

fairflexx

Software für die Messe



Company presentation

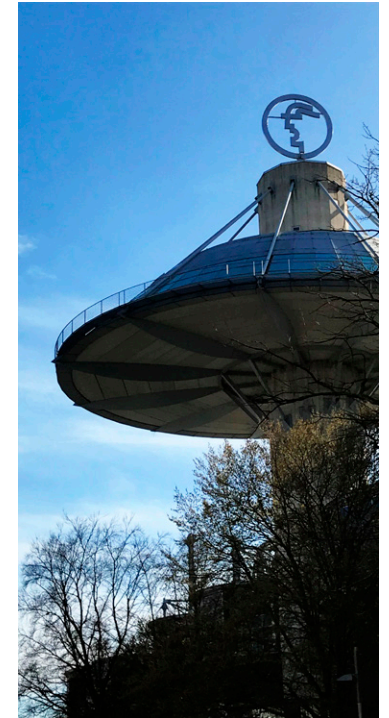
fairflexx
digital GmbH

June 2021

What does Fairflexx Digital Ltd. do?

The Fairflexx software was developed in 2015 by osedata Ltd. to support companies in trade fairs, events and sales. Together with three industrial companies, a prototype was designed to digitize the trade fair visitor notes on paper directly at the fair. The digital data was validated by Fairflexx and integrated directly into their customer databases according to the specified workflows of the customers. The prototype was very successful and the three companies immediately booked Fairflexx for more events and recommended us to other companies.

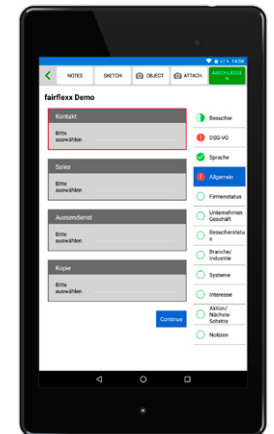
In June 2018, Fairflexx Digital Ltd. was founded by shareholders Frank Häussler and Joachim Walter. The company's growth potential in Leinf.-Echterdingen is strategically located extremely conveniently located at Messe Stuttgart, Stuttgart Airport and the highway. Well-known customers who attend many events per year were recruited very quickly. As a result, we were able to achieve healthy growth with the continuous development of employees in relation to our customers. Fairflexx Digital Ltd. currently has 10 employees.



Business segments

fairflexxLeadManagement

- Development and distribution of the Fairflexx software;
- Unique selling point is the digitisation of trade fair call notes on paper via document scanner (on both sides, batch processing);
- **FairflexxFotoScan** via devices, replaces the scanner at smaller events, but allows you to work with paper;
- **FairflexxCapture** is the tablet solution for digital recording of trade fair visitor notes;
- All detection options at trade fairs and in sales are transferred with Fairflexx directly according to individual workflow to the customer's database (CRM);
- All detection options can be used in parallel.



Business segments

fairflexx360

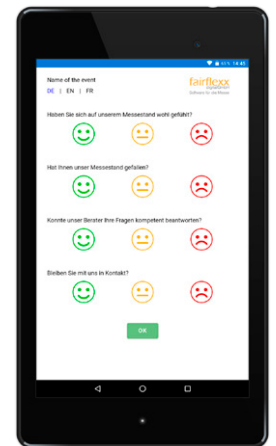
- Visualization of the booth via 360° camera and 3D rendering;
- Placement of hotspots with various interactive media formats;
- Placing the application on the customer homepage with registration of visitors, integration into fairflexx Lead management;
- Significant extension of the period of using the booth online, the high investment can be used for as long as you like.



Business segments

fairflexxMobileSolution

- We develop and design the individual app for product launches, presentations, votes, interviews and much more;
- The apps are designed as PWA (progressive web apps) and can therefore be operated on all web-enabled devices;
- To do this, we also supply hardware and the matching steles with LED-backlight branding.



fairflexxDetails

Employees

- 3 project management staff;
- 2 media design employees;
- 2 employees in administration, marketing, sales;
- 3 software development employees.

Reliable, secure technology and data protection

- pioneering software base;
- Use of IBM Watson artificial intelligence technology;
- secure, scalable server landscape of a data center based in Germany;
- Data security in accordance with the guidelines of the GDPR, even at trade fairs.

fairflexxDetails

Industries

Chemistry | Pharmaceuticals | Packaging industry | Mechanical engineering | Toolmaking | Electronics | Food | Sensorik | Measurement | Automotive | Water Economy

Reference

Circor | Creaform 3D | Berliner Luft | BRITA | Brunner | Cemo | Ews | Flottweg | Friatec Aliaxis | Hansa | Hecht | Hoppe | Hummel | Hurco | ILLIG | IngeBASF | Jongen | KMU-Loft | Marbach | Optima | Optris | Rafi | Roemheld | Reflexa | SAF-Holland | Sattler | Schmalz | Schnaithmann | Sika | StandexMeder | etc.

Many of our customers do not want to be named for privacy reasons.

Positive outlook

Many companies had very bad experiences at trade fairs with purely digital solutions for the recording of conversations and are coming back on the tried and tested paper form. Thanks to the unique selling point of the digitization of paper-based trade fair visitor notes, we are able to attract a lot of well-known new customers every year. Since Fairflexx can also offer both media in parallel to record trade fair conversations, we will remain interesting for large companies in the future. Besides, we have a broad-based service portfolio and our own market-oriented software developments, what makes our constant growth possible.

Thank you for your attention!

Joachim Walter

CEO

Fairflexx Digital Ltd.

www.fairflexx.de/en/

