



Liverpool Growth Forum

Tech Solutions for the Visitor Economy #2

23rd July 2020



Who we are

DATP Limited - re-launched mid 2019

www.datp.co.uk

Located at the Innovation Centre at Daresbury

Tim Roberts

CEO and Founder/Investor

tim.roberts@datp.co.uk

07809 294285

Graham Pearson BA ACA

CFO and Investor

graham@datp.co.uk

07854131455

What we do



We provide business data insights from our clients own data to enable them to make quick decisions and actions to help create real value

We service the SME sector, providing “Big Data” insights

Without DATP these insights are unobtainable due to cost and time resource

**Data is collated from both Online and Offline sources
– this to build one fully owned “data lake” (data warehouse)**

All is done in fully GDPR commercially compliant manner

Our Brand is called NEO



DATP Client Base

As well as specific clients in the hospitality network, we have clients in :-

- National gym franchise network
 - Regional and National food/drink suppliers and platforms
 - Global purpose lead social platform
 - Global hospitality marketing and advertising
 - Satellite scanning operations
- Common driver is the compliant value driven commercial utilisation of data**



Hospitality Background

Within our Team we have over 20 years experience within the Hospitality sector

- Annual Hotel Conference
- Independent Hotelier relationships
- Design and Build of apps/"data lake" solutions
- PPE product and solutions network
- National Food and Beverage trend network
- Global marketing and advertising partnerships
- Social/Business networking associated operation (GBT Events)

The Product



- Primary data capture
 - website via pre-written code package (plug and play)
- Unique Identity
 - website traffic identified by unique individual or company identity
- Call to Actions
 - any form abandonment as well as form completion captured
- Marketing “mash up”
 - consolidate and overlay any marketing analytic channel returns
- Online reporting suite
 - pre-built or bespoke designed
- Inputs
 - data collated from any platform or API linkages, online and offline CRM (so your online data consolidated into your offline/CRM data to create your “data lake” / full business wide ROI)
- GDPR compliance
 - data acquisition/date vault/information access requests etc



Close and Final thought

As a thankyou for listening.....

We are gifting 5 opportunities to use the DATP platform through Q3 2020

If you are interested in finding out more, and/or to have a demonstration please let us know about you/your business, and what you would want to achieve from your data asset

Please email - **helen@datp.co.uk**

