



OnTerra Systems LLC Case Reference

Going mobile with LocatorSavvy™ helps Beanitos “get discovered”

Customer: Beanitos, Inc.
Web Site: www.beanitos.com
Customer Size: 100+ employees
Location: Austin, TX
Industry: Consumer Goods



Customer Profile:
Brothers Doug and Dave Foreman established Beanitos to develop delicious and nutritious food products. Because of the numerous health benefits, their research focused development on products based on the humble legume.

Software and Services:

- LocatorSavvy Mobile
- LocatorSavvy Web
- OnTerra Consulting Services



“We chose to work with OnTerra because they are specialists in Web mapping. We saw their work in heat mapping and hurricane mapping, and it was clear that Web mapping was the core competency of their business.”

*Doug Foreman, Founder
Beanitos, Inc.*

The Challenge

The management at most consumer products companies understands the value of having a good store locator on their Web site. These days, consumers expect to be able to find the nearest store by accessing a Web map via their laptop, iPad, or smartphone. What some brand managers are now figuring out, however, is that the Web mapping locator technology that allows consumers to find the nearest store also can be used to help them find a specific product.

This was the case with Beanitos, an Austin, Texas-based company offering gluten-free chips made from beans rather than corn or wheat. Beanitos (www.beanitos.com) had a basic store locator but it wasn't as robust or user friendly as they wanted, according to Doug Foreman, Beanitos Founder. “Our first store locator wasn't geo-targeted, so you'd click on a link and get a map of the whole United States,” he said. “Plus, there wasn't much detail, except the address.”

The Solution

Beanitos and its Web development team needed a Web map-based product locator for mobile users, and they turned to OnTerra Systems for a powerful, easy-to-use, and fast-track product locator for mobile devices. By using OnTerra Systems' LocatorSavvy™ – a Web mapping tool that speeds the process of developing store or product locators – OnTerra Systems brought a user-friendly and powerful new Web map locator for Beanitos' mobile Web site live in less than a week. (see it at <http://beanitos.hi5msite.com>)

The new mobile Web map locator developed by OnTerra Systems offers more functionality than the old Web site-based locator on the main Web site, according to Mr. Foreman. “The ease of use of OnTerra's {store and product} locator drew me in, plus information fields where we can provide more information to our customers.”



For More Information Call:

Sales

720.836.7201



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About OnTerra Systems

OnTerra Systems LLC offers on-premise integrated location solutions leveraging off-the-shelf software technologies combined with powerful – yet inexpensive - GPS tracking devices from a variety of vendors. OnTerra has customized, integrated, and deployed Bing Maps - based solutions at many customers enabling them to achieve competitive advantage in their industry due to the uniqueness of their respective solutions.

The Benefits

Beanitos is using the locator to show customers the nearby stores where its products can be purchased. The extra information fields also show customers where the product is located within the store.

“With this new product locator for mobile devices, we can show customers what stores have our products, plus WHERE the products are located in the store,” said Mr. Foreman.

This is particularly helpful for consumer products companies that have a product that spans multiple product genres. In those instances, customers have to spend valuable time roaming the store trying to guess which department has the product they are seeking.

“Beanitos chips typically are in one of two areas in a store,” noted Mr. Foreman. “Our products are either in the gluten-free section if the store HAS a gluten-free product section, or they are located in a natural products section in more mainstream stores,” he said. With the new mobile locator from OnTerra Systems, customers can search for the nearest stores that carry Beanitos chips, and once they click on an icon for a specific location to get the address, they also can check the “notes” section to see WHERE the product is located in the store, as well as accessing Web addresses that link to videos, coupons, and social media sites.

Using LocatorSavvy™, OnTerra Systems developed the mobile device store locator for Beanitos, and then customized the look and feel of the locator to support the Beanitos brand. The product location data was uploaded by Beanitos, and the information “lives” in the cloud – which is a cost-effective way to obtain the processing power needed to run the locator.

“The Beanitos project was a perfect fit for our Web mapping technology,” said Patrick Campbell, COO of OnTerra Systems. “We designed our Web mapping store & product locator technology platform to be quick to deploy, platform independent, and easy for our customers to use.”

“We chose to work with OnTerra because they are specialists in Web mapping,” said Mr. Foreman. “We saw their work in heat mapping and hurricane mapping, and it was clear that Web mapping was the core competency of their business,” he said.

He added that working with OnTerra was a positive experience. “The OnTerra Systems team was very responsive, and they understood we were in a time crunch,” added Mr. Foreman. “They had the expertise we needed. It was easy to talk with them.” As a result, OnTerra Systems brought a new mobile product locator live with a very fast turnaround, allowing Beanitos’ customers to find the stores where this product is sold.



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