# Dossier: GREETLY INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,248,010.00

**Award Date:** 2022-11-16

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Greetly Inc. provides a customizable digital visitor management system (VMS) primarily targeting commercial offices and organizations seeking to streamline and automate their reception processes. Their core mission is to replace traditional paper logbooks and human receptionists with a more efficient, secure, and data-driven solution. Greetly aims to solve problems such as visitor data inaccuracies, wasted receptionist time on repetitive tasks, compliance issues, and poor first impressions. Their unique value proposition lies in offering a fully customizable, cloud-based system accessible via iPad and web interface that integrates with existing workplace systems and provides advanced features like instant notifications, badge printing, legal document signing, compliance tracking, and real-time data analytics on visitor trends. While not explicitly focused on defense/aerospace, Greetly's visitor management solutions can be adapted to enhance security and compliance for companies within these sectors that need to manage visitors, contractors, and deliveries.

**Technology Focus:**

* A tablet-based visitor registration app customizable with company branding and workflows, supporting features like photo capture, NDA signing, and custom questions.
* Cloud-based dashboard providing real-time visitor data, reporting, analytics, and integration capabilities with platforms like Slack, Microsoft Teams, Google Workspace, and various HR and security systems (e.g., background check providers).

**Recent Developments & Traction:**

* In November 2021, Greetly announced the release of Greetly 2.0, featuring enhanced customization options and reporting capabilities.
* In 2022, Greetly integrated with more workspace and compliance platforms, expanding its ecosystem and addressing enterprise customer needs. Specific platform integrations were not publicly detailed, but are implied through press releases and blog posts.
* Numerous partnerships with office supplies companies and other related vendors, increasing its distribution reach.

**Leadership & Team:**

* David M. Milligan (CEO): Experience includes founding and managing technology companies prior to Greetly. Specific details on previous ventures are limited in publicly available information.

**Competitive Landscape:**

* Envoy: Envoy offers a similar visitor management system with a broader feature set and stronger brand recognition.
* The Receptionist: Another direct competitor offering a similar suite of services focusing on digital visitor management.
* Key Differentiator:\*\* Greetly's primary differentiator appears to be its emphasis on affordability and customization, appealing to smaller and medium-sized businesses, though the "adaptability" of the product to Defense and Aerospace is of interest. While Envoy is a more established player, Greetly positions itself as a more flexible and cost-effective alternative.

**Sources:**

* [https://www.greetly.com/](https://www.greetly.com/)
* [https://www.capterra.com/p/148732/Greetly/](https://www.capterra.com/p/148732/Greetly/)
* [https://www.trustradius.com/products/greetly/reviews](https://www.trustradius.com/products/greetly/reviews)