

TECHNOLOGY SOLUTIONS FOR EVERY FRANCHISE

Franchise update

BUSINESS INTELLIGENCE FOR GROWING FRANCHISORS

SPECIAL ANNUAL EDITION

2015 TECHNOLOGY Buyer's Guide

TO TECHNOLOGY
PRODUCT & SERVICE
PROVIDERS



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franchiseconsumermarketing.com

October 14-16, 2015

17th Annual Franchise Leadership & Development
Conference Intercontinental Hotel, Atlanta, GA

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Development Officers and Suppliers

franchisedevelopmentconference.com

April 27 - 29, 2016

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Caesars Palace, Las Vegas, NV

Attendees: Franchisors, Suppliers & Multi-Unit Franchisees

multiunitfranchising.conference.com

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Introduction

2015 Franchise Technology Buyer's Guide

Your 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 buyer's 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 this guide fall into one or more categories in our index. 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.

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Cost Reduction & Services

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Company:

BullsEye Telecom

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.

FREE Phones for Franchisees

We have two ways for you to enjoy immediate savings up to 33%:

1. Keep your existing phones but switch to a digital platform
2. Replace your outdated phones with a fully managed Hosted PBX phone system with no out of pocket costs

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.

Mobilize Your Operations with BullsEye UC and Improve Customer Service with Call Center Capabilities

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, TGI Fridays, Domino's and so many more choose BullsEye. Send us your bills, we'll show you savings, simplicity and advantages no other provider can.

Product Highlights:

- PCI-certified security appliance
- FREE Polycom HD phones
- Low, flat-rate nationwide
- Unified Communications and Call Center capabilities
- Cloud-based phone system with Auto-Attendant
- 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

Address:

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

Year Founded:

1999

Year Started in Franchising:

2000

Number of Total Clients:

3,124

Number of Total Locations Served:

53,621

Number of Franchise Clients:

83

Number of Total Franchise Locations Served:

7,837

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, TGI Fridays, Steak 'n Shake, Taco Bell, McDonald's, Qdoba, Burger King, Little Caesars, Dunkin' Donuts

Target Brand/Organization Size:

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

Testimonial:

"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

Attention: Multi-Unit Operators!

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Bill for Multiple
Locations**

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with Your
Business**

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Updates Keep
You Ahead
of the
Game**

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Rock-Solid
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with Proactive
Alerts**

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Failover for
Business
Continuity**

**Mobilize
with
Unified
Communications**

**Better Customer
Service with Call
Center Capabilities**

- Call Queuing
- Reporting
- Call Prioritization

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



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

Call Today! 855-631-4576

**BULLSEYE
TELECOM**



Company:

Cockrell Enovation

Franchise and consumer organizations rely on Cockrell Enovation for complete management of their brands. We've merged the capabilities of both the agency and print worlds to offer a closed loop system for developing and maintaining a consumer brand. Our in-house creative and print teams provide years of experience in developing, manufacturing and distributing marketing and in-store merchandising components for franchise organizations. Our efficient process enables you to keep your costs lower while reducing the amount of contacts and effort required to develop creative and manufacture marketing items. Cockrell Enovation has eliminated the silos traditionally associated with marketing, enabling you and your franchisees to achieve brand consistency and growth.

Overall services include: Creative, Web Design and Development, Marketing and Grand Opening Plans, Retail Point-of-Sale and Customer Experience, Broadcast Advertising, Media Planning, Marketing and Brand Strategy, Marketing Assets Management, Print Manufacturing, Portal Solutions for Franchisees

Homepage:

www.cockrellenovation.com

Address:

218 W. Broadway Avenue
Fort Worth, TX 76104
USA

Year Founded:

1964

Year Started in Franchising:

2005

Number of Total Clients:

400

Number of Franchise Clients:

8

Number of Total Franchise Locations Served:

1,000

Typical Timeframe for Migration/Installation:

Depends on scope of project, average time is 2-3 months

Noted Clients:

Dickey's Barbecue Pit, Schlotzsky's, Chicken Express, Spaghetti Warehouse, Big Frog Franchise Group, Pella Windows, Beauticontrol Cosmetics, Mary Kay

Target Brand/Organization Size:

20-500 locations, Retail, QSR, Fast Casual

Testimonial:

"We are in a very competitive market where national brands are fighting hard for every last point of market share. We are not the richest, oldest or biggest. We must be faster, more innovative, more creative and be able to get a much bigger result from every dollar we invest in marketing. That is why we use Cockrell Enovation. They help us deliver high impact marketing collateral that ensures we deliver brands that sell."

*James Sellers
Sellmark Corporation*

Contact:

Name: John Cockrell Jr.
Title: Vice President
Phone: (817) 336-0571
Email: jk@cockrellenovation.com



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.

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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
to Learn More and Get a Free Trial Now

Entrepreneur



Company:

Constant Contact

Constant Contact for Franchise has email and a suite of other online marketing tools your franchise network needs to gain new and repeat customers, keep existing franchisees happy and engage franchise leads; all with centralized and local controls to maintain a consistent brand and a local feel.

Only Constant Contact makes online marketing simple for both you and your franchisees with affordable, easy-to-use tools, free award-winning support and do-it-for-me services specifically designed to ensure adherence to your brand and messaging guidelines. Constant Contact is trusted by over 850 franchise brands and is the preferred email marketing vendor of the International Franchise Association.

The solution offers:

- **Franchise admin portal** – Efficiently manage and track your franchise network's marketing from one place—you can push new campaigns into local accounts, add/remove accounts, change ownership of accounts and see an aggregate view of campaigns and their performance.
- **Branded templates for Franchisees** – Create marketing campaigns fast with a library of mobile-friendly templates available for you and your franchise network. Ensure brand consistency and simplify marketing for your franchisees with custom templates available for your whole franchise network that enable localized marketing with locked down branding.
- **Local sending** – Help franchisees do local marketing throughout the year by providing fully developed campaigns in all franchisee accounts for them to tweak locally if desired before hitting send.
- **Central sending** – Ensure messages are reaching the local markets and gain more new and repeat customers by enabling your corporate marketing team to send campaigns on behalf of your franchisees through their local accounts from one central place.

- **Automated emails** – Provide a timely warm welcome to customers who join a franchisee's email list with a customized, automated email sent immediately after signup. Build loyalty with your customers with date-based triggered emails like automated birthday or anniversary greetings.

- **Reporting** – Know your ROI with a holistic view of your entire network's marketing activities and their success—know who is using the marketing tools, how often and which campaigns are performing the best. Franchisees will know their time marketing is well spent with a dashboard for their own campaigns including opens, clicks, shares, new fans and customers, email list growth, coupons claimed, RSVPs and more.

- **Award-winning support** – Have the support you and your network need from a company that's committed to your franchise network's success. Our free, award-winning coaching and support, online, and local education are ready to help you and your network whenever you need it.

- **Marketing services** – Save time with a suite of do-it-for-me services available for you and your network so you can rest assured that marketing is done, and done right, by a dedicated marketing expert, while you and your franchisees focus on running the franchise.

- **And much more!** – Visit www.ConstantContact.com/Franchise or call 866-899-3710 to learn more about how Constant Contact for Franchise can help your franchise network.

Homepage:

www.constantcontact.com/franchise

Address:

1601 Trapelo Rd.
Waltham, MA 02451
USA

Year Founded:

1998

Year Started in Franchising:

2005

Number of Total Clients:

600,000+ customers

Number of Total Locations Served:

600,000+ customers

Number of Franchise Clients:

850+ franchise brands

Pricing:

Please call or email for a quote, as pricing is based on average email list size of your franchisees.

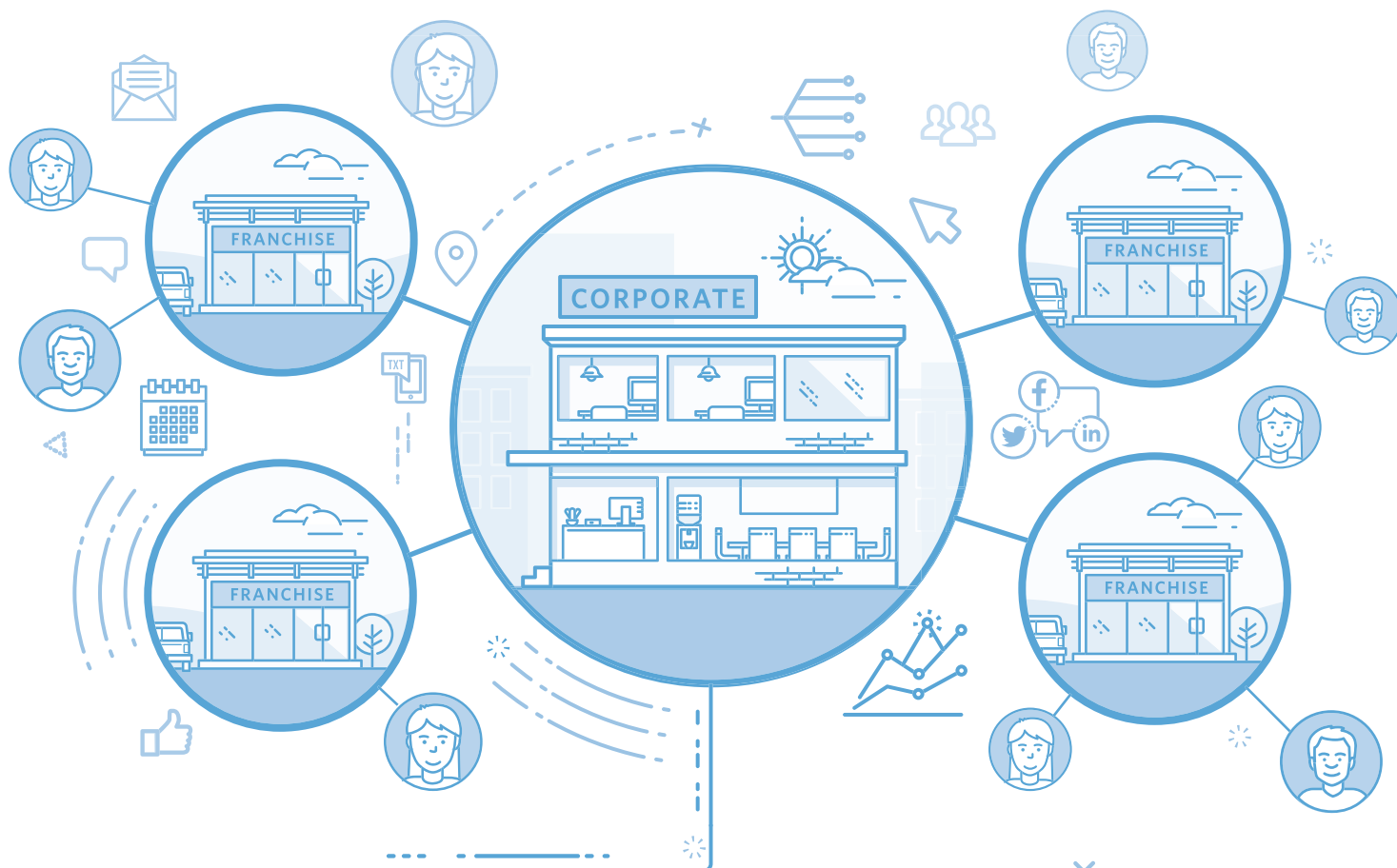
Testimonial:

"We've done our best over the years to provide our franchisees with the marketing training and support they have needed. With Constant Contact, all of our franchisees now have a trusted marketing team at their disposal that can offer the type of help we've never had before."

Polly Mulvaney
Director of Marketing Services
Kampgrounds of America

Contact:

Name: David Roge
Title: Director, Strategic Accounts
Phone: (781) 482-7018
Email: droge@constantcontact.com



Success Starts Here

Deliver marketing tools and services to help your franchisees grow.

Only Constant Contact makes online marketing simple for both you and your franchisees with affordable, easy-to-use tools, free award-winning support and Do-It-For-Me services. This solution is specifically designed to ensure brand consistency while maintaining flexibility for a local touch.

Constant Contact for Franchise delivers:

- One platform to manage emails, Facebook promotions, surveys, events, and more
- A franchise admin portal to manage and track your network's marketing
- Mobile-friendly templates for you and your franchise network with locked-down branding
- Both local and central sending abilities
- Automated emails to deliver timely, customized messages
- Reporting to track your entire network's marketing activities
- Award-winning support and marketing services

Constant Contact®
for Franchise

CUSTOM-TAILORED ONLINE MARKETING SOLUTION

For more information visit ConstantContact.com/franchise or call 1-866-899-3710



DIRECTCAPITAL®

a **CIT** company

Company:

Direct Capital

In the franchise business, it's known that the fewer barriers to accessing capital, the better. For franchisees, any given year may include necessary upgrades like remodels, the replacement of equipment or technology, or even construction of new locations. Direct Capital aims to make the process of funding these projects as smooth and expedient as possible.

Finance what you need when you need it!

Low rates and flexible terms—customized programs based on your needs

Access \$2,000–\$300,000 with no financials—up to \$1M or more with full financials

Solutions for all your needs from technology to equipment upgrades, new stores and more

Working Capital Loans also available—with our lowest rates EVER!

Homepage:

www.directcapital.com

Address:

155 Commerce Way
Portsmouth, NH 03801

Year Founded:

1993

Year Started in Franchising:

1993

Number of Total Clients:

Over 80,000

Number of Franchise Clients:

Over 7,000

Testimonials:

"I found them to be professional, timely and competitive. My loans were approved quickly at affordable terms and the funding process was smooth and effortless."

*Dawn Lafreeda
Denny's Multi-Unit Franchisee*

"In every instance Direct Capital did what they promised to do. It was a pleasure dealing with them as I could spend my time watching over the store's progress instead of being concerned with financing."

*Chris Haddad
Dunkin' Donuts Franchisee*

"With 4 locations, I am very busy and am rarely in one place. The convenience of having everything available online, to complete on my time, was incredibly helpful and made the process much faster."

*Vincent Yettito
Subway Franchisee*

Contact:

Name: Richard Henderson
Title: Vice President, Franchise
Phone: (603) 433-9434
Email: rhenderson@directcapital.com



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Company:

ePath Learning, Inc.

ePath Learning, Inc. develops cloud-based learning technology solutions. In keeping with our vision to eliminate the barriers that prevent anytime, anywhere learning via the Internet, our solutions are designed to: improve the delivery and management of corporate training strategies; facilitate collaboration and engagement among employees; and improve employee performance that drives competitive positioning and profitable business results. ePath Learning is a privately held company, certified minority-owned business, that's experienced organic profitable growth since inception.

Product Highlights

ePath Learning provides a single source for developing, managing and delivering training content, backed by an impressive array of support and professional services. Our solution portfolio includes: ePath Learning ASAP LMS, eSource, Pro Services, and off-the-shelf eLearning content.

ePath Learning ASAP

ASAP is an easy-to-use, extended enterprise scalable, online learning management system. ASAP provides the infrastructure for franchises to create branded online universities or learning portals, author eLearning courses and effectively manage all of their training initiatives including courses, reference materials, tests, surveys, learner records and reporting.

eSource

eSource is a private and secure enterprise social collaboration platform that empowers employees to contribute, ask questions, share information, connect with colleagues and develop expertise.

Pro Services

ePath Learning's award-winning Professional Services team includes a staff of instructional designers, programmers, media artists, media professionals, and project managers. They maintain tremendous experience developing and delivering state-of-the-art custom course materials.

Off-the-Shelf Content

To implement any type of employee development you need content. You can build

content yourself, have a third party build it for you, such as ePath Learning's Pro Services team, or you can fill some of your content gaps with off-the-shelf content. ePath Learning has established relationships with a variety of content partners to offer you literally thousands of course to choose from.

Key Differentiators

- Our learning technology solutions enable your organization to manage training and create learning opportunities that improve employee and business performance.
- Our learning management technology has 99.999% uptime; that's reliability and predictability you can depend on; we guarantee it.
- Our client service model gives you one-on-one personalized attention and support to see your training initiatives through to success.
- Our Pro Services creative group provides custom course development and conversion services. When your training needs to look great and work better you can trust some of the most experienced professionals in the industry.

Technology Compatibility

ePath Learning's technology is developed with the latest n-tiered software architecture for immediate scalability and fast response times. Additionally, ePath Learning is secure, standards-based, fast, easy to use, available 24/7, maintenance-free and is interoperable with many other systems. Ubiquitously available from any web browser worldwide, ePath Learning ASAP allows users to get up and running immediately without the need for any IT support.

Homepage:

www.ePathLearning.com

Address:

300 State Street, Suite #400
New London, CT 06320
USA

Year Founded:

1999

Year Started in Franchising:

2005

Number of Total Clients:

ePath Learning provides services for 6,000,000+ learners across all industries.

Number of Franchise Clients:

Franchises represent 5% of ePath Learning's current client base.

Pricing:

Pricing is variable depending upon services and licenses requested.

Typical Timeframe for Migration/Installation:

A typical implementation timeframe is 30 days. This can be less or more depending upon the size of the franchise.

Noted Clients:

U-Haul, Home Care Assistance, Camp Bow Wow, Buddy's Home Furnishings

Target Brand/ Organization Size:

ePath Learning's software architecture is fully scalable to support any small, medium or large franchise opportunities.

Testimonial:

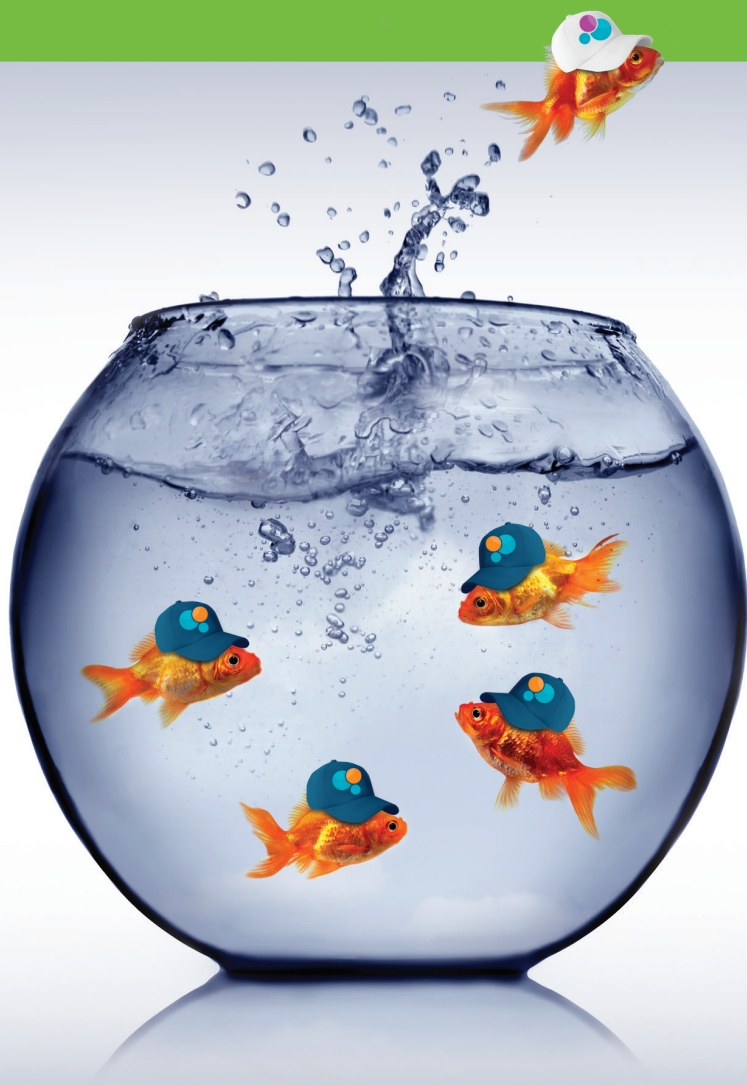
"Since 2006 we've produced more than 260 courses, trained more than 240 instructors, and we currently have 38,000 enrolled in what we call our U-Haul University, and at every step of the way ePath Learning has been there to help us after the sale, and that's huge! After sales support is just as important as anything else, and ePath's Client Services and Technical Support teams have been invaluable to us."

*Tom Prefling, Director of Communications
U-Haul*

Contact:

Name: Donna Lord
Title: Vice President, Sales and Marketing
Phone: (860) 444-7900 x16
Email: sales@epathlearning.com

Afraid You're Losing Control of Your Brand?



- **Maintain Your Brand Quality and Service Consistency**
- **Increase Operational Efficiencies**
- **Enhance Your Competitive Advantage**
- **Increase Employee Satisfaction & Retention Rates**
- **Drive Franchise Profits**

Take Back Control...Using Training Technology!

ePath Learning's ASAP cloud-based learning management technology enables you to create and manage ongoing training programs for your franchise system that helps you to maintain brand quality and service consistency while improving employee and franchise performance.

Schedule Your Live Demo Today!

Contact us:

sales@epathlearning.com

(908) 722-6622

Or visit our website at:

www.ePathLearning.com



WHY CHOOSE ONE WHEN YOU CAN REACH THEM ALL



Advertising in Entrepreneur expands your reach to potential buyers from all segments 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

37 Years Strong in the
Franchise Market

fish

fish-consulting.com

Fish Consulting

At Fish, we're a bunch of happy agitators. We're storytellers. We specialize in helping franchises achieve their business goals. We use our collective experiences to develop unmatched consumer and franchise recruitment PR programs that deliver results that move the needle.

We offer marketing and communications services to some of the franchise industry's most recognizable brands in the restaurant, retail, hospitality, service and technology industries. Some of our long-term partners include Dunkin' Donuts, Baskin-Robbins, Massage Envy Spa, Valpak, McAlister's Deli and The Melting Pot, among others.

Our services range from national and local media relations, crisis communications and new product introductions to social media and content marketing, franchise development, and creative design. Visit our web site or give us a call to learn more.

Address:

2001 Hollywood Boulevard, Suite 310
Hollywood, FL 33020
USA

Year Founded:

2004

Year Started in Franchising:

2006

Number of Total Clients:

32

Number of Franchise Clients:

25

Noted Clients:

Dunkin' Donuts, Baskin-Robbins, Massage Envy Spa, McAlister's Deli, Tropical Smoothie Cafe, Orangetheory Fitness, The Melting Pot, i9 Sports, Quaker Steak & Lube, Old Chicago Pizza & Taproom

Testimonial:

"For nearly a decade, Fish has been a true extension of our internal franchise development team and an energizer and facilitator of our growth. Their high level of engagement, and positive, go get 'em attitude coupled with their creativity, sheer savvy and franchise knowledge have made them a tremendous resource and valued partner to Dunkin' Brands."

*Martha Flynn
Dunkin' Brands*

Contact:

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

You launch the brand.
We start the conversation.

pr/communications

marketing services

content marketing

social media

fish

fish-consulting.com • 954-893-9150

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.

Over the past 5 years, Franchising.com site visits have dramatically increased by over 100%, from 901,530 visits to over 2,000,000.* We have boosted advertiser leads, clicks and calls by nearly 24%, from 90,000 to 112,000 in 2014. Market research indicates that it takes up to 8 touchbacks to produce a customer inquiry. To amp up customer retention and generate leads, Franchising.com has drastically boosted our advertiser touch points through our Business Overview page, Awards and Testimonials page, Videos & Media pages, Franchise Requirements page, and Request Information form.

We have also added press release exposure; our syndication network consists of over 200 search, business, and industry-specific websites, publications, and blogs. Our social media share program allows your brand message to be shared on social media channels worldwide.

We can provide you with 100% trackable analytics. Our advanced pixel tracking system can accurately record all advertising activity, including: ad views, direct leads, referred leads, direct clicks, and remote action clicks and calls. Franchising.com is the largest franchise information website in the world, with over 116,000 Google indexed site pages. Our traffic is 99% organic, meaning we do not compete with you for ad space or touch points.

* Projected based on Q1 stats.

Franchise Opportunities Channel

Franchising.com has produced over 112,000 trackable visitor actions (leads, click-thrus and calls) and is the leading franchise opportunity destination with over 900,000 advertiser ad views in 2014. (Franchise Insider analytics, 2014)

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 allow 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, Popeyes 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

Franchising.com

Franchise Update
MEDIA

THE LARGEST FRANCHISE INFORMATION WEBSITE IN THE WORLD

Franchising.com belongs in your recruitment media plan because it gives you:

- **MORE ENGAGED VISITORS** – 40% of Franchising.com's Traffic is Content Driven
- **MORE NEW FRANCHISE PROSPECTS** – Franchising.com's Traffic is Increasing Daily (5% increase first 6 months of the year)
- **MORE WAYS TO ATTRACT PROSPECTS** – Direct Link, Lead Form, Press Release Program and New Local SEO
- **MORE EXPOSURE, MEANS MORE PROSPECTS** – Unlimited Categories, Unlimited Press Releases, Unlimited Leads

Call your sales rep to discuss Franchising.com campaign opportunities starting at \$599 per month.

Ask about our Franchising.com Express E-Newsletter Banners and Custom Solo Email Blasts.

For information on how Franchising.com can help you meet your development goals, please call us at 800-289-4232 x202 or email us at: sales@franchiseupdatemedia.com

Franchise Update
MEDIA | Franchising.com



Company:

Franchise Learning Academy

Learn from America's Leading Multi-Unit Franchisees, Franchisor Executives and Franchise Experts. Comprehensive online video-based Franchise Seminars for Franchisors and Franchisees.

Now in its 28th year, Franchise Update Media, the producer of Franchise Learning Academy, has been the standard in delivering franchise information and education through its executive conferences, magazines and online properties.

Franchise Learning Academy is your online learning resource for specific and specialized aspects of franchising.

Franchising Education

Franchise Sales and Development Collection
Learn franchise sales and development strategies and skills you can use today from franchise development pros. This collection includes the Annual Franchise Development Report (200+ pages) and 7 video seminars, over 10 hours of programming, and access to the insights, experience and learnings of over 20 franchise executives. All video seminars produced at Franchise Update's Annual Franchise Leadership and Development Conferences.

Multi-Unit Franchisee "Strategies for Growth" Collection

Learn multi-unit franchising business growth strategies and skills you can use today from franchisee leaders who have done it. This collection includes 14 video seminars, over 20 hours of programming, and access to the insights and experience of over 40 multi-unit and multi-brand franchisees and franchising professionals. All video seminars produced at Franchise Update's Annual Multi-Unit Franchising Conferences in 2014 and 2015.

Coming Soon

- 10 Commandments of Customer Service (Summer 2015)
- Franchising Your Business (Fall 2015)
- Getting Started in Franchising (Fall 2015)

Features

- High quality streaming video over the Internet to your computer, IOS, iPad/iPhone
- Pause and restart options
- No time limits on viewing

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, and 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

Address:

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

Year Founded:

2013

Year Started in Franchising:

As a part of Franchise Update Media, we have 28 years of experience working in the franchise industry.

Pricing:

Online courses range from \$29 to \$299. Site licenses available for franchisors and multi-unit franchisees.

Additional 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:

Online courses are available immediately. Video content management and delivery systems are ready in as little as two weeks.

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: Therese Thilgen
Title: CEO / Co-Founder
Phone: (800) 289-4232 ext. 206
Email: thereset@franchiseupdatemedia.com

For Custom Video Solutions:

Name: Randy Whiting
Title: Co-Founder, Vizigy
Phone: (408) 622-4306
Email: info@vizigy.com

Learn from America's Leading Multi-Unit Franchisees, Franchisor Executives & Franchise Experts @ Franchise Learning Academy



**Comprehensive online
video-based Franchise Seminars for
Franchisors and Franchisees.**

Now in its 28th year, **Franchise Update Media**, the producer of the **Franchise Learning Academy**, has been the standard in delivering franchise information and education through its executive conferences, magazines and online properties.

Available now:

Franchise Sales and Development Collection

Learn franchise sales and development strategies and skills you can use today from franchise development pros. This collection includes the Annual Franchise Development Report (200+ pages), 7 video seminars, over 10 hours of programming and access to the insights, experience and learnings of over 20 franchise executives.



Multi-Unit Franchisee

"Strategies for Growth" Collection

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Coming soon:

- ✓ **10 Commandments of Customer Service** (SUMMER 2015)
- ✓ **Franchising Your Business** (FALL 2015)
- ✓ **Getting Started in Franchising** (FALL 2015)

Exclusive franchising education. Anytime. Anywhere.

www.franchiselearningacademy.com

PRODUCED BY
Franchise Update
MEDIA

- HIGH QUALITY STREAMING VIDEO OVER THE INTERNET TO YOUR COMPUTER, IOS, IPAD/IPHONE ■ PAUSE AND RESTART FEATURES
- NO TIME LIMITS ON VIEWING

**Franchise
Learning Academy**

FranConnect®

Building Smarter Franchise Systems

Company:

FranConnect®

FranConnect is the most comprehensive franchise management software on the market. Over the past 10 years, we've partnered with more than 600 franchisors around the world to boost franchise development, operations efficiency, and local marketing success. We are the only organization that provides an integrated, end-to-end solution for your entire business to help simplify processes, increase productivity, ensure compliance, and ultimately, maximize your profitability.

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

Address:

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

Other Description:

Local Marketing

Year Founded:

2000

Number of Total Clients:

Over 600 Franchise Brands

Number of Total Locations Served:

Over 110,000 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*

"FranConnect certainly hit another home run for us with their FranConnect Solution! We are now ahead of the pack for creating and measuring our digital online presence. It is definitely helping us generate more leads for our franchisees. I would urge anyone to sign up for this great program."

*Gerry Henley, President
Kitchen Solvers*

Contact:

Name: Tim Johnson
Title: President, Brand Development
Phone: (703) 390-9300 ext. 162
Email: tim.johnson@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





Company:

Hireology

Hireology's award-winning Selection Management System helps franchise systems organize their hiring process and leverage data to make better hiring decisions. Owners and operators use Hireology's web-based Selection Manager™ to deliver consistent and repeatable hiring decisions in the field—leading to lower turnover and increased profitability per location.

Homepage:

www.hireology.com/franchise-solutions

Address:

303 E. Wacker, Suite 400
Chicago, IL 60601
USA

Year Founded:

2010

Year Started in Franchising:

2012

Number of Total Clients:

2,000

Number of Franchise Clients:

100 brands

Number of Total Franchise Locations Served:

5,000

Pricing:

Hireology's pricing is an annual or multi-year subscription based off of a number of variables, including the number of locations, total number of employees, and average number of hires.

Typical Timeframe for Migration/Installation:

30 days

Noted Clients:

The Dwyer Group, 1-800-GOT-JUNK?, HandyMan Matters, First Service Brands, Pearle Vision, Dylan's Candy Bar, Edible Arrangements, GNC

Target Brand/Organization Size:

5–500 locations

Testimonials:

"Hireology's solution enables us to deploy a system-wide platform that adds instant value, without the large capital expenditure and training costs."

Todd Wilkins

Owner of 10 Aaron's franchise locations

"Hireology has taken our recruiting process out of our inboxes and into the 21st century."

Jerry Gratton, Vice President, People 1-800-GOT-JUNK?

"Our franchisees are thrilled that every tool they need to hire can be found in one place and finding qualified talent is no longer a struggle."

Crystal McClain, Director of Operations OxiFresh

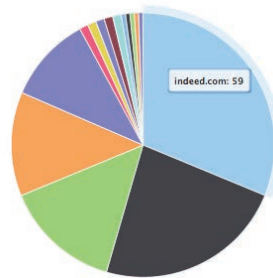
Contact:

Name: Jeff Brandwein
Title: Senior Account Executive
Phone: (312) 253-7853
Email: jbrandwein@hireology.com

The most widely used hiring tool in franchising.

The **right process** to help your brand hire the **right people**

Applicant Sources

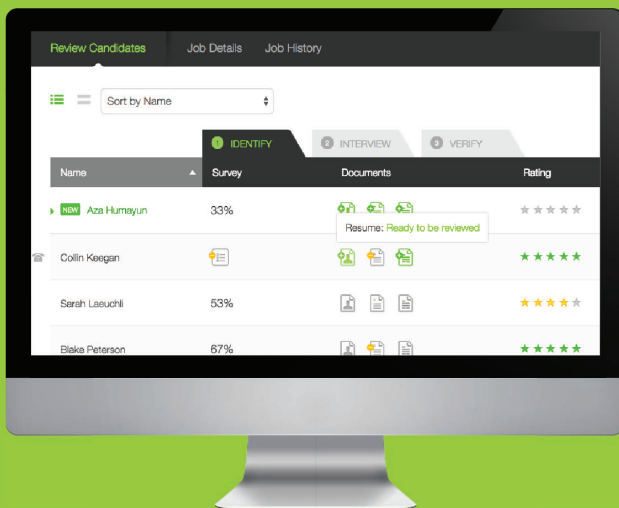


Activity

182
Applicants Added

35
Interviews Scored

4
Candidates Hired



Over 100 franchise brands have structured their hiring processes and seen a 50% lower turnover rate with Hireology.



Hireology.com/franchise-solutions
312.253.7879



Company:

Hot Dish Advertising

Our approach to developing a sound marketing strategy starts at 10,000 feet to drill down to the best strategy for our clients. We believe in using data to drive our recommendations. We have access to nationally syndicated data through MRI, Scarborough, and more. This information provides us intelligence about your consumer and also that of your competitors.

When we combine that intelligence with your customer research, we are able to create messaging and creative executions that will resonate with your target audience. Combining data and research, we can identify opportunities for you to grow your business. And we are able to hone in on your consumers' media consumption habits to formulate an effective media plan to drive business. We then develop and place comprehensive 360-degree plans to help our clients meet their objectives. All plans include a post-buy analysis and recommendations in order to optimize over time.

Homepage:

<http://hotdishad.com>

Address:

800 Washington Avenue North, #200
Minneapolis, MN 55401-1286

Other Description:

Hot Dish is a full-service advertising agency with expertise in:

- Rebranding/Logo development
- Marketing strategy and planning
- Website development
- Local marketing tactics
- Promotional plans
- Media planning and buying
- SEO, SEM, and digital advertising
- Fully integrated advertising campaigns
- Print, direct mail, brochures, van wraps,

broadcast, trade shows, retail signage, package design, social media, email marketing, etc.

Year Founded:

1999

Year Started in Franchising:

2000

Number of Total Clients:

25

Number of Franchise Clients:

21

Pricing:

Hot Dish offers both retainer and per project pricing to meet the needs and budgets of our clients.

Target Brand/ Organization Size:

What Hot Dish Advertising excels at is helping franchises grow, so we can accomplish your goals whether you have 30 units or 1,000. Our most successful relationships have been with franchisors who view us as a partner, rather than as a vendor, and who are passionate about growing their business.

Testimonials:

"The true partnership we have with Hot Dish has driven results in growing our franchise system. We now have our best foot forward and expect to beat projections and increase our sales by 36% this year."

*Charles Watson, Franchise Development
Tropical Smoothie Café*

"Once Hot Dish redid the look and feel of my company, I once again became proud of my company. I love everything Hot Dish has ever done for us."

*Chad Hallock, Founder, CEO, HFC
Budget Blinds, Tailored Living*

Contact:

Name: Dawn Kane

Title: President

Email: dkane@hotdishad.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. It's 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 purchase 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, faster and free!

Homepage:

www.lmap.com
www.silvercrestadvertising.com

Address:

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

Year Founded:

2011

Year Started in Franchising:

2012

Number of Total Clients:

35

Number of Franchise Clients:

26

Number of Total Franchise Locations Served:

10,000

Pricing:

There is no fee to set up creative. There is no fee for users to log in. There is absolutely no fee to use our software for either the franchisee or franchisor.

Typical Timeframe for Migration/Installation:

On average 14 days.

Noted Clients:

Batteries Plus Bulbs
 Liberty Tax Service
 Parts City Auto Parts (Subsidiary of O'Reilly Auto Parts)
 Doc Popcorn
 Goldfish Swim School
 House Doctors

Target Brand/Organization Size:

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

If you are an organization that only has a few owners this is the right tool for you. It's important to introduce structure early. If you do not, you will have a much harder time doing it later when it could be detrimental to your business.

If you are an established franchisor and need to reduce costs to your current platform or you are introducing it for the first time, our implementation team will make sure that it's a smooth transition from your current environment to LMap.

Testimonials:

"Partnering with Silvercrest Advertising has made a fast, significant gain in my department efficiencies. Through use of online tools for print media and creative execution, their team leverages national buying power and manages a multitude of our marketing programs—both existing and new. Silvercrest is an all-in-one-solution, empowering our franchise partners to localize media—in a tailor-made way, that has never been done before—while assuring consistent brand execution."

*Cathleen Stewart, VP Marketing
 Batteries Plus Bulbs*

"It was critical that we find a local marketing platform that would both support our existing franchisees and allow for future growth. We found the ideal product in LMap, and have been extremely impressed with Silvercrest Advertising's innovation, professionalism and customer service."

*Shana Krisan, Director of Marketing
 Goldfish Swim School*

"Our mission is to make home improvements, home repair and remodeling easier for homeowners who don't have the know-how, tools or time to do it themselves. Thanks to its geo-targeted, user-friendly and customer-centric design, LMap is the ideal way for our franchisees to get their information in the hands of consumers within their territories in a very strategic, cost-effective way. The flexibility and simplicity of LMap far surpasses anything we've ever seen. I'm so happy I connected with Silvercrest. Their software is quick and easy for our franchisees to use, and is the solution to many of our marketing and branding challenges."

*Michelle Southworth, Brand Manager
 House Doctors*

Contact:

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



m2mstrategies.com

m2M Strategies

m2M is dedicated to solving the unique problems of local marketing inherent to franchise systems. Implementing effective, measurable local marketing programs in an automated way that insures brand consistency and compliance is a challenge; but one we embrace. With detailed knowledge of the needs of the franchisor and the needs of the franchisee, m2M is built to serve both, meeting the needs of the brand and each local store.

Digital advertising (PPC) and automated drip marketing are the latest trends in local marketing and represent a meaningful percentage of typical local marketing spend. Yet, these programs are often costly with no real measurement of ROI that justifies the investment. We enable our clients to GO BEYOND THE CLICK!

Vanity metrics and assumed success are no longer acceptable. The proprietary m2M Strategies integrated marketing solution built for franchising is the answer to franchisor and franchisee marketing success.

Address:

33 Buford Village Way, Suite 329
Buford, GA 30518
USA

Year Founded:

2011

Number of Total Clients:

32

Number of Total Locations Served:

800+

Number of Franchise Clients:

32

Number of Total Franchise Locations Served:

800+

Typical Timeframe for Migration/Installation:

2-4 months

Noted Clients:

Floor Coverings International, California Closets, Pillar to Post, Any Lab Test Now, Discovery Point Childcare, Goldfish Swim Schools, Foot Solutions, Handyman Connection

Target Brand/Organization Size:

10-500 units

Testimonials:

"m2M's ability to report on our specific business objectives is really unique."

*Tom Wood, President
Floor Coverings International*

"Marketing companies have promised a lot to me over the years. m2M is one of the few that actually delivered on their promises."

*Ray Margiano, Founder & CEO
Foot Solutions*

"m2M's integration to our CRM system allows us to make data-driven marketing decisions, maximize our database and create campaigns based on buying behavior."

*Marci Kleinsasser, Director of Marketing
Handyman Connection*

Contact:

Name: Mindy Golde

Title: Chief Promise Maker

Phone: (678) 835-9080

Email: mgolde@m2mstrategies.com



Intelligent Marketing

Measurable Marketing That's
Guaranteed to Improve Your ROI.

(678) 835-9080

m2mstrategies.com



Measurable. Automated. Guaranteed.



mocentric.com

Mocentric

Mocentric works with franchisors and franchisees to increase consumer awareness and drive foot traffic to stores through geo-targeted mobile display advertising.

Address:

8700 E. Vista Bonita, #138
Scottsdale, AZ 85255
USA

Year Founded:

2013

Year Started in Franchising:

2013

Number of Total Clients:

30

Number of Total Locations Served:

200

Number of Franchise Clients:

3

Number of Total Franchise Locations Served:

100

Typical Timeframe for Migration/Installation:

2 months

Noted Clients:

Hy-Vee, Circle K

Contact:

Name: Michael O'Hara

Title: CEO

Phone: (480) 748-4223

Email: info@mocentric.com

Target your customers. Or your competitor's.

Geo-conquest hyperlocally
with Mocentric's mobile
advertising solutions.



info@mocentric.com

480.748.4223

@mocentric





naranga.com

Naranga™ (formerly eMaximation)

Naranga™ solutions increase productivity while saving you money and resources. How? Our team of experts step into the shoes of the business owner when developing solutions.

Solutions are often created by wrapping the business need around the technology. Naranga™ looks at the business and designs our technologies to work around your specific needs. This is why we take a mobile-first approach. Business owners need solutions on the go.

Our solutions allow users to manage, measure and maintain consistency throughout any business with multiple locations. Built for a growing enterprise, our solutions ensure quality development while expanding your business.

Our Solutions:

ngage™ – Our lead nurturing solution allows you to manage and engage your leads by capturing, qualifying and converting more prospects.

ncompass™ – Our franchise management solution will help you manage the growth of your business.

nspire™ – Our online training solution enables you to ensure your Franchisees are well versed in your processes.

nsight™ – Our compliance and auditing solution enables Franchisors to ensure consistency in quality of product or service.

nteract™ – Our digital signage and text messaging solutions create engagement between your customers and your brand. Our clients have seen great success in using these solutions to drive customers to their locations or website(s).

clementine™ – Our powerful world class ecommerce platform is flexible enough to accommodate companies of all sizes.

Address:

201 17th Street NW, Suite 420
Atlanta, GA 30363
USA

Year Founded:

2001

Number of Total Clients:

Over 300 brands

Number of Total Locations Served:

Thousands of locations served.

Pricing:

Naranga's pricing depends on the type of solution selected. General pricing contains a

setup fee along with a per month per location license fee or a per user per month license fee.

Typical Timeframe for Migration/Installation:

Depending on solution selected, implementation times range from 2 weeks to 8 weeks.

Noted Clients:

Sonic, USA Insulation, Showhomes, Pak Mail, Yum! Brands, Coffee Beanery, Cruise Holidays, The Senior's Choice, Edible Arrangements, UFC Gym

Target Brand/Organization Size:

Small to large

Testimonial:

"Through the Naranga solutions we have been able to manage our growth and increase engagement with our Franchisees. The Naranga team has been there to support us every step of the way!"

Carl Schirtzer
UFC Gym

Contact:

Name: Faraz Iqbal
Title: VP - Technology Solutions & Delivery
Phone: (800) 900-8321
Email: fiqbal@naranga.com

Unleash the power of technology with Naranga.

Take control of your brand with simple, customizable tools that drive sales, improve efficiency, and connect you to your franchisees and your consumers. Our suite of proven technology solutions delivers everything you need for the growth and management of your business!



Request a demo at

naranga.com | 800-900-8321



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low cost | easy to use | web-2-print

printerocity.com

Printerocity

Printerocity is a leading web-2-print solution ideal for the franchisor—and in particular, multi-site franchises. When you think Printerocity, think of easy to build web-2-print templates. These are the heart of web-2-print and ensure not only standardization but brand uniformity as well. Online templates allow you to maintain full control over text, fonts, colors, and pictures. With your graphic design team's existing skill set, all the fixed or editable components of a template are created using layers within InDesign.

With Printerocity you can create branded web-2-print portals to house templates for printing, signage and specialty items. Your password-protected site has e-commerce functionality, administrative permissions, and full access to order history and analytics. With a direct link to print production, managing print has never been easier.

Quality print with discount pricing and guaranteed turnaround times are now just a

few clicks away! Visit our website or contact us to schedule a demo today!

Address:

5921 Richard Street
Jacksonville, FL 32216
USA

Year Founded:

1994

Number of Total Franchise Locations Served:

1,500+

Pricing:

Packages starting at \$199/mo.

Typical Timeframe for Migration/Installation:

Whether utilizing our client services team or using your own graphic designers, your portal with between 10-15 templates can be up and running within 2 weeks.

Target Brand/Organization Size:

Printerocity serves the needs of both start-up and established franchise brands.

Contact:

Name: Kyle Walker
Title: Executive Vice President
Phone: (877) 858-8732
Email: kyle@printerocity.com

Manage Your Print Instead of Your Print Managing You.

Web-2-print made simple.



low cost | easy to use | web-2-print

Create a branded web-2-print portal for your franchise network
Create custom templates for printing, signage and specialty items
Manage your vendor network with the click of a button
Guaranteed turn times with direct delivery to your franchisee

Book an online demo today at hello@printerocity.com | www.printerocity.com



Company:

Saepio Technologies

Saepio empowers marketers to plan and execute engaging marketing campaigns across franchise networks and around the globe—ensuring local relevance, brand consistency, speed to market and significant cost savings. The world's best known brands turn to Saepio's powerful software platform and extensive portfolio of support services to automate the marketing process, eliminate redundancy and ensure that all marketers connected to the brand have the assets and tools they need to quickly customize and execute campaigns.

The Saepio MarketPort marketing platform starts with easy...

- Easy to Build and Run a Cross-channel Campaign because everything—email, landing pages, social, mobile, digital banner ads, signage, print ads, direct mail, and much more—is all managed in a single, integrated digital marketing platform.
- Easy to Maximize Brand Value at the Local Level because local and corporate marketers share a single platform but experience the same platform differently based on their roles. Brand control, speed to market, and content localization is all easily accomplished whether messages are for local, national or global audiences and corporate marketers can easily assign campaign tasks to local marketers.
- Easy to Engage Customers with personalized, relevant messages because corporate intelligence gleaned from CRM data, customer analytics, consumer actions and more can determine what content is served when, where and how.
- Easy to Automate Marketing Fulfillment because robust workflow enables every cross channel customer touch point to happen

automatically whether launched by corporate marketing, initiated by a local marketer or triggered by a customer's action.

Homepage:

www.saepio.com

Address:

600 Broadway, Fourth Floor
Kansas City, MO 64105
USA

Year Founded:

2000

Year Started in Franchising:

2000

Number of Total Clients:

150+

Number of Total Locations Served:

100,000+

Pricing:

MarketPort is offered as SaaS. Please contact us for pricing.

Typical Timeframe for Migration/Installation:

60–90 days

Noted Clients:

Auntie Anne's Inc., Great Harvest Bread Company, McDonald's, Sonic Drive-In Restaurants, Sport Clips Inc., True Value Company, Wild Birds Unlimited, Inc.

Target Brand/Organization Size:

50+ locations

Testimonials:

"MarketPort allows us to have all of our brand standards and different types of collateral in one place. Due to this and the ease of use there's been a lot of adoption by our restaurants."

*Stephanie Williams
Brinker International, Inc.*

"We needed a tool that allowed for template creation in order to get our dealers to adapt and use our creative materials. Our adoption rate has increased substantially and I love the flexibility of MarketPort. Whether it's to help launch an event or for traditional advertising materials, it's not limiting. We can always find ways to use it for many different marketing initiatives."

*Jessica Thor
Audi of America*

"MarketPort allows our franchisees the freedom to do just-in-time marketing at their local stores. While our corporate team focuses on strategic national efforts, our franchisees are able to use MarketPort to develop custom offers in their local markets, instantly, to drive sales. The Saepio team are experts in their field and we look to them for help in meeting our franchisees' needs as much as possible."

*Andrea Zapata
Auntie Anne's Inc.*

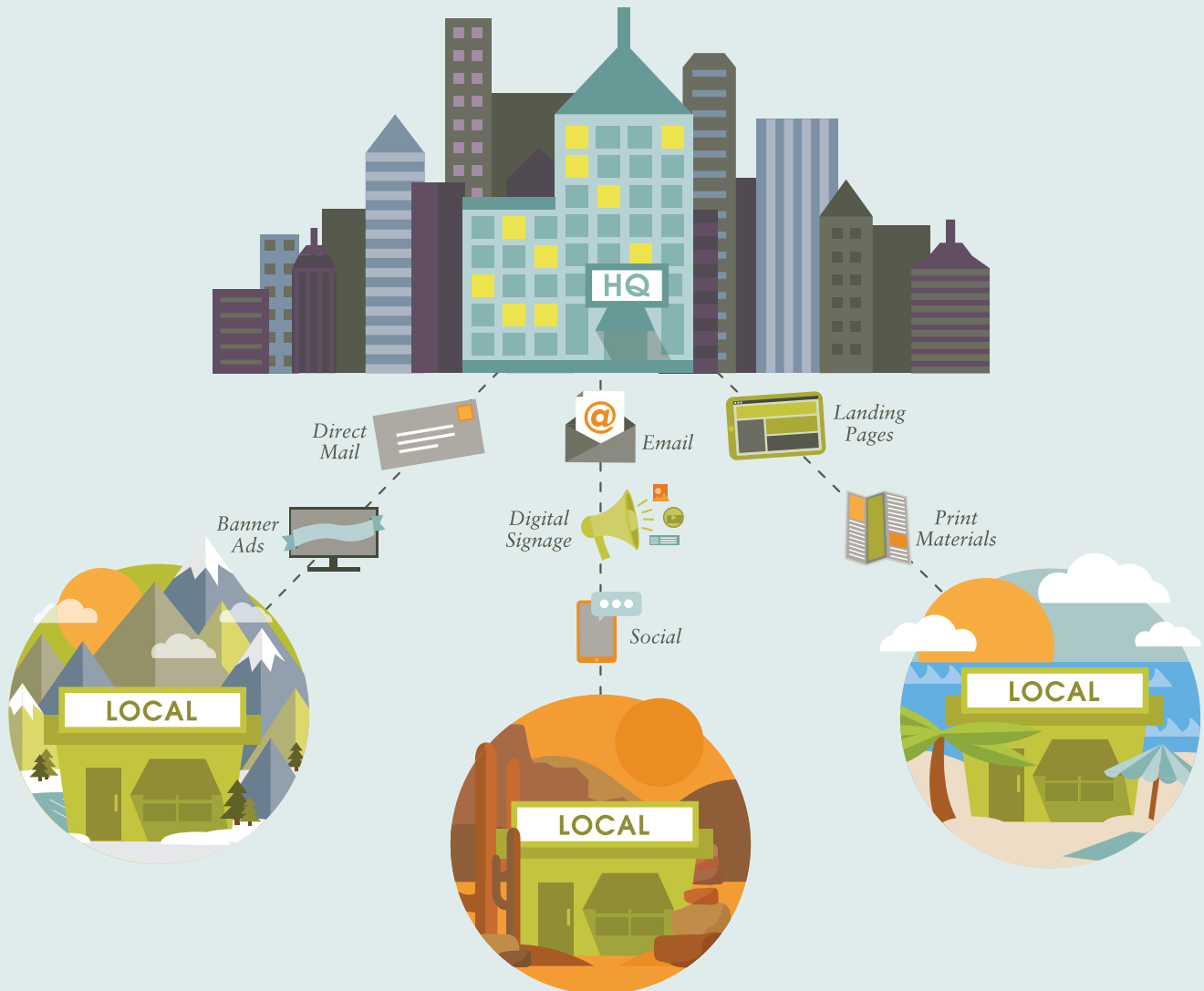
Contact:

Name: Jeff Allen
Title: VP, Sales
Phone: (816) 777-2100
Email: sales@saepio.com

LOCAL MARKETING MADE EASY.

A multi-channel marketing platform designed for franchise networks.

Franchisees are busy, always keeping their eye on the bottom line. That's why it's important for marketing to be fast, easy and effective. With Saepio MarketPort, franchisors can give their franchisees the tools necessary to create powerful, brand compliant marketing campaigns that drive traffic and revenue. Templates can be created for print, direct mail, email, landing pages or SMS, allowing franchisees to create and launch sophisticated multi-channel campaigns.



“MarketPort allows our franchisees the freedom to do just-in-time marketing at their local stores. While our corporate team focuses on strategic national efforts, our franchisees are able to use MarketPort to develop custom offers in their local markets, instantly, to drive sales. The Saepio team are experts in their field and we look to them for help in meeting our franchisees’ needs as much as possible.”

- Andrea Zapata, Auntie Anne's, Inc.

To learn more about Saepio MarketPort, visit saepio.com



StreamSend

Email Marketing + Social Delivery

streamsend.com/TechGuide2015

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.

- 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
USA

Year Founded:

1998

Pricing:

\$30 to \$100 per franchisee

Typical Timeframe for Migration/ Installation:

Typical installation is 5-7 days

Noted Clients:

- Jiffy Lube
- Toppers Pizza

Target Brand/Organization Size:

Franchisors with over 30 franchisees

Testimonial:

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

*Keith Toppazzini, President & COO
Toppers Pizza Canada*

Contact:

Name: Taria Michalet
Title: Sr. Franchise Account Manager
Phone: (877) 929-7880 ext. 832
Email: tmichalet@streamsend.com

Franchise Marketing Automation

A breakthrough in Franchise email marketing strategy.



StreamSend Delivers a Smarter Email Solution Tailored to Franchisors and Franchisees

Our robust email marketing platform will help you take your email marketing strategy to the next level, **honing in on areas from which additional profit might be extracted** from your existing marketing efforts. We'll work with you to identify these opportunities and help you take advantage of them.

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

Schedule your demo today!

Call 1-877-929-7880, ext. 832 or visit
www.StreamSend.com/TechGuide2015



SUTTLESTRAUS

suttle-strauss.com

Suttle-Straus delivers integrated software and production flexibility in easy to use, on-line marketing solutions.

Since 1910 the principles of service and quality have guided our innovation. In response to the unique needs of our growing franchisor client base we created the S4 Marketing Resource Center (MRC). This familiar e-commerce platform allows franchisors to easily implement marketing plans including promotions, new offerings and pricing strategies among multiple locations.

The S4 MRC platform combined with our proven manufacturing lets operators leverage local marketing insight to attract more customers, while franchisors maintain control of brand standards and the marketing supply chain. Franchisors and operators spend less time on marketing and execute on it more effectively. That gives you a competitive advantage.

Your success is our future.

Address:

1000 Uniek Drive
Waunakee, WI 53597
USA

Year Founded:

1910

Year Started in Franchising:

2003

Number of Total Clients:

200

Number of Total Locations Served:

200+

Number of Total Franchise Locations Served:

100+

Typical Timeframe for Migration/Installation:

3 Months

Noted Clients:

Toppers Pizza, American Girl, SubZero, Wolf, Milio's, Karastan, Mohawk, U.S. Cellular, Blain's Farm & Fleet, ClearChoice Dental Implant Center

Target Brand/Organization Size:

Franchisors; 20+ locations; Strong Brand Values

Contact:

Name: Steve Harold
Phone: (608) 849-1000
Email: steve.harold@suttle-strauss.com



MARKETING RESOURCE CENTER

A SCALABLE SINGLE-SOURCE SOLUTION FOR MULTI-UNIT MARKETING

“With **S4 MRC** I am able to manage all the materials that are available for franchisees and they can customize their own pricing, store hours and coupons. This solution has saved Toppers thousands of dollars.” – Abbey Watson, Toppers Pizza

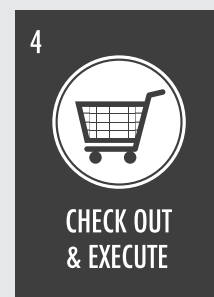
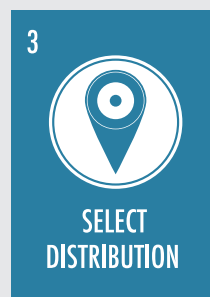


To learn more, download the case study at suttle-strauss.com/Toppers_FUM or visit us at the Franchise Consumer Marketing Conference June 23 -24 2015

SUTTLESTRAUS



The only local marketing technology that
actually gets the job done... *and it's FREE!*



Our system is easy to use and available when you are.
Don't take our word for it... Here's a brand that uses
our tool daily.

"Partnering with Silvercrest Advertising has made a fast, significant gain in my department efficiencies. Through use of online tools for print media and creative execution, their team leverages national buying power and manages a multitude of our marketing programs – both existing and new. Silvercrest is an all-in-one-solution, empowering our franchise partners to localize media – in a tailor-made way, that has never been done before, while assuring consistent brand execution."

Batteries+Bulbs

*Cathleen Stewart, VP Marketing
Batteries Plus Bulbs*



For more information and to schedule a demo contact:

William Rodriguez, CFE — President & Co-Founder

(818) 475-7622 • wrodriguez@sca-mail.com • Silvercrestadvertising.com • LMap.com