



COMPANY PROFILE

NAME

Society Bakery

INDUSTRY

Retail, Baking

HEADQUARTERS

Dallas, Texas

STORES

Two in Dallas

WEBSITE

SocietyBakery.com

TWITTER

@SocietyBakery

FACEBOOK

facebook.com/
SocietyBakery



Cartwheel Register Bakes Up Simplicity and Innovation for Society Bakery

THE SITUATION

Society Bakery makes some of the most scrumptious, delectable desserts in Dallas by putting a modern and eclectic spin on baked goodies. They like to be original and unique, and it's a model that owner Roshi Muns says has been successful since 2003.

Like many independent retailers, Society Bakery started from humble origins and grew through hard work, quality products and top-notch customer service. Muns founded her business inside her house before opening her first retail store in 2005 to meet growing demand.

"We're in a very competitive environment, with a variety of other bakeries vying for consumer mind-share," she said. "For us, that means we must come up with unique desserts and unique designs to stay ahead. We pay attention to trends and have a group of people that can deliver."

She adds that while her company is not reinventing the wheel with its products, it is incredibly important that it stays relevant in the eyes of consumers to remain successful. Her team must also keep on top of current store technology and innovations that can help them improve their customer experience, as well as their operations.

That desire led Muns to consider Dallas-based Tantrum Street, when the technology company offered its Cartwheel Register mobile app as an alternative to

Society Bakery's existing POS computer and cash drawer.

"We value customer service and our customer's dollar," Muns said. "We make sure each customer has a good experience each time they enter our store. And the customer-facing technology that we put in our store plays a significant role in creating that experience."

THE SOLUTION

Cartwheel Register is a free mobile app that helps small businesses instantly accept credit, debit and cash transactions, while simplifying their operations.

From front-end processes such as barcode scanning and checkout to back-end functions like detailed reports and analytics, Cartwheel Register provides a complete store solution in one simple app. No extra hardware—not even a credit card swiper—is required. All that is needed is a smartphone or tablet's camera to read credit and debit card information.



Cartwheel Register also offers businesses an industry-first rate of 2.6% + \$0.24 for each and every card-based transaction, with no long-term contracts, no cancellation fees and no asterisks. And when customers use Tantrum Street's Skip Wallet electronic wallet app, the rate shrinks to 0% per transaction.

And by combining Tantrum Street's patent-pending number reading technology with its triple tokenization and encryption methods, all transactions are secure. Further, no card data is ever stored on the device—making any user instantly PCI compliant.

THE BENEFITS

Society Bakery has been using Cartwheel Register in its store for several months, and has experienced multiple benefits, including:

Sleek Convenience

Society Bakery deployed Cartwheel Register on two Apple iPad Mini's that are used at the counter for checkout, and can also be taken anywhere in the store to assist customers.

"The iPad looks a lot sleeker on the counter than a traditional cash register and POS system. It's a lot less clunky," said Muns. "It's also very mobile. We can take it to different parts of the store to make orders and accept payments."

That mobility also lets Society Bakery bring their customers directly into the design experience. With the app, Muns and her team can use their "cash register" to easily search the Internet for cake design elements and inspiration with their customers. And on the marketing front, the bakery can use that same "cash register" to create quick marketing videos for their blog.

"Cartwheel Register creates a retail environment that is so modern, so convenient, so profit-generating, and ultimately, so in line with our main goal—making the customer experience excellent from start to finish," said Muns.

Analytical Reporting

Muns says Cartwheel Register offers "fascinating and life-changing features" with its back-end system, which includes numerous reports to help her better understand her business.

"In my 10 years of owning Society Bakery, I've never had this level of reporting," she said. "There is a lot of potential here for business owners. You can look at a wide variety of reports, like costs, sales information, inventory and more—and each report comes right to your phone or tablet. There is no need to print anything out.

"I also love the fact that I can easily change my menu no matter where I am. And Cartwheel Register provides a Daily Digest email that outlines top sellers and itemizes everything I sold on any given day."

Cashless Innovation

Cartwheel Register also gives Muns and Society Bakery the innovative edge they need to differentiate themselves from the competition, while improving customer service.

"Cartwheel Register is a fun experience, and it is an exciting piece of technology," she said. "It isn't a fly-by-night deal. It's the wave of the future as we become more of a cashless society. And I like being on the cusp. I'm excited to be a part of it."

About Tantrum Street Dallas-based Tantrum Street combines the convenient freedom of mobile with insights and social enterprise to improve daily relationships between businesses and consumers. With this mission, Tantrum Street has built a modern, cloud-based data and payments platform that powers its three products: Cartwheel Register, a free app that accepts payments and runs small businesses; Handshake, enterprise middleware enabling mobile interactions and payments for governments and existing POS infrastructure; and Skip Wallet, a free digital wallet and app for consumers. By combining camera capture technologies with an accessible cloud backend, their developer-friendly platform provides complete freedom from traditional payment hardware, software, and accessories. Tantrum Street is also an integral member of Good Returns, a social enterprise network which facilitates impactful microloans to small businesses in the U.S. and abroad. For more information, visit www.tantrumstreet.com and www.goodreturns.org.



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