

Capabilities Statement

Market Research

Education & Outreach

Strategic Planning

Services

Market research

Customer research

Competitive intelligence

Target market identification

Surveys & focus groups

Content development

Web site analysis

Usability & system testing

Project management

Corporate facilitation

Business planning

Product planning

Go-to-market planning

Outreach & education

Marketing training

Background

Folsom Point, Inc. is a Boulder, Colorado based marketing consulting and training firm providing education and outreach services for government agencies and private sector organizations. We help make complex concepts understandable and create strong connections between your organization and your customers. Our process includes identifying target audiences, determining what they want, creating key messages that speak to those needs, and developing cost effective ways to communicate and share knowledge through training. We offer unbiased and objective recommendations so you can easily target your efforts, improve customer satisfaction, and lower project costs.



Sample Projects

Customer research for National Center for Atmospheric Research

Provided focus group facilitation for the Digital Library for Earth System Education (DLESE), a project funded by the National Science Foundation. We recruited and pre-screened K-16 science teachers, tested key messaging and visual preferences, and summarized the findings in an easy-to-understand format. The final report helped DLESE refine what was being communicated to teachers and students and develop materials that generated interested.

Web site analysis for Sun Microsystems, Inc.

Provided strategic recommendations for the improvement of Sun Microsystems worldwide customer support site. We analyzed quantitative data from web logs and online surveys, and captured qualitative information from internal and external users. Our recommendations resulted in a customer-centric Web site that increased user satisfaction, reduced customer escalations, and received public praise from Scott McNealy, CEO.

Marketing strategy and tactical plan for Datafuzion, Inc.

Conducted an in-depth assessment of the healthcare market for an emerging data warehouse solution provider. We identified the priority target market segments and developed a strategic marketing approach by analyzing data from the U.S. Census Bureau and other secondary research sources, and conducting one-on-one interviews with customers and prospective partners. The final plan resulted in an immediate increase in sales and the development of profitable strategic partnerships.

Partial Client List

We offer customized research, education and outreach, and planning services – quickly and cost effectively. According to our clients, the process and end results always beat their expectations. Our clients have included:

- IBM Corporation
- Sun Microsystems
- Qwest Communications
- Lucent
- Datafuzion
- Openwave
- Mobile Marketing Association
- U.S. Small Business Administration
- U.S. Department of Commerce
- U.S. Library of Congress
- National Oceanic and Atmospheric Administration (NOAA)
- National Center for Atmospheric Research (NCAR)

“Folsom Point worked with us on a high-profile project.

They provided us with excellent service and an extremely well-written, well-documented, and well researched report that has received accolades from upper management.”

-Dinesh Neelay, Global Services Engineering, Sun Microsystems, Inc.

Why Folsom Point?

Today’s market environment requires more work from less staff. With our combination of insight and technology, we offer a thoughtful, results-oriented approach that can help you and your organization maximize its reach and impact even with limited resources and budgets. When you require focused or short-term project support, we can supplement your team by offering:

- Objective assessments using a proven methodology
- Ability to create actionable plans and tactics that improve your end results
- Senior-level consultants with research, marketing, and technology backgrounds
- Short-term project support providing maximum flexibility for our clients

“Folsom Point was a pleasure to work with. They were willing to go above and beyond in their efforts to make sure we obtained the insight and information we needed to launch a new technology product. Folsom Point has been impressive from the start.”

-Jim Phillips, Vice President of Engineering, Turquoise Technology, Inc.

Certifications

NAICS and SIC

SBA certified SDB	541511	7371
SBA certified 8(a)	541611	8732
State of Colorado certified DBE	541613	8742
NMSDC certified MBE	541910	8299
Minority- and woman-owned	611430	8999
	711510	

“Folsom Point pinpointed the market segments we could dominate, and provided financial proof-points to validate their recommendations. They’ve made our job of selling much easier.”

-Kevin Wachter, Vice President of Sales and Marketing, Datafuzion, Inc.

Contact Information

To learn more about how Folsom Point can help your company, contact Cathy Kramer, President at **303-415-2575** or email ckramer@folsompoint.com. You can also visit our web site at www.folsompoint.com.

Nicky Lee

CEO
Managing Partner
Folsom Point, Inc.

Nicky Lee provides expertise in market research, analysis, and recommendations for Fortune 500 companies, as well as leading-edge technology-based start-ups. She has over 15 years of experience in developing and overseeing marketing planning, communications, competitive intelligence, target market definition, and customer-focused programs. Nicky has created surveys, conducted one-on-one interviews, and submitted in-depth reports on complex topics. As Managing Partner of Folsom Point, Inc., she has been engaged in helping companies of all sizes understand their market environments, focus on customer needs, and improve program and service offerings.

Prior to co-founding Folsom Point, Nicky served as consultant and Chief Marketing Officer for a wide-range of local, national, and international clients including the National Center for Atmospheric Research, Dataplay, and Onstream. Her assignments involved conducting industry, competitive, and customer research as well as developing business and marketing strategy.

While employed by Sun Microsystems, Inc., she was responsible for worldwide marketing programs for the \$40 million Educational Services division of Sun. She also held the position of Director of Client Services at Leopard Communications where she was responsible for the firm's largest client account, IBM Software Group. During this time, she established a Client Services division that generated over 55% of the company revenue. In addition, Nicky worked for US WEST Communications, writing processes and guidelines for the creation of an interactive television service.

Nicky holds a B.S. in Commerce from the University of Virginia, McIntire School of Commerce and attended the New York University, Leonard N. Stern Graduate School of Business. She is a graduate of the Tuck School at Dartmouth Minority Business Executive Program.

Cathy Kramer

**President
Managing Partner
Folsom Point, Inc.**

Cathy Kramer has more than 15 years of marketing and management consulting experience. She provides strategic direction to corporations and public agencies regarding business, marketing, and technology initiatives. Before co-founding Folsom Point, Inc., Cathy was the Vice President of Account Services at Leopard Communications, an interactive marketing agency based in Boulder, Colorado. As a member of the executive team, she provided strategic corporate direction that resulted in a 300% revenue gain over five years. She managed a team of 15 account executives and project managers responsible for over \$8 million in revenue.

Cathy was directly responsible for more than 40 national and international client accounts including IBM Corporation, Qwest Communications, Lucent, and WeatherData. These client engagements entailed providing strategic business direction based upon analytical research, creative analysis, facilitated work sessions, and long-term strategic planning. In addition, she has managed over 200 web site projects that involve informational, transactional, and database-driven technologies.

Prior to Leopard Communications, Cathy was a Senior Consultant at American Management Systems based in Fairfax, Virginia, where she managed large-scale software implementations of Federal Financial System (FFS) and Procurement Desktop at the Library of Congress and U.S. Patent and Trademark Office. She consulted with clients to re-engineer workflow procedures, define system requirements, and streamline business processes. She was responsible for managing a diversified team of eight analysts managing \$5 million in revenue at five client sites.

Cathy was also a Senior Systems Consultant at REL-TEK Systems and Designs, based in Rockville, Maryland. There, she managed complex implementations of custom Oracle-based financial software for clients such as the U.S. Department of Commerce and Louisville Water Company. Cathy holds a B.A. in Advertising from Michigan State University.