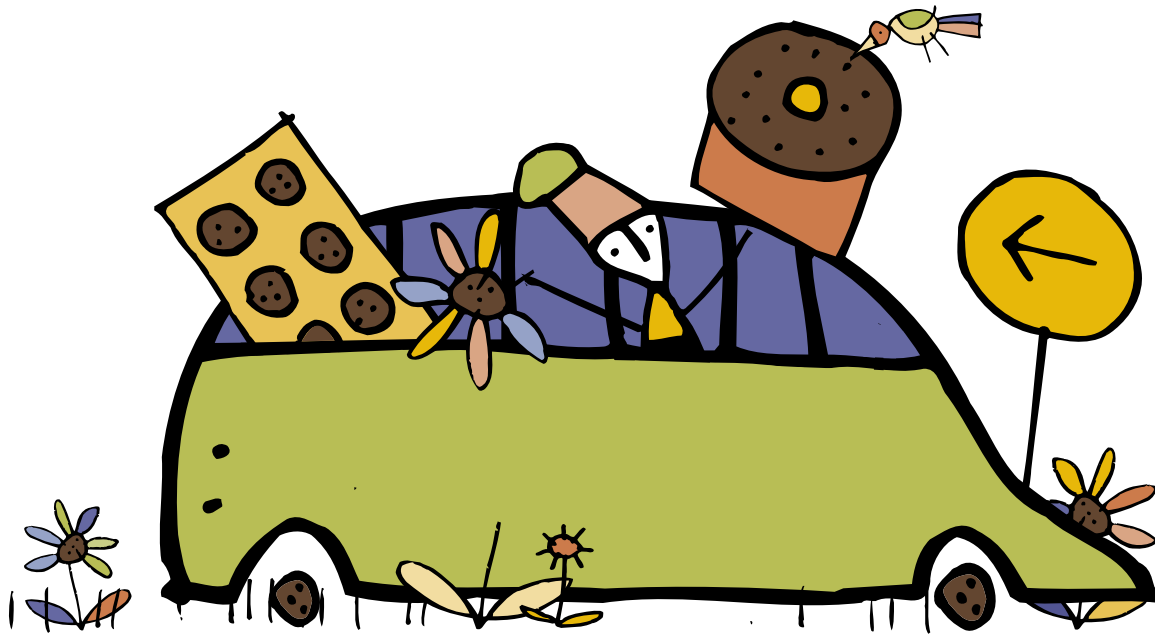




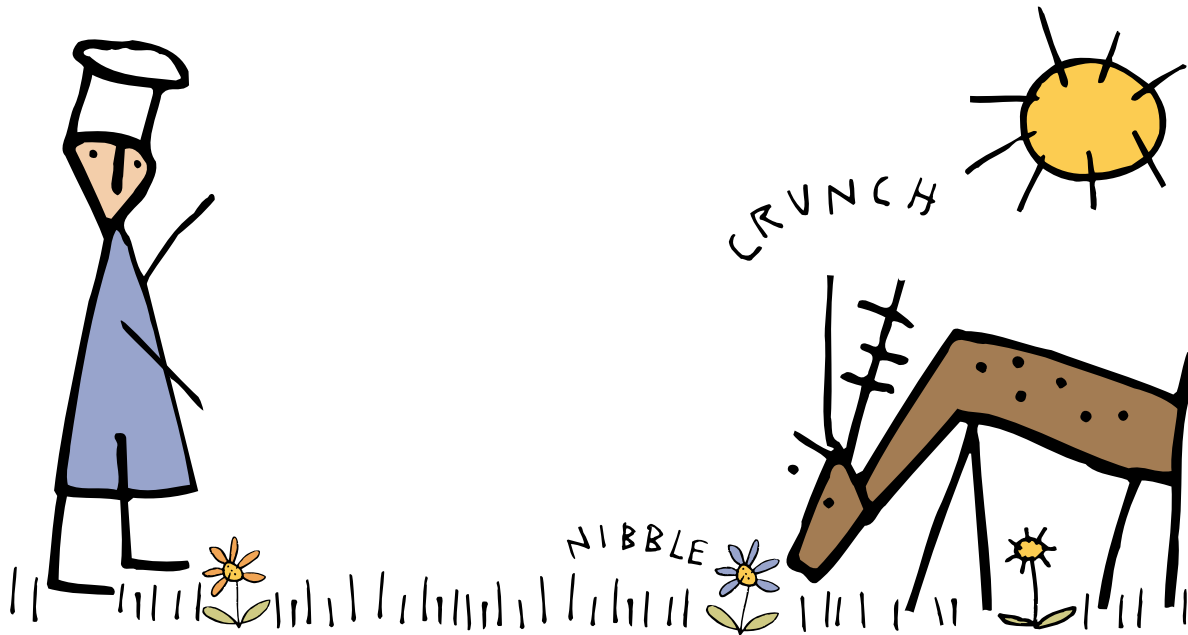
A MonkeyMedia Case Study - Dancing Deer Baking Company



Business: Retail and mail-order bakery
Size: \$10+ million annual revenue (2007)
Solution: MonkeyBakery and
MonkeyMailOrder

Dancing Deer Baking Company, Boston, MA

When existing bakery and website management systems could no longer support continued growth, Dancing Deer Baking Company knew it was time for a change. Switching to a new, 100% web-based platform from MonkeyMedia Software not only drove double-digit growth in revenues, but also brought new levels of visibility and control to the entire operation.



Dancing Deer Baking Company (www.dancingdeer.com) was established in 1994, with a mission to offer artful, inventive and creative goodies and gifts to customers in the greater Boston area. Today, Dancing Deer is a well-known national brand with sales of \$10+ million. Success has come through sticking to their mission and offering customers a consistent, reliable and delicious range of products available coast-to-coast via mail order.

The situation

After humble beginnings as a local retail baker of cakes, cookies, treats and other edible and all-natural goodies, Dancing Deer leveraged a growing brand presence in New England to launch an online mail order business in 2001. The bakery was being run on Great Plains, a Microsoft accounting package, and

the mail order side was run on Mail Order Manager from Dydacomp. A highly successful product line, innovative marketing and a loyal customer following propelled the mail order business from nothing to nearly \$2 million in 2006.

This impressive growth quickly began to take its toll on Dancing Deer's operations. Typical of small businesses, Dancing Deer's internal information technology resources were extremely limited. With no integration between Great Plains and Mail Order Manager, the bakery struggled to keep pace with the growth of both in-store and mail order sales. What's more, the management team had no visibility into important business metrics such as sales trends, production efficiency, customer transactions, etc. Using several disparate systems, and relying on manually updated spreadsheets to try to control sales and production, Scott Miller, Dancing Deer's

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Scott Miller, VP Direct-to-consumer Channel



VP of Direct-to-consumer Channel, realized that something had to change. “Our old system simply couldn’t keep up with our growth. We were selling more, and our business units were competing for resources. We needed a better system, and we needed it quickly”. Scott also needed a more robust content management system for their website, to better control merchandising and facilitate promotions and discounting.

On MonkeyMedia Software

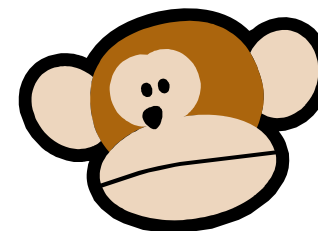
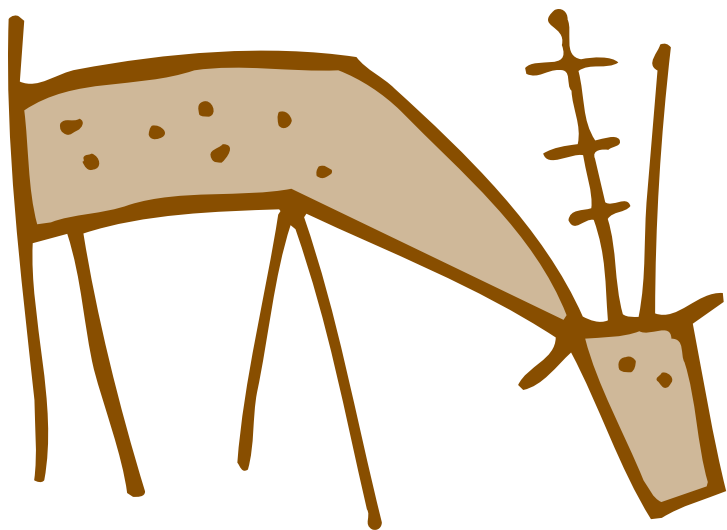
Dancing Deer was introduced to MonkeyMedia Software at the New York Fancy Food Show in 2006. Following a demo, Scott was convinced that this was the platform that would enable continued growth and provide the level of visibility and control he needed to manage the business more effectively.

Scott affirms that the MonkeyMedia platform is solidly written, and easily accommodates growing businesses like Dancing Deer. “The people at MonkeyMedia are a passionate and dedicated group, strongly committed to our success. Not only do I feel like I was their most important customer, I feel like I’m their only customer. Their skills and knowledge are absolutely without peer in the baking industry. In getting us up and running, they quickly distinguished themselves as the most committed and service-oriented IT vendor that I have ever had the pleasure of dealing with.”

The results

Fast forward to December 2007. With traffic to dancingdeer.com up 70% over the previous year, the need for a more stable and efficient system couldn’t have been any greater. And the busy Christmas season,

**With MonkeyMedia
Software supporting the
call center, the mail order
website and the bakery,
revenues increased by 45%.**



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S O F T W A R E

a three-week period that typically generates as much as 40% of Dancing Deer's total annual mail order business, was about to begin.

With MonkeyMedia Software now supporting the call center, the mail order website and the bakery, Dancing Deer saw revenues skyrocket by 45% over Christmas 2006. Not only that, but their new and improved website drove the customer conversion rate¹ to 18.5% - a rate seen only by some of the world's best-known online resellers, such as ftd.com and amazon.com.

Aside from the stated objectives of acquiring a more integrated, flexible and scalable system, Dancing Deer also saw many surprise benefits from choosing MonkeyMedia Software. "We get better information on our business, quicker and more easily than ever before," Miller says. "With access to real-time data,

we have greater insight into transaction details and customer behavior, which allows us to make smarter decisions about our business, faster than ever before. Improved visibility into transactional data has allowed us to significantly increase the ROI on marketing investments."

Says Scott Miller: "We chose MonkeyMedia Software because their applications are designed specifically for the food industry. They really understand the nuances of running a bakery, and they have a mail order platform that integrates fully with the factory, so one system truly does it all. There's no way we could have handled the growth in demand and web site traffic on our old system. And there's no way our bakery could have evolved to the level it's at now."

About MonkeyMedia Software

MonkeyMedia Software provides a range of web-based applications designed specifically for food service operations including catering, bakery, commissary, food factory, grocery and mail order. Founded in 1998, MonkeyMedia Software installations currently support more than \$300 million in annual customer revenues.

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¹ Conversion refers to the percentage of people visiting a site that actually make a purchase.