



A NEW ERA *of* DEVELOPMENT



WHO WE ARE

WE ARE THE CRAFTSMEN OF FINE TECHNOLOGY.

A century ago, accomplished craftsmen were sought after to design and handcraft high-quality products. They skillfully built each piece, using the proper tools, knowledge and expertise to deliver a one-of-a-kind product according to exact specifications. We bring this quality of workmanship to crafting technology solutions.

WHAT WE VALUE

WE VALUE HONESTY, INTEGRITY AND RESPECT.

At Ackmann & Dickenson, a spade is a spade. We believe in transparency and being direct. It isn't smoke and mirrors, its high-performing, dedicated teams working smarter to reach your business goals.



WHAT WE DO

WE USE OUR CRAFTSMANSHIP TO SOLVE BUSINESS PROBLEMS.

We implement state-of-the-art design and technology, but not simply for the sake of either--our business-savvy designers and technologists take pride in applying the appropriate approach and tools in order to serve you and your customers.

HOW WE DO IT

WE SUBSCRIBE TO THE PRINCIPLES AND APPROACH OF AGILE DEVELOPMENT. This means that you, our client, are an integral member of our team. We communicate, iterate and innovate together to achieve the ideal solution – and we embrace this as an evolution. Today's idea can blossom into tomorrow's – and get better and better.

WE ARE A CONTRIBUTING MEMBER OF THE OPEN-SOURCE COMMUNITY. This means we have experience with a qualified catalog of frameworks, libraries and platforms that allow us to extend functionality with less development time. We take these savings and pass them on to your bottom line.

WE TAKE DATA-DRIVEN APPROACH TO YOUR PROJECT. We remove subjectivity. We gather information, analyze data, adjust, and repeat. This data-driven approach helps us to create exact solutions that allow your company to increase effectiveness, profitability and ROI.

The image features a dark blue background with a white dotted line running horizontally across the center. The word "LEADERSHIP" is written in a white, serif font, centered between the two dotted lines. There are small white starburst symbols at the center of each dotted line. The corners of the blue area are rounded.

LEADERSHIP



MICHAEL ACKMANN

FOUNDER *and* MANAGING PARTNER

Before establishing Ackmann & Dickenson, Michael worked for more than 15 years as a software engineer, architect, and executive for several companies. Notably, he served as the managing director of space150, where he was the senior client liaison in developing and implementing applications and interactive marketing efforts. Prior to space150, he was the chief technology officer for Lominger International (Korn Ferry), in which he directed the strategic planning and execution of technology initiatives. Other organizations he has worked with include 3M, American Express, Discovery Education, Fair Isaac, The Gap, Microsoft, Minnesota Timberwolves, Rockwell Automation, Schneider Logistics, and Stanley Works.

Michael graduated cum laude from the University of Hartford in Connecticut and earned a master's degree from Yale University. He has also completed graduate studies in computer science from the University of Saint Thomas and graduate studies in strategic management at the University of Minnesota's Carlson School of Management.



ANDREW DICKENSON

FOUNDER *and* MANAGING PARTNER

As a 10-year veteran of business and technology consulting, Andrew has spent much of his career integrating operations, technology and marketing strategies. Prior to opening Ackmann & Dickenson, he consulted for organizations such as Dell, IBM, Land 'O Lakes, UnitedHealth Group, and Wells Fargo, helping them increase efficiency and profitability through technology. Prior to his consulting work, Andrew held senior positions with Dallas-based Autonomy etalk and Minnesota-based companies UnitedHealth Group and Innuity. He led teams in developing and implementing technology and marketing strategies that helped the corporations better understand and serve their customers.

Andrew graduated from the University of Minnesota with a bachelor's degree in communications. Andrew has also completed Project Management Institute (PMI) training and Green Belt Six Sigma training.

Star Tribune

DICK YOUNGBLOOD *Ackmann and Dickenson, Inc.*

Featured In The Star Tribune November 12, 2010

IMPATIENT FOUNDERS TURNED FRUSTRATION INTO SUCCESS

Michael Ackmann and Andrew Dickenson have little patience for folks like me: Luddites, we're called, the term used to describe those who resist the scourge of technological change.

Ackmann and Dickenson have transformed that impatience into a thriving technology development company that's on track to top \$3.2 million of revenue in 2010, their third full year in business."

The two are founders of Ackmann & Dickenson Inc., a Minneapolis company they started late in 2007 as a conventional technology consulting firm before they got tired of dealing with clients who "wouldn't listen" to their advice, as Dickenson put it.

Their answer: They shifted to a so-called "design-and-build" development concept that's headed for a tidy 270 percent gain over their 2009 gross. It's also a business model that takes the full-service concept to a level that doesn't fit easily into a single category

Standard website design and development, the familiar offering of most technology companies? Check!

Internet marketing services ranging from search engine optimization to social media strategies to pay-per-click systems? Yup!

Applications design and development that solves data management problems, streamlines business processes and gathers large volumes of data that are simple to understand and utilize? You got it!

All of which helps explain why their revenue stream has turned into a gusher. The 2010 projected gross is more than three times the 2009 total of \$865,000 and almost six times the \$555,000 collected in 2008. Which is not bad, considering that they shifted from consulting to full-scale design and development less than two years ago.

The reason for the change: That impatience again. Their clients, largely conventional marketing firms, "had a fairly narrow comfort zone" when it came to accepting and adapting new technology, Dickenson said.

"In the traditional marketing world, the creative process is the magic," he said. "In today's world, the magic is in the melding of the creative and the technology."

BIG-NAME CLIENTS So, when they couldn't get their clients to make the changes they recommended, Ackmann added, "we decided to change our approach and do it for them."

The new focus has attracted a roster of 30 active clients, including the sizable likes of freight-management leader C.H. Robinson and Thomson Reuters, a financial information provider. EnergyPrint Inc., a Minneapolis software company that offers a cost-analysis tool to help reduce energy costs, also is an important client.

What's the attraction? Consider the unsolicited comments from Chad Germann, ceo of Red Circle Agency, which provides marketing services to Native American casinos.

"My agency hired Ackmann & Dickenson to develop a software product that is completely fresh and new; nothing like it on the market," Germann said in an

Ackmann & Dickenson, Inc.

BUSINESS Technology design and development, including website design, Internet marketing systems and services and applications design and development.

FOUNDED 2007

HEADQUARTERS Minneapolis

WEBSITE www.ackmandickenson.com

EXECUTIVES Founders Michael Ackmann and Andrew Dickenson

EMPLOYEES 35

e-mail to the company. Gleaned from the ideas in the heads of his staff, he said, "it was a very difficult challenge and the results exceeded expectations."

He wasn't alone with his reaction to the work. Germann cited the comment of one of his clients, who called the product "the Holy Grail of casino database software.

"When a client says stuff like that, you know you have a good product," Germann said. Ackmann and Dickenson, who met in 2004 when they joined a Minneapolis consulting firm, are veterans of the technology

and management consulting arena. Before they met, Ackmann had been chief technology officer of a Golden Valley human resources software company and Dickenson had been managing a consulting division of a Texas software firm.

Changing their business model nearly two years ago was a tad more difficult than starting the company in late 2007 as a standard consulting business focused on helping traditional marketing firms move their services onto the Internet. Thanks to their previous contacts, "we already had two clients when we started," Ackmann said.

But when they shifted to the "design-and-build" model a year later "it was like a startup all over again; we started with nothing," he said. Which meant tapping their retirement funds, taking nearly \$50,000 in salary cuts and missing more than one payday. They found a low-rent office, did the build-out themselves and furnished it with used pieces from Craigslist or inexpensive finds at Ikea.

To build a client list, they began pressing earlier consulting clients for potential business contacts. But it was a slow process and Ackmann and Dickenson remained the company's only employees until mid-2009. Whereupon the business took off, and in the past 16 months they've built the payroll to 25 employees, and more are being recruited.

So, getting the new business going was really tough, right?

"I don't remember," Ackmann cracked. "We didn't get a lot of sleep that first year."

THINKING ABOUT A NEW WEBSITE?

START BY CHANGING YOUR MIND
ABOUT THE PROCESS.

So many small and mid-size businesses put off a website makeover because their last site not only broke their bank account, but tried their patience. It wasn't that long ago that creating a website was one of the most dreaded, thus procrastinated, parts of running a business.

But it no longer has to be that way. There are resources all over the Twin Cities who will not only be realistic with your investment, but empower you to maintain a website that can be your most powerful marketing asset. Recently, I sat down with one of those resources, one of our development partners, to talk about the basics of sites that don't require much work to create, but work hard on your behalf. Michael Ackmann and Andrew Dickenson, managing partners of Ackmann & Dickenson, had this advice to share:

minnesota
BUSINESS

BY BETH LABRECHE *Ackmann and Dickenson, Inc.*

Featured In Minnesota Business May 2011

Don't sign on to a proprietary content management system (CMS) that has been built by a website agency. You'll find yourself having to go back to that firm every time you need to make an update to your site. Good agency partners don't want to hold clients hostage, beholden every time they have a question or change. Instead, choose to build your site using an open source, and many times free, CMS (Wordpress is the most popular) so you can be self-sufficient with your site, saving both time and money. All it takes is an honest gauge of your own technical proficiency and willingness to learn just enough to manage your own information. A good partner will give you the level of flexibility that is appropriate.

Integrate search engine optimization into your site from the beginning. On your own or with a partner, conduct Internet marketing research to determine keywords that are used by people who search for the business or industry you are in. Your partner will build keywords into the infrastructure of your site. In the future, you are likely to increase the generation and sharing of content that will capture your share of online searches and routes to your site. If SEO isn't a primary consideration in your new site architecture, you'll be building it again from scratch in the near future.

Don't tout social media networks if you're not already on a social media plan. Don't ask visitors to your site to join you on Facebook or follow you on Twitter if your aren't purposefully active in those communities. You may get a first look, but if the information you're offering in those places isn't valuable and relevant to your business, you'll have a tough time getting those eyeballs back later.

Make sure you have your brand and messaging down before you start the project. A partner can help facilitate those discussions—look for one who has specific methods and processes for this, especially since it can be a very abstract task. This step feels a lot like business soul-searching, but can't be ignored or you'll end up with a static brochure for a site, one that doesn't provide a framework for development of content that supports a branded message.

Build measurements into your site that deliver data that is interpretable and informs updates and changes to continually increase results. From your partner, insist on reports you can understand, and look for their advice on how to leverage analytics, visuals and design, current events, and news from within your company to drive traffic. Take a crawl-walk-run approach to driving the right results; try small, focused initiatives that generate traffic, then turn up the heat and eventually pour gas on the fire to derive leads.

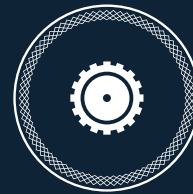
Understand that, even though a new site creation can now be quite rapid and painless, today's websites must be treated as living, breathing marketing assets that need ongoing interaction by you. Consider your new site the hub of your business, where people you've found online, then attracted to your site using social media, online advertising, content generation and search engine marketing, can come and engage—thus creating the ultimate conversion to action that all websites can achieve.

Today's website creation process isn't the daunting process you'd like to forget from your past. Today's sites are nimble and agile. And dare I say the project can even be fun? So stop procrastinating and start planning the site of your future. mb

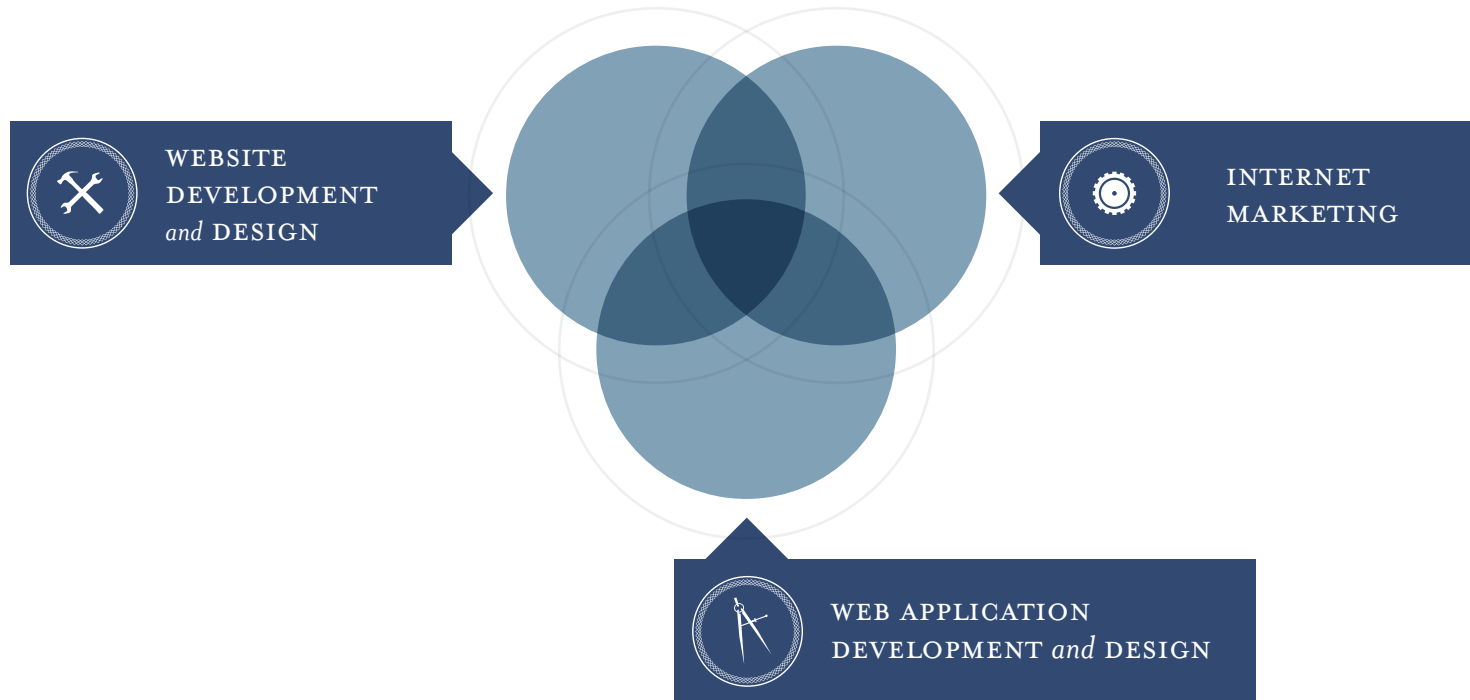


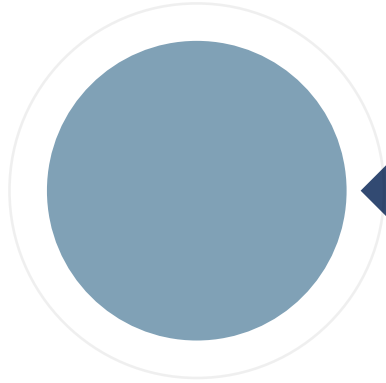
IN TWO THOUSAND TEN A&D WAS AWARDED ONE OF THE BEST PLACES
TO WORK BY THE MINNEAPOLIS ST. PAUL BUSINESS JOURNAL.

SERVICES *and* TOOLS



OUR INTEGRATED APPROACH





WEB APPLICATION
DEVELOPMENT *and* DESIGN

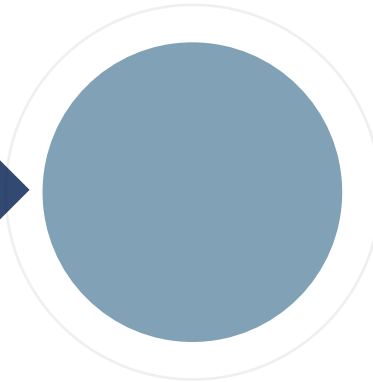


Our focus at Ackmann & Dickenson is your business. We don't use technology for the sake of technology, rather, our business-savvy technologists apply appropriate technologies in order to create applications that strategically solve business problems and increase return on investment.

Enterprise Application Development
Full life-Cycle Development
Design, Architecture, Development, QA, Maintenance
Multiple Frameworks, Platforms and Languages
e.g. RoR, Grails, J2EE, .NET, PHP, xHTML, Javascript,
jQuery, Flash, iPhone / iPad, Android, Mobile, etc



WEBSITE
DEVELOPMENT
and DESIGN



Telling your brand's story online takes more than a striking design. Utilizing a data driven approach, we appropriately blend elegant design and optimal usability that holistically focuses on your site and business objectives.

Website Development
Research and Strategy
IA and Design

Development and Quality Assurance

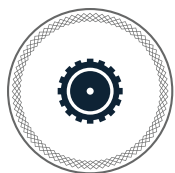
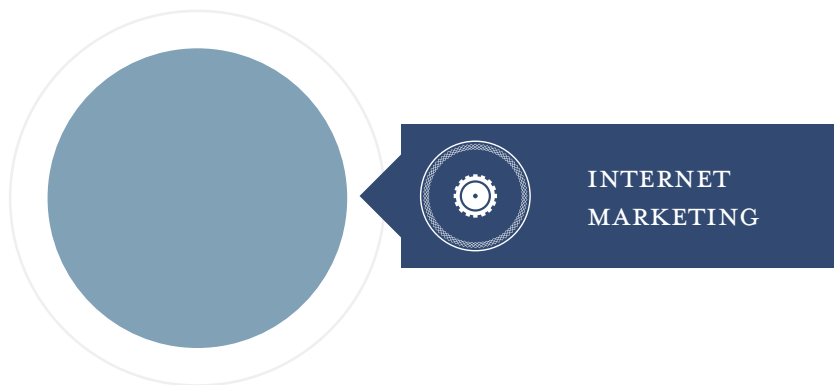
Hosting / Maintenance

Commercial and Open Source CMS / Ecommerce

Multiple Frameworks, Platforms and Languages

Microsoft, J2EE (Java), RoR (Ruby on Rails), PHP,

Flash, Javascript, xHTML, CSS, Mobile, etc.



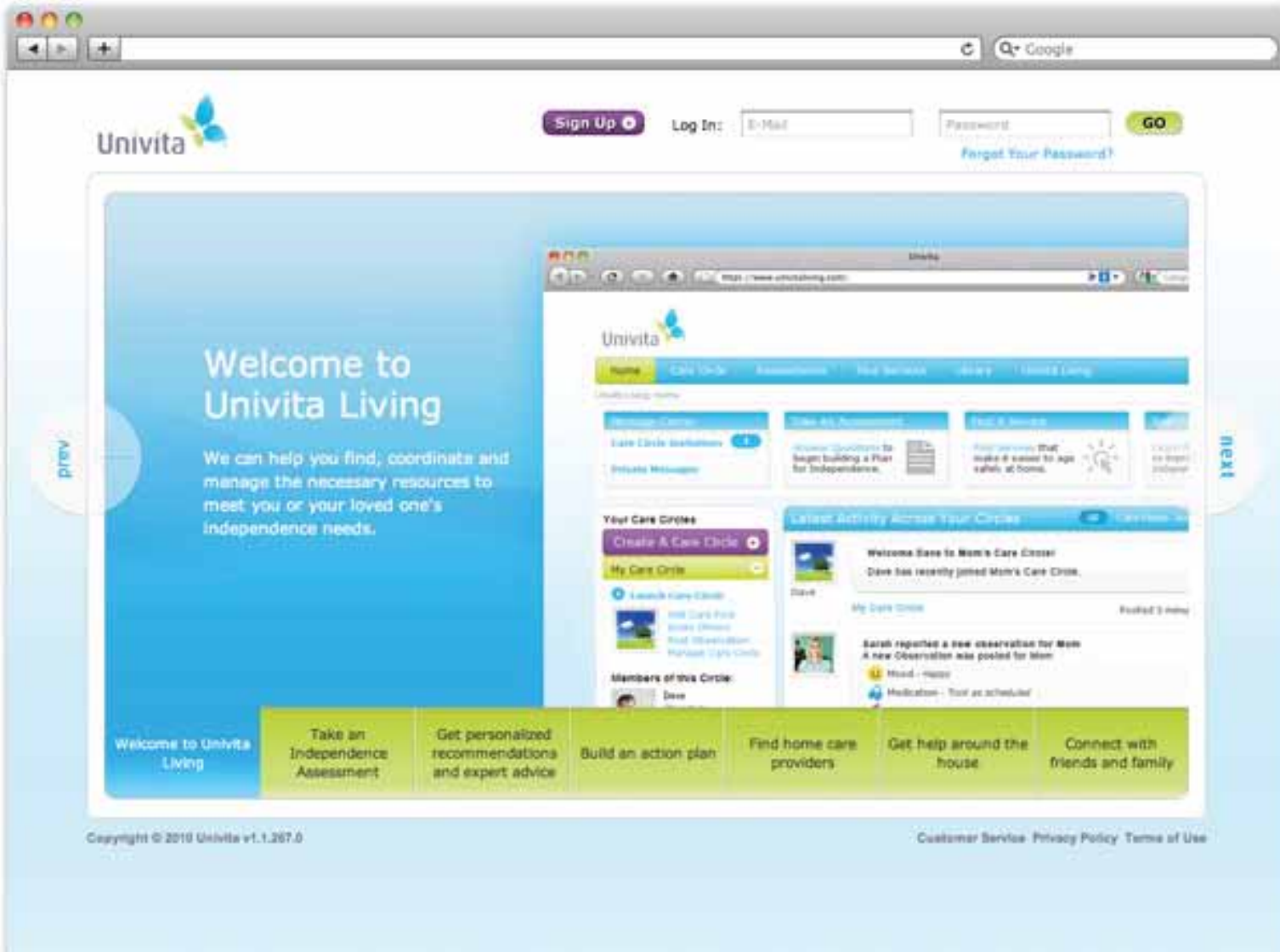
Rather than an afterthought, our internet marketing team leads the process of strategically optimizing your site from day one. We apply industry best practices that align content and user experience, thereby maximizing your audience and market share.

Internet Marketing
Online market research
SEM / SEO strategy and service

PPC strategy and spend optimization
Linking strategy and execution
Content strategy and implementation
Social media strategies and service
Viral campaigns
Email marketing



CASE STUDIES



UNIVITA

UNIVITA

WEB APPLICATION DEVELOPMENT

and DESIGN

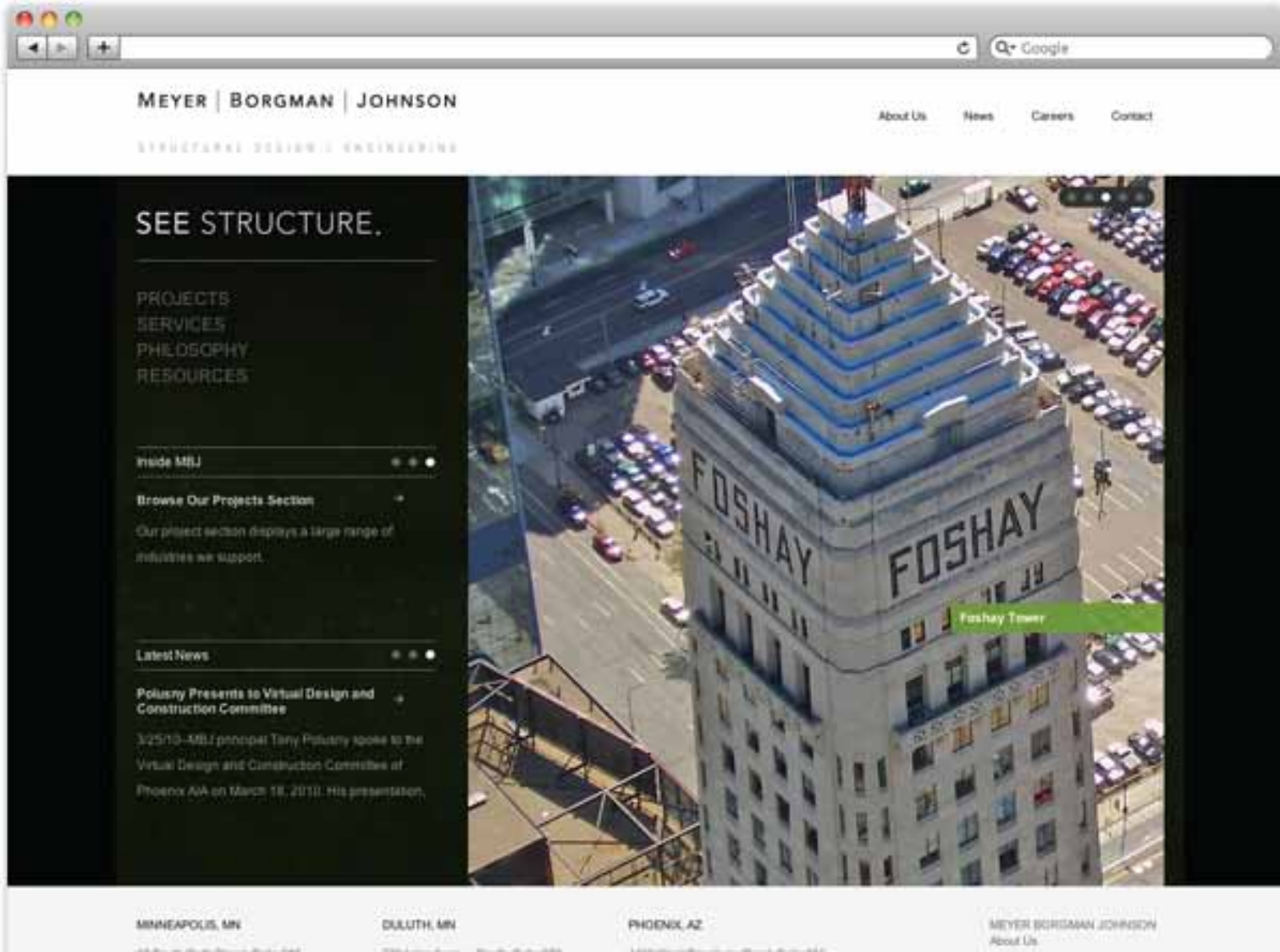
www.univitaliving.com

CHALLENGE Design and produce user-interface for new software application - Univita Living.

ABOUT UNIVITA LIVING This application was created to provide a resource to aging persons and their families, friends and caregivers. Primary functions of the application include: evaluating the elderly person's stage of independence, searching for service providers, communicating with care circle members and consulting the library for resources.

APPROACH Univita Health came in with a great deal of research to support the key functions of the application. We worked collaboratively with the product architects to understand how the application needed to behave and what kind of content and data was available. We engaged in a lengthy, detailed wireframing process to understand the various fields and data required for representation in the interface. We met bi-weekly – first as a working session to collaboratively identify objectives for each wireframe, then to review and discuss the wireframes post-production. We repeated this process for the execution of the designs.

OUTCOME A&D produced an engaging user-interface design. The design reflected extension of the Univita Health brand. We used UI conventions established in strategic social media applications for the communication vehicle in the application. Navigation was architected to reflect the key functional sections of the application, and the necessary tasks that require completion. High-level HTML/CSS/Javascript was also required to execute these designs with integrity. We produced code for the Univita Health technical team to integrate with the code they were writing for backend. The application beta-launched and is now successfully being sold to audiences including large employers and insurance providers.



MEYER BORGMAN JOHNSON

MEYER BORGMAN JOHNSON

WEB SITE DEVELOPMENT *and* DESIGN

www.mbjeng.com

CHALLENGE Design and produce a content-managed web site to support Meyer Borgman Johnson's new branding.

ABOUT MEYER BORGMAN JOHNSON Meyer Borgman Johnson is a structural engineering firm behind many of the architectural feats of the Twin Cities and beyond. They successfully engineered such projects as Target Stadium in Minneapolis, the Weisman Art Museum and provided the historical preservation engineering expertise to projects such as restoring The Basilica of St. Mary's and the St. Paul Cathedral.

APPROACH We worked collaboratively with brand design vendor Dreambox and a select representation of the Meyer Borgman Johnson engineering team to design and produce this project. Dreambox offered branding direction, while our designers and developers crafted the architecture, user-interface and the content-management functionality. Meyer Borgman Johnson's team provided the copy and imagery to populate the web site.

OUTCOMES The design we created does exactly what it was intended to do – visually feature the strongest storytelling elements – that is, their project photography, brand imagery and vast experience and knowledge. The architecture features projects by industry, relating their expertise across project types. The site is developed on the WordPress platform, allowing great ease of content management and, therefore, ease of keeping with the best practices of maintaining fresh content.

ENERGYPRINT

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INTRODUCING ENERGYPRINT®

A simple way to make energy use **visible.**

Number of Properties 10 - Square Footage 752,409

Year Usage

Cost **\$1.20**
PREVIOUS 12 MO. \$2.14

Consumption **120.85 kWh**
PREVIOUS 12 MO. 111.43 kWh

Carbon **44.50 lbs.**
PREVIOUS 12 MO. 41.78 lbs.

EXPLORE THE FEATURES:

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- ENERGY BENCHMARKING
- PROPERTY PROFILE
- ENERGY FORECASTING

Our Energy Management Software. Your Conservation Solution.

EnergyPrint® is a convenient online tool that goes beyond just measuring energy consumption. It makes your data relevant by providing ongoing energy benchmarking against comparable properties. Our innovative tool helps businesses:

- Consolidate usage data into one central database
- Display trends across property portfolios

Join Our Summer **Webinar Series.**

ENERGYPRINT

Benchmarking Consumption Budgeting Saving Conserving Trends Prioritize

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ENERGY PRINT

ENERGY PRINT

APPLICATION DEVELOPMENT
and DESIGN

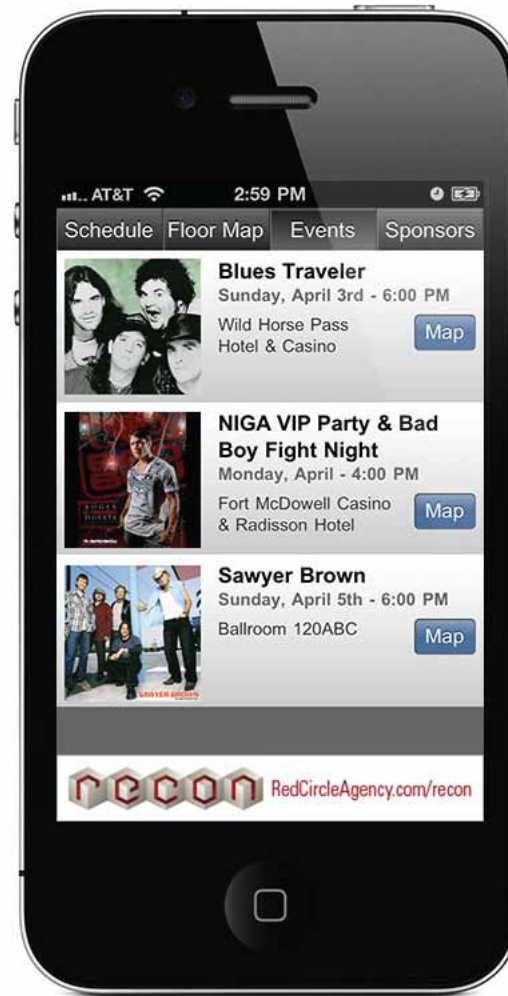
www.energyprint.com

CHALLENGE Design and build an application for an energy management company.

ABOUT ENERGYPRINT EnergyPrint is an energy management software application. Historically, energy management was performed manually via examination of multiple, lengthy energy bills. EnergyPrint wanted a system that would aggregate building data, thereby allowing building management companies to quickly assess and improve energy consumption and performance.

APPROACH Using the principles of Agile Development and Just-In-Time Manufacturing, we pursued the design and build out of this application in a design – build methodology. We were able to parallel path the UI design with the backend development in order to move rapidly, utilizing daily SCRUM calls to remove impediments to maximize efficiency and iteration reviews weekly to witness progress, tweak the path as needed and then keep going forward.

OUTCOME Architected to handle large corporate clients, the EnergyPrint application provides unique access to key energy data analysis that was previously a manual and highly time-consuming effort. The application was designed with usability and ease of use at the forefront, thereby providing clients the opportunity to quickly view and assess carbon consumption and associated energy costs for specific properties or aggregate property profiles containing multiple buildings. Property and portfolio managers can visually determine best- and worst-performing properties, compare like buildings (construction type, year built, primary use, etc.) as well as forecast future performance.



NIGA

NIGA

APPLICATION DEVELOPMENT

and DESIGN

www.indiangaming.org

CHALLENGE Red Circle Digital approached Ackmann & Dickenson, Inc. to develop a non-native custom mobile application for the 2011 National Indian Gaming Association (NIGA) Tradeshow in Phoenix, Arizona. In less than one month, the team at A&D were tasked to create an app that tradeshow attendees could use to navigate the convention and its offerings without needing to drag around a map, schedule, information booklet, etc.

ABOUT RED CIRCLE DIGITAL Red Circle Digital is a Native American-owned full-service marketing communications agency specializing in increasing profitability thru increased efficiency and effectiveness for casino marketing programs.

APPROACH A&D used universal web technologies to mimic the native app experience without constraining it to one mobile operating system. This allowed any convention-goer to use the app regardless of the type of phone he or she carried. The Mobile Application features an interactive floor plan allowing users to navigate through the convention while engaging with selected vendors. Some additional features include a complete conference schedule, a complete list of sponsors, mobile ads sponsored by local Phoenix Food and Entertainment establishments and a customized attendee experience survey.

OUTCOME The launch of the NIGA Mobile app exceeded all expected features and functionality. Opt-in loyalty reward programs were offered enabling users to receive various mobile coupons and rewards and the entire application was tracked with analytics to help NIGA understand how participating users leveraged the application. In approximately 2.5 days the application was downloaded by over 1200 unique users and used nearly 50,000 times by Blackberry, Android, and iPhone mobile devices.

PETRO TSAREHRADSKY VICE PRESIDENT
OF MARKETING FOR T-CHEK SYSTEMS, INC.

“Ackmann & Dickenson has the unique ability of putting our spent time learning and understanding our business needs first before their own services. This approach is so refreshing — and rare — because most service providers want to apply, if not, push, their own set of services onto a project rather than focus on the business needs of the client. These guys, Ackmann & Dickenson, really get it. They truly know our business and work hard to ensure they are providing the best solution for T-Chek. They are extraordinarily bright and talented, and their aptitude comes from a practical business background, which they translate to the project.”

CHAD GERMANN CEO AT RED CIRCLE AGENCY

“My agency hired Ackmann & Dickenson to develop a software product that is completely fresh and new. Nothing like it on the market. We had to create it out of the ideas in the heads of my staff – and Ackmann & Dickenson did it for a good price and on schedule. Very very difficult challenge, and the results exceeded expectation. Frankly, I think our product is a game changer in our industry. A client said of it, “It’s the Holy Grail of casino database software.” When a client says stuff like that – you know you have a good product.”

ACKMANN & DICKENSON, INC. FEATURES A CLIENT
BASE SPANNING FROM START-UPS TO FORTUNE 500...



Goff Public
American Pantry
Meyer Borgman Johnson
T-Chek Systems
Acera Innovations
AiR
Clinic Sofia
Convey
Pacer

Moscoe
Railing Concepts
Salty Tart
Univita Health
Way to Grow
Anthena the Movie
St. Michael's
SBS Survey & Ballot Systems
Greenmark Sports

Staging Concepts
Red Circle
The New Congress
Energy Print
Calabrio
Earth Justice
Milestone Systems



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info@ackmandickenson.com | www.ackmandickenson.com
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