactively spot problems.
- Flexible account set-up and support. Our account management team will help you get set up and help you send your first campaign.

### Address:

1107 9th Street, Suite #340  
Sacramento CA, 95814  
United States

### Other Description:

- Franchise Email Marketing
- Marketing Automation

### Year Founded:

1998

### Pricing:

\$30 to \$100 per franchisee

### Typical Timeframe for Migration/Installation:

Typical installation is 5-7 days

### Noted Clients:

Jiffy Lube  
Topper's Pizza

### Target Brand/Organization Size:

Franchisors with over 30 franchisees

### Testimonials:

StreamSend's customer support and expertise have improved our franchise system and increased our online ordering by 28%."

*Keith Toppazzini, President & COO  
of Topper's Pizza Canada*

### Contact:







Name: Taria Michalet  
Title: Sr. Franchise Account Manager  
Phone: (855) 245-4420, ext. 832  
Email: [tmichalet@streamsend.com](mailto:tmichalet@streamsend.com)

**StreamSend**  
Email Marketing + Social Delivery

## Franchise Marketing Automation

Bridging the gap between central marketers, franchises and the local community.

Use StreamSend Franchise Marketing Automation to send campaigns to customers franchise-wide with geo-targeted promotions corresponding to individual franchise locations.

-  Global Branding, Local Marketing
-  Protect Your Brand - and Your Business
-  Automatically Collect Valuable Data
-  Benefit from Multi-Level Reporting
-  Personal Support
-  Maximize Resources with Marketing Automation

### Schedule your demo today!

Call 1-855-245-4420, ext. 832 or visit  
[www.StreamSend.com/TechGuide](http://www.StreamSend.com/TechGuide)

...  
[Watch this video to learn more!](#)





# Think Globally, Act Locally:

## Centralize Your Email Marketing



Have you ever wished you could laser-target your Franchise's email marketing efforts, report on campaigns globally or by individual locations, and achieve "optimal" results while maintaining control over your brand image?

**Well, now you can** – by centralizing your national email marketing strategy with StreamSend Franchise Marketing Automation.

StreamSend Franchise Marketing Automation is a breakthrough service that helps large corporations, franchises and agencies centralize email marketing to deliver large-scale campaigns with strong local appeal. With just one "send" you can drive business at the community level – from marketing headquarters.

"Leveraging a consistent brand image while connecting with local customers is a tricky balancing act," says Dan Forootan, president of StreamSend Email Marketing. "With Franchise Marketing Automation, we are bridging the gap between central marketers, franchises and the local communities. We are empowering the central franchise marketer or agency to send strong brand messages directly to local customers."

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*“We are empowering the central franchise marketer or agency to send strong brand messages directly to local customers.”*

---

In short, Franchise Marketing Automation lets you make your email marketing messages more localized, personalized and measurable without diluting your brand's all-important image. This centralized approach makes it possible to:

- Increase sales by sending campaign messages franchise-wide with geo-targeted promotions.
- Collect actionable data franchise-wide to spot trends and tweak key messages.
- Report on campaigns globally or locally, then study results to learn what works best.
- Maximize time efficiency and minimize costs by using franchise-wide data to develop tightly targeted emails that cross-sell and up-sell customers based on purchase history and preferences.
- Leverage brand equity by maintaining consistency across the entire organization from one central location.

**To learn more about StreamSend Franchise Marketing Automation visit**  
[www.StreamSend.com/FMA](http://www.StreamSend.com/FMA)

## Franchise Email Marketing Guide

Download a **FREE GUIDE** on how to successfully centralize, automate and localize your email marketing program!

Visit [www.StreamSend.com/FranchiseGuide](http://www.StreamSend.com/FranchiseGuide)

**It's FREE!**





### Company:

#### Tie National, LLC

Tie National, LLC (TIE) is the technology solution of choice for nationwide, multi-location customers with growing technology infrastructures. TIE's focus on customer service achieves top quality results and their experience with standardization consulting identifies low cost solutions for highest efficiency impact. TIE's comprehensive technology portfolio includes (among other services):

- Telephone Systems, Sets, and Accessories
- Information Technology Services, including computer and technology installations nationwide
- Data Security and PCI Compliance
- Sound Masking
- Surveillance Systems and Cameras
- Background Music
- Message on Hold
- Cloud Backup Solutions
- Digital Signage
- Voice, Data, and Mobile Connectivity
- One-Call Technology Support, with 24/7 on-call engineers

TIE sees their customers as partners and this distinction begins from the very beginning. TIE's Path to Partnership™ includes five stages: Collaboration, Design, Implementation, Process Improvement, and Continuous Support. From inception Tie National, LLC represents their customer's interests by objectively offering economical technologies solutions without obligation to any manufacturer. The expansive technology portfolio grows as the needs of their client-base changes to increase efficiencies and productivity.

Tie National, LLC: Your Nationwide Technology Partner.

### Homepage:

[www.TieNational.com](http://www.TieNational.com)

### Address:

1723 Simms Street  
Aurora IL, 60504  
U.S.A.

### Other Description:

- Computer and Technology Installation Services
- Technology Management, Installation and Support
- Information Technology Services
- Technology Consultation

### Year Founded:

2003

### Year Started in Franchising:

2007

### Number of Total Clients:

50

### Number of Total Locations Served (if appropriate):

7,500+

### Number of Franchise Clients:

11

### Number of Total Franchise Locations Served (if appropriate):

2,000+

### Pricing:

Due to the comprehensive solutions available, please contact our sales team at 630.518.9600 or via email at [sales@tienational.com](mailto:sales@tienational.com) for a quote.

### Typical Timeframe for Migration/Installation:

Timeframes vary based on selected service. Please contact our sales team at 630.518.9600 or via email at [sales@tienational.com](mailto:sales@tienational.com) for details.

### Target Brand/Organization Size:

Businesses and Franchises with 25 or more locations, trust in Tie National, LLC's standardization practices to further grow their brand through nationwide expert installations and maintenance of their technology services.

### Testimonials:

I can confidently recommend TIE for businesses like mine. TIE knows what they are doing and stand behind their work. TIE is a very good partner in helping to build out my business.

*Jeff Silbert, Owner, Hand & Stone*

I can't imagine building out a clinic or managing an IT project without the assistance of Tie National, LLC. They took the time to educate me about the decisions that needed to be made and were the first to point out areas where I could save money, even if it meant they lost a sale.

*Rich Ratkelis, Owner, Massage Envy*

### Contact:

Name: Sales Team  
Phone: 630.518.9600  
Email: [sales@tienational.com](mailto:sales@tienational.com)



# One call relief for your technology headaches.

*Digital Signage*

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*Surveillance Installation*

*Technology Support*

*Sound Masking*

*Background Music*

*Message on Hold*

*Computer Installation*

*Data Networking*

*PCI Compliance*

*Data Security*



## Simplify Your Technology

with TIE's 24/7 on-call support.



**Visit [www.tietsp.com](http://www.tietsp.com) for immediate relief.**



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# yext

[www.yext.com](http://www.yext.com)

**Yext**

Yext lets marketing departments manage local content, listings, campaigns, in-store experiences, and analytics with the GeoMarketing Cloud. Using the suite of products in the Cloud, marketers can control how their business locations appear online and add local context to their messages based on where customers are located.

250,000 businesses, including dozens of Fortune 500 companies and the nation's leading retailers use the Yext GeoMarketing Cloud. Yext is based in the heart of New York City with 250 employees and was named #20 on Forbes Most Promising Companies 2014 list.

**Address:**

1 Madison Avenue  
New York New York, 10010  
USA

**Year Founded:**

2011

**Number of Total Clients:**

Over 300 brands

**Pricing:**

Pricing dependent on location count.  
Available upon request.

**Contact:**

Name: Wendi Sturgis  
Title: EVP of Sales & Services  
Email: [enterprise@yext.com](mailto:enterprise@yext.com)

# yext

# EMPIREBuilders.tv



## Multi-Unit Franchisees Dream. Build. Grow. Succeed.

To provide a deeper sense of their journeys, insights, and personalities, we've selected from our most inspiring print interviews to create a new series of videos of these franchisee leaders.

## We call them Empire Builders.

Produced by: **Multi-Unit Franchisee**

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**FranchiseUpdate**  
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# 16th ANNUAL FRANCHISE LEADERSHIP & DEVELOPMENT CONFERENCE

OCT. 15-17 | ATLANTA

## FOUNDATIONS FOR GROWTH

**JOIN US** OCTOBER 15-17 IN ATLANTA  
FOR THE 16TH ANNUAL FRANCHISE  
LEADERSHIP & DEVELOPMENT CONFERENCE.

Start from the basics and discover how to identify your true franchise prospect and communicate effectively.

**Learn how to position franchisees for success** by ensuring they have the tools needed to grow the brand.

### Questions? Email

[sales@franchiseupdatemedia.com](mailto:sales@franchiseupdatemedia.com) or call (800).289.4232 ext. 216

**Limited sponsor opportunities available.**

## 2014 KEYNOTE SPEAKERS

### J.B. Bernstein

Legendary Sports Agent, Marketing Pioneer  
and Inspiration for the Disney hit film  
*Million Dollar Arm*



### Peter Sheahan

Founder, CEO of ChangeLabs  
Author of *FL!P* and *Generation Y*



### What Attendees are Saying...

"I look forward to this conference every year... It's a great 3 days... I get to see old friends, meet new friends, visit with current suppliers and meet new ones. The educational content is always excellent. I have not left a conference yet without learning something new that I've taken back to my company and implemented immediately. Keep up the good work!"

Bill Chemero

*Executive Vice President, Jake's Wayback Burgers*

OCT 15-17 | ATLANTA | [franchisedevelopmentconference.com](http://franchisedevelopmentconference.com)  
OR CALL (800) 289.4232 EXT. 216

**Franchise Update**  
MEDIA



# 2014 <sup>4TH ANNUAL</sup> Franchise CONSUMER MARKETING CONFERENCE

## Change

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Two-days of focused discussion on consumer marketing with decision makers, thought leaders and industry experts. **A must attend** for franchise marketing executives and consumer marketing service providers!

## 2014 KEYNOTE SPEAKERS

### Jeff Link

CEO, Analytics Media Group  
Served as an advisor on the revolutionary Obama re-election campaign and is one of the media masterminds behind its success.



### Luke Williams

Professor of Innovation,  
NYU Stern School of Business

Executive Director, Berkley  
Entrepreneurship Center at NYU

Fellow, Global Innovation, Frog Design

International bestselling author and globally  
recognized authority on disruptive innovation.

**REGISTER TODAY!**



JUNE 24-25 | ATLANTA |

**franchiseconsumermarketing.com**  
OR CALL 1-800-289-4232 EXT. 216



"I have to say this is the conference in franchising if you want to learn how to do things right. Everyone here in marketing is so brilliant and they are able to share, they're able to teach. It's a fantastic place to network and learn how to make sure you're not going to make big mistakes."

Meg Roberts, *President*, Molly Maid

"This is my first time to visit the show and I'll tell you what I've realized I've missed, dealing and working with vendors. There is a lot of information out there that can help me do better. I'm grateful that I have enough sense to come to this conference and spend some time with these true professionals in the industry."

Greg Tanner, *National Director of Franchising*, Aarons

**Franchise Update**  
MEDIA



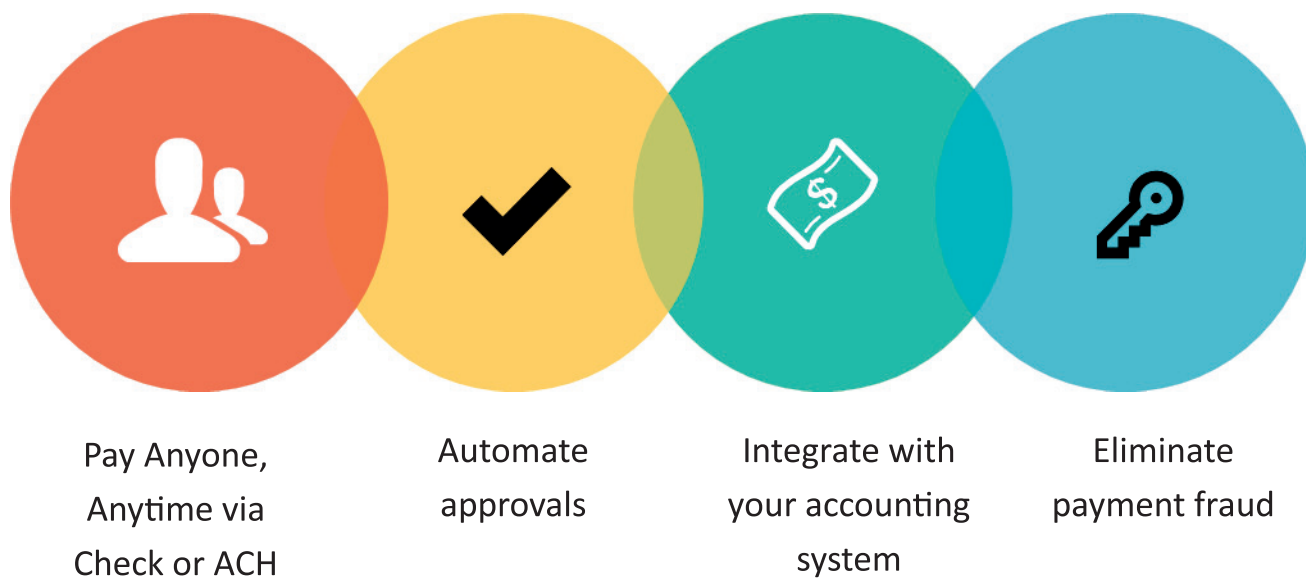
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