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Applied Business Strategy

MGMT 562 – Spring 2005

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May 26, 2005

Wilson Zehr

Background & Experience

Cendex	Co-Founder & CEO	2004 - 2005
<i>- Sales & Marketing consulting and automation</i>		
Zairmail	Co-Founder & CEO	1999 – 2004
<i>- Hybrid mail and online tools for short-run direct mail</i>		
eFusion	Business Development	1996 – 1999
<i>- VoIP solutions for network operators and interactive call centers</i>		
Sequent Computers	Oracle Program Manager	1994 – 1996
<i>- Leading provider Unix-based enterprise database servers</i>		
Cadre Technologies	Product Line Manager	1991 – 1994
<i>- Software development automation tools and strategic alliances</i>		
Verdix Corporation	Software Engineer	1985 – 1991
<i>- Software development tools for embedded systems</i>		

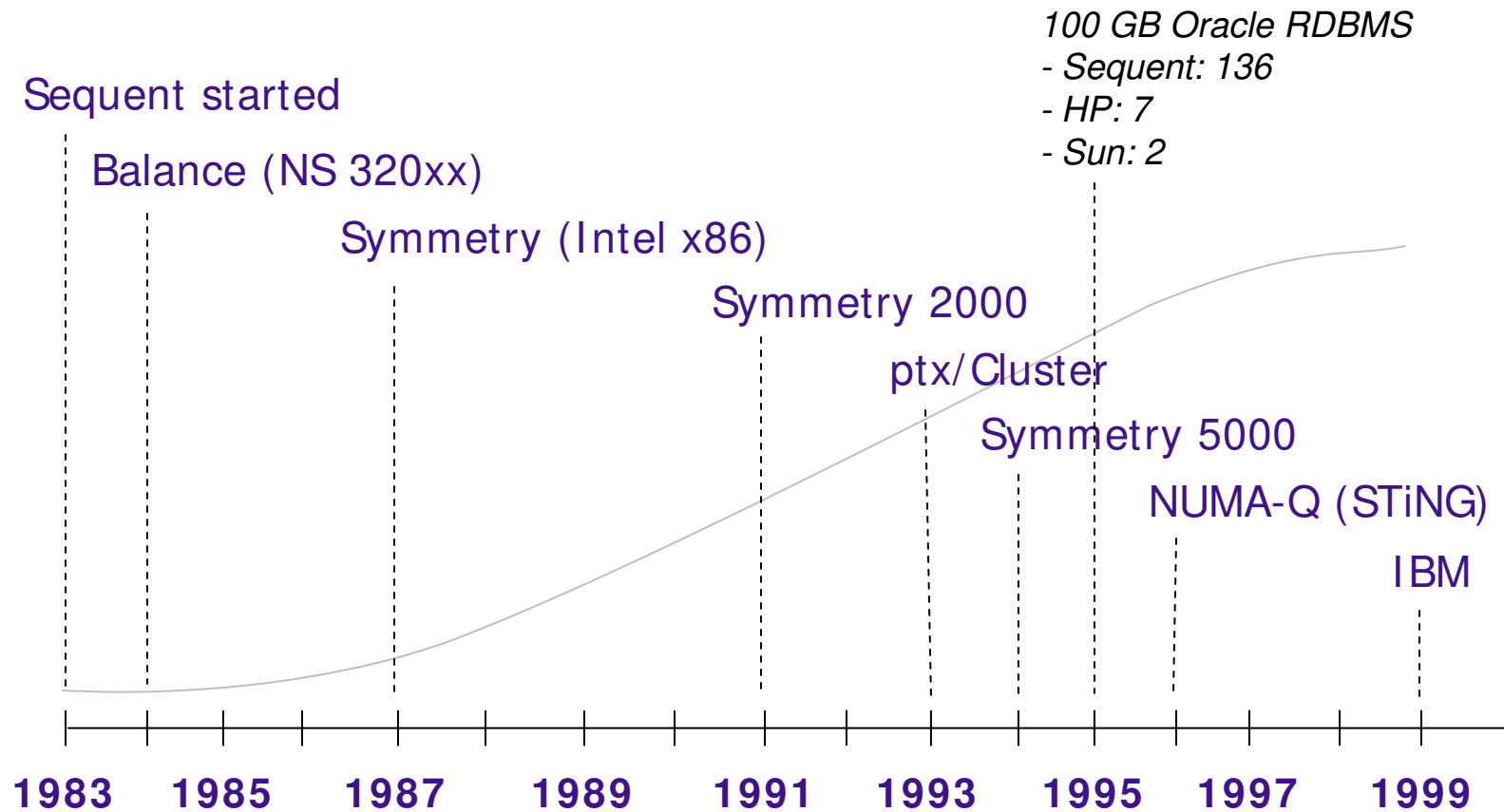
BS: Finance/Computer Science; MBA; PhD (ABD)



Our Business is Your Success

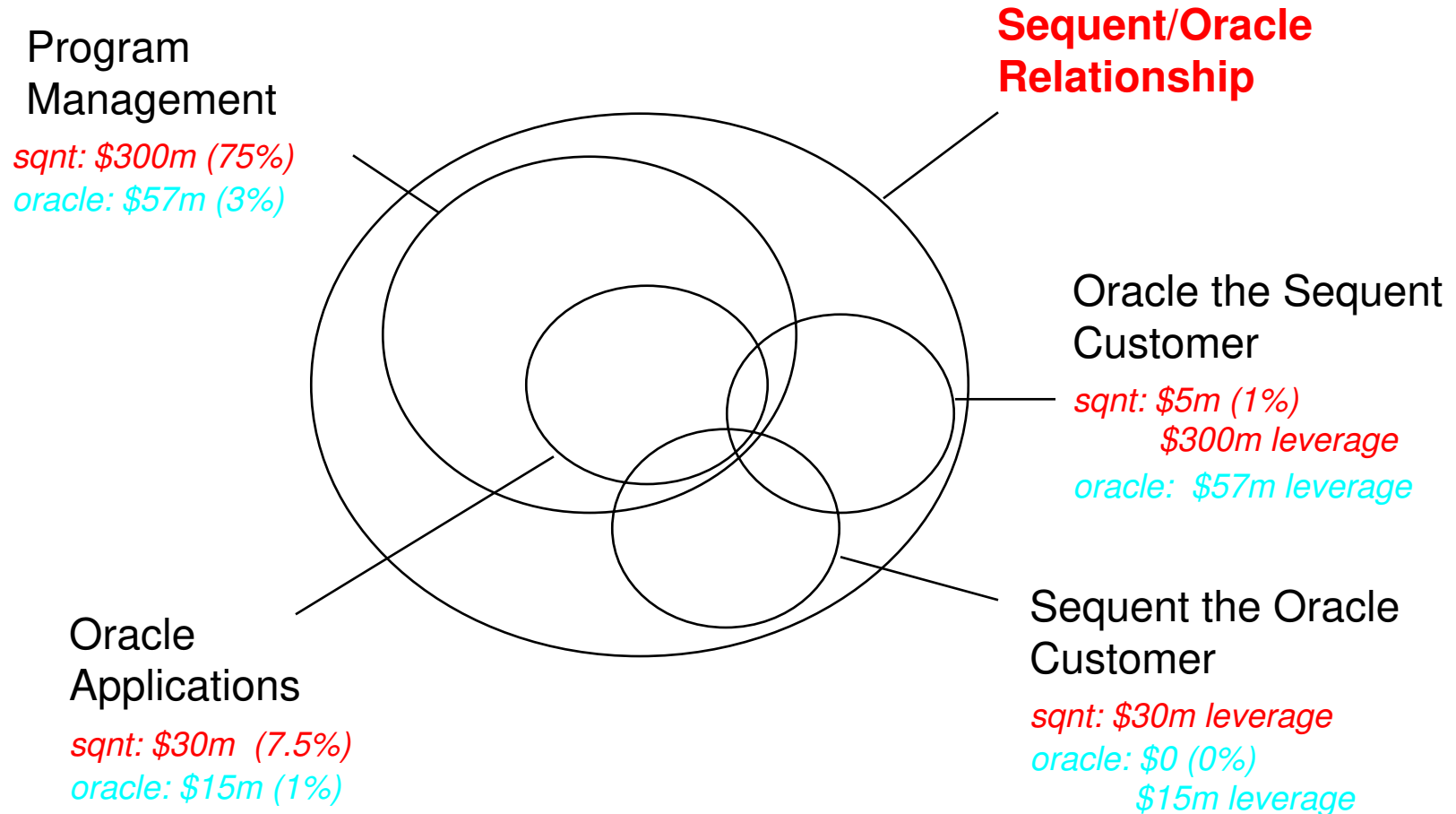
Sequent History

Timeline & Milestones



Oracle Program (1995)

Sequent/Oracle Leverage Revenue



Strategic Alliances

Multi-Layer Partnership Model



Strategic Alliances

Sequent/Oracle Relationship

Public Relations

- Periodic press releases
- Publish benchmark results
- Publish strategic customer wins

Sales & Marketing

- Joint training & team building
- Joint product collateral
- Success stories
- Bundled product offers
- Reciprocal customer visits

Product Development

- Hardware specific development to increase Oracle performance (e.g. PQO)
- Sequent Engineers on-site in the Oracle core development group
- Specific project groups for strategic initiatives and benchmarks
- Oracle released first on Sequent (reference platform)
- Sequent Engineers on-site in the porting group
- \$10M+ Sequent owned hardware on-site

Reciprocal Customers

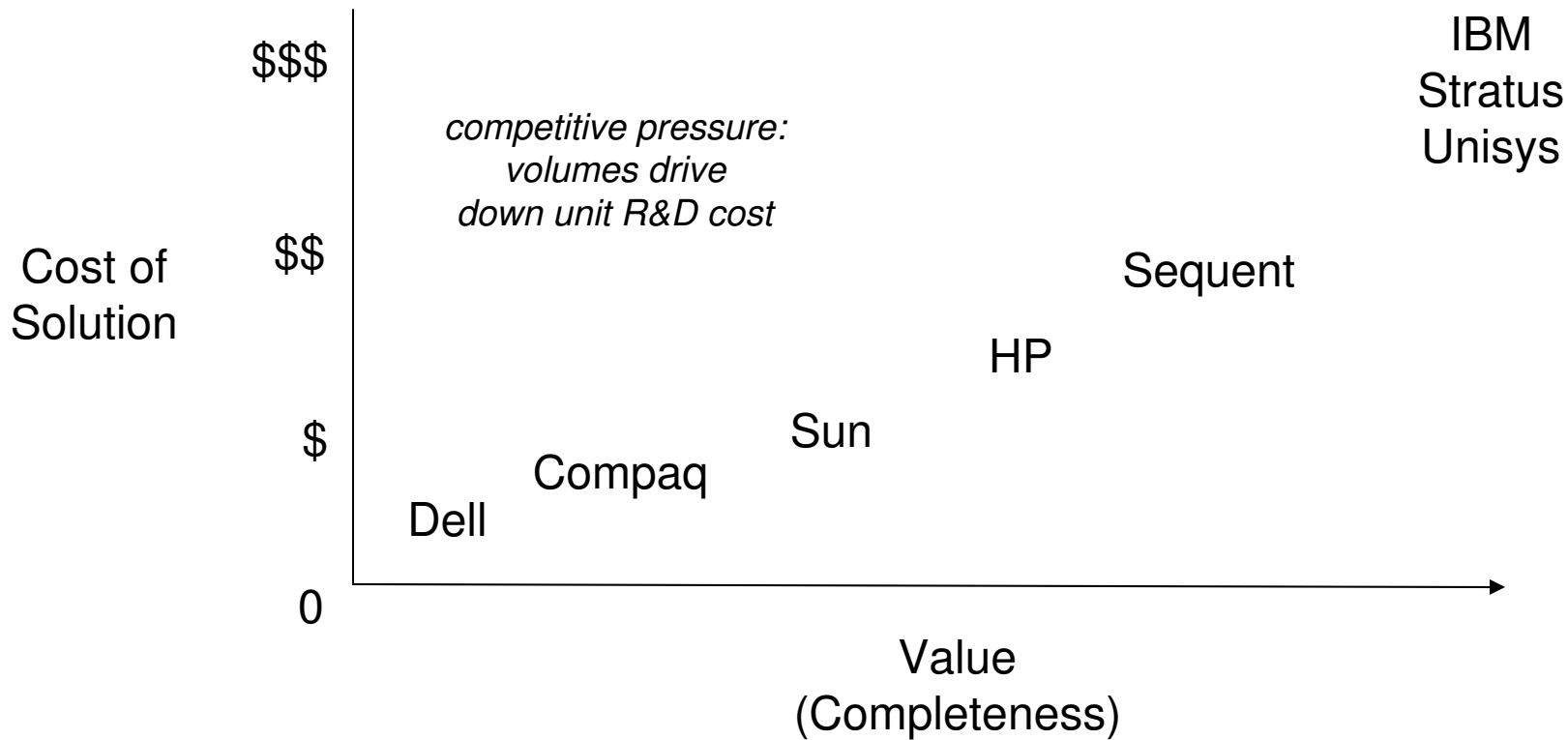
- Oracle ran their business on Sequent
- Oracle developed core software on Sequent
- Sequent ran most benchmarks on Oracle
- Sequent largest Oracle App's site

Strategic Alignment

- Regular executive briefings
- Joint strategic initiatives (VoD, TB+ DB, ...)
- Executive outings & customer calls
- Joint demo's & benchmarks

Market Forces

Cost/Value Natural Selection Model





Your Special Delivery!™

Taking the Snail Out of Mail®

1999 - 2005

Internet “is not” an Economy

Sales Channel

Amazon

Information Repository

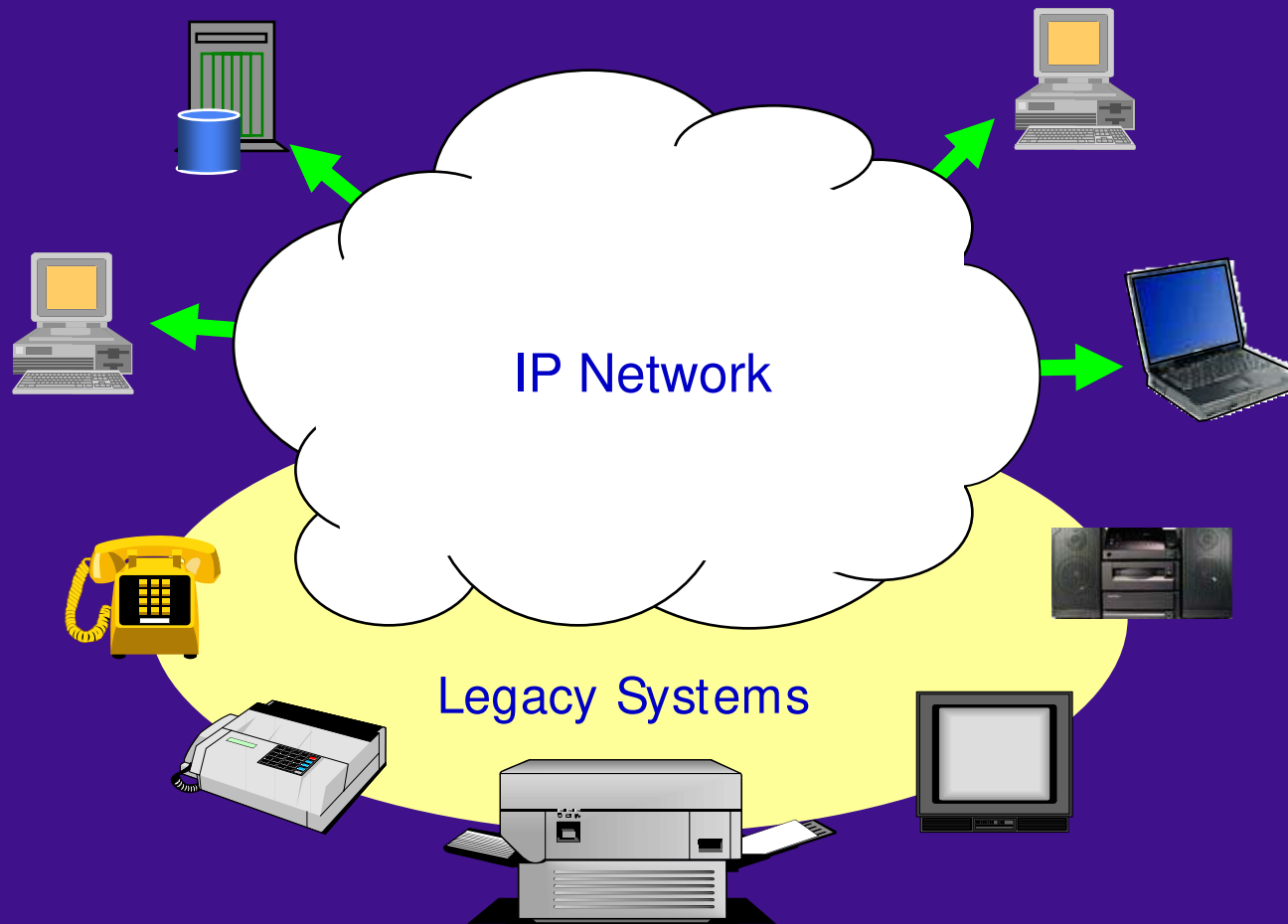
Google

Communication Substrate

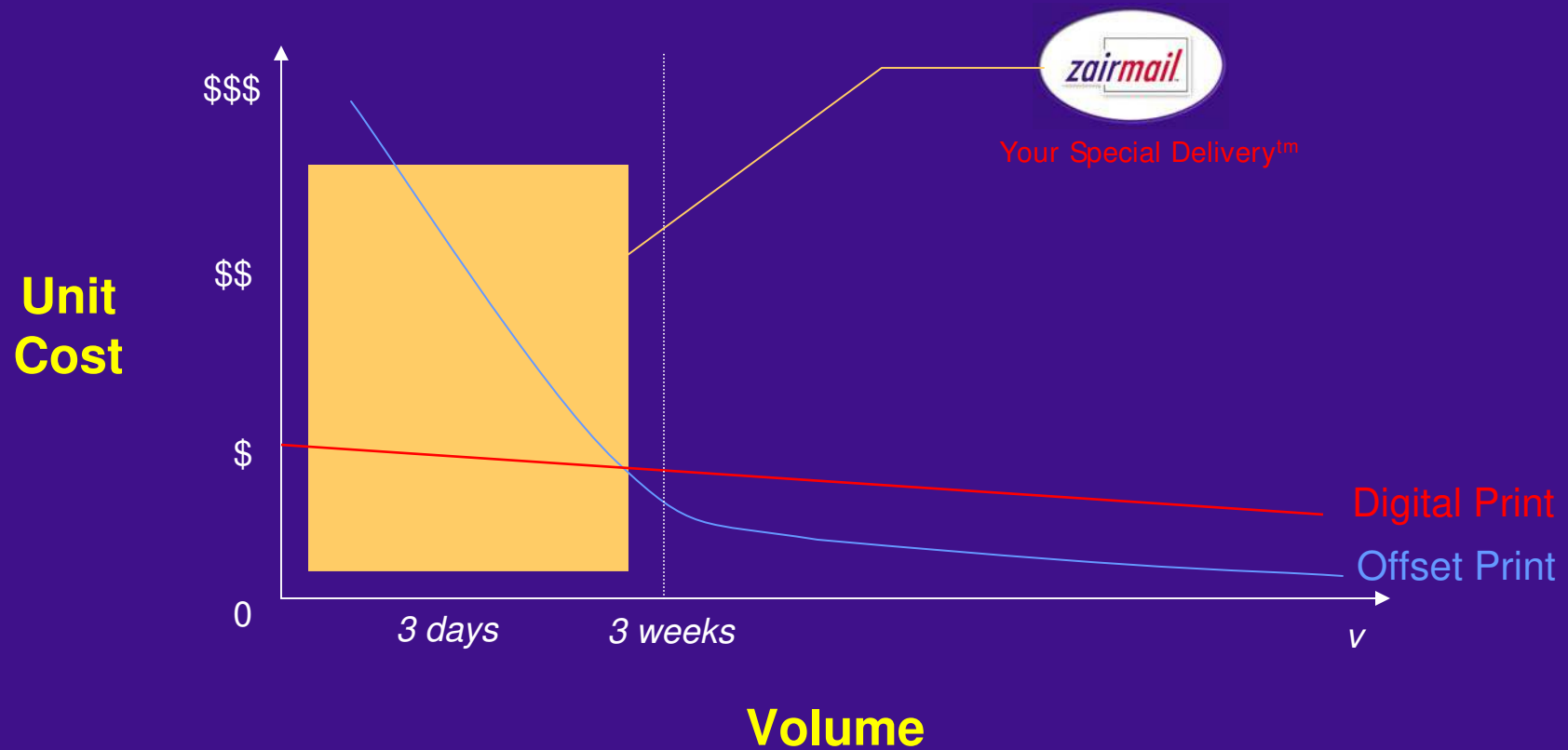
IM

Every Internet Application Uses One or More

Internet Convergence



Digital Print Revolution



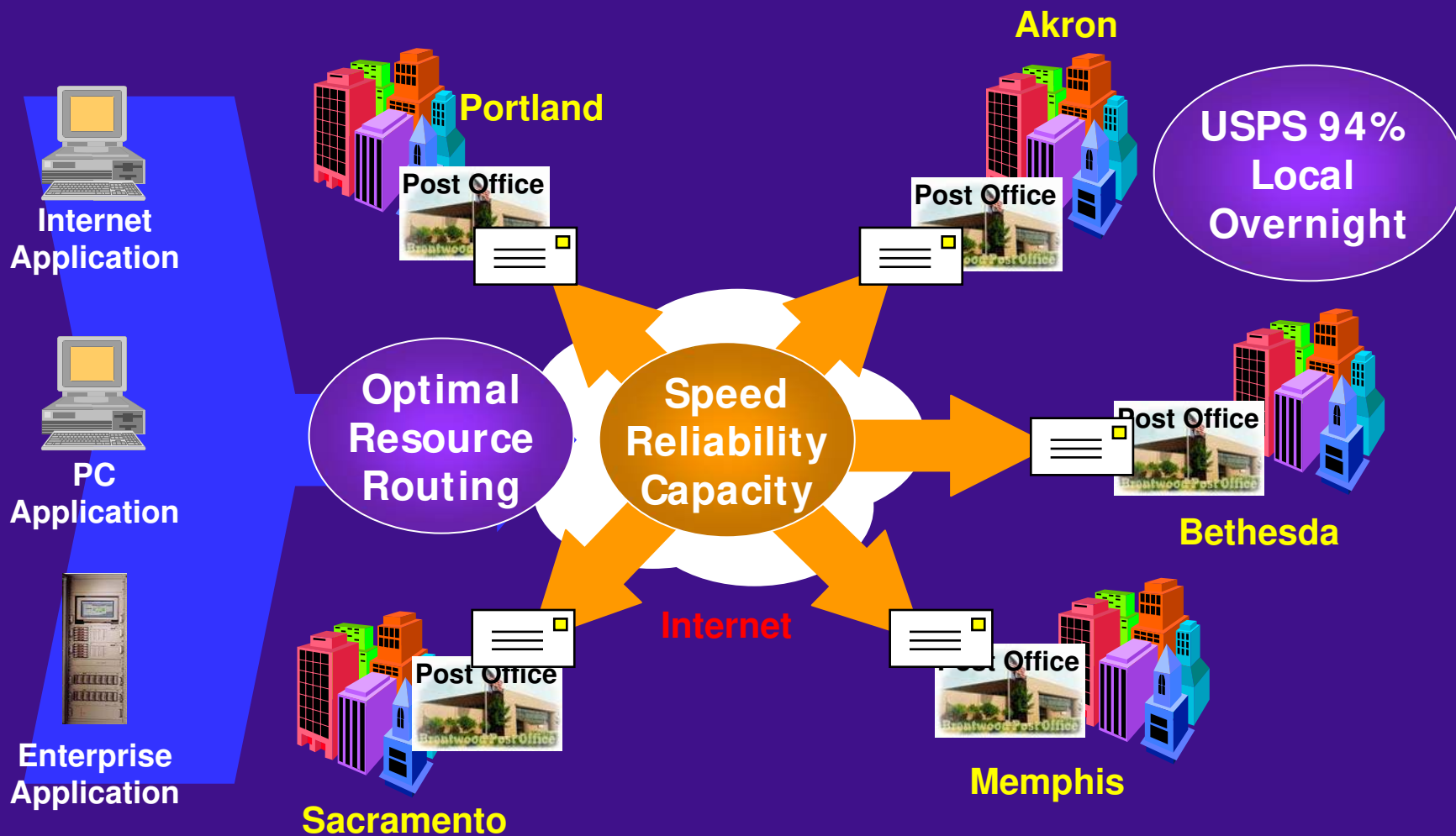
Who is Zairmail

Proven Results

- Started in 1999
- Technology-Enabled Service Provider
- Over 12,000+ Registered Users
- 30+ Online Affiliates
 - USPS
 - GMAC
 - Microsoft
 - Prudential
 - Office Depot
 - Stewart Title
- 110,000 Monthly Newsletter Subscribers
- Own Software, Servers, & Service
- NO Production Equipment

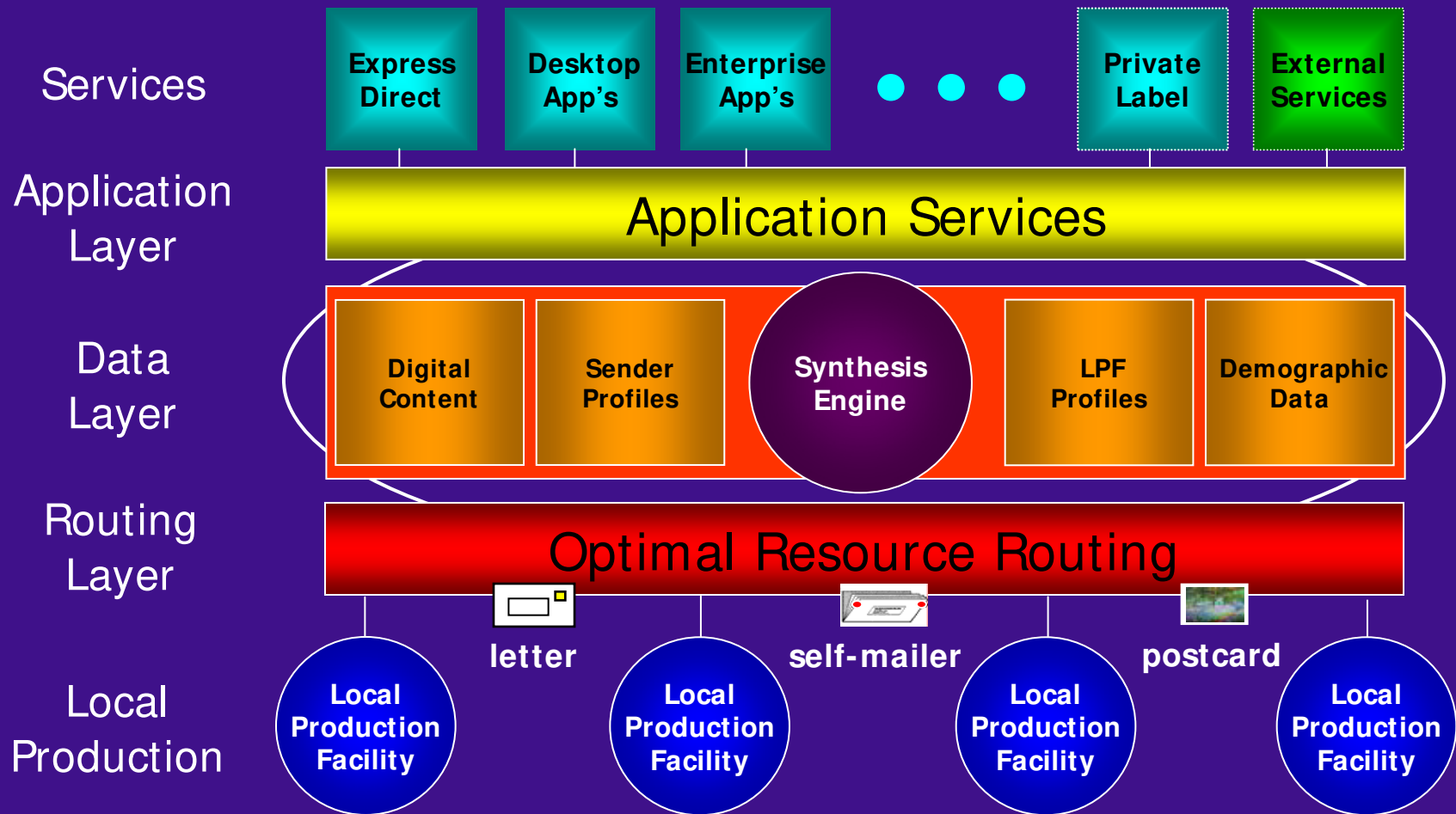
What We Do

Taking The Snail Out of Mail®



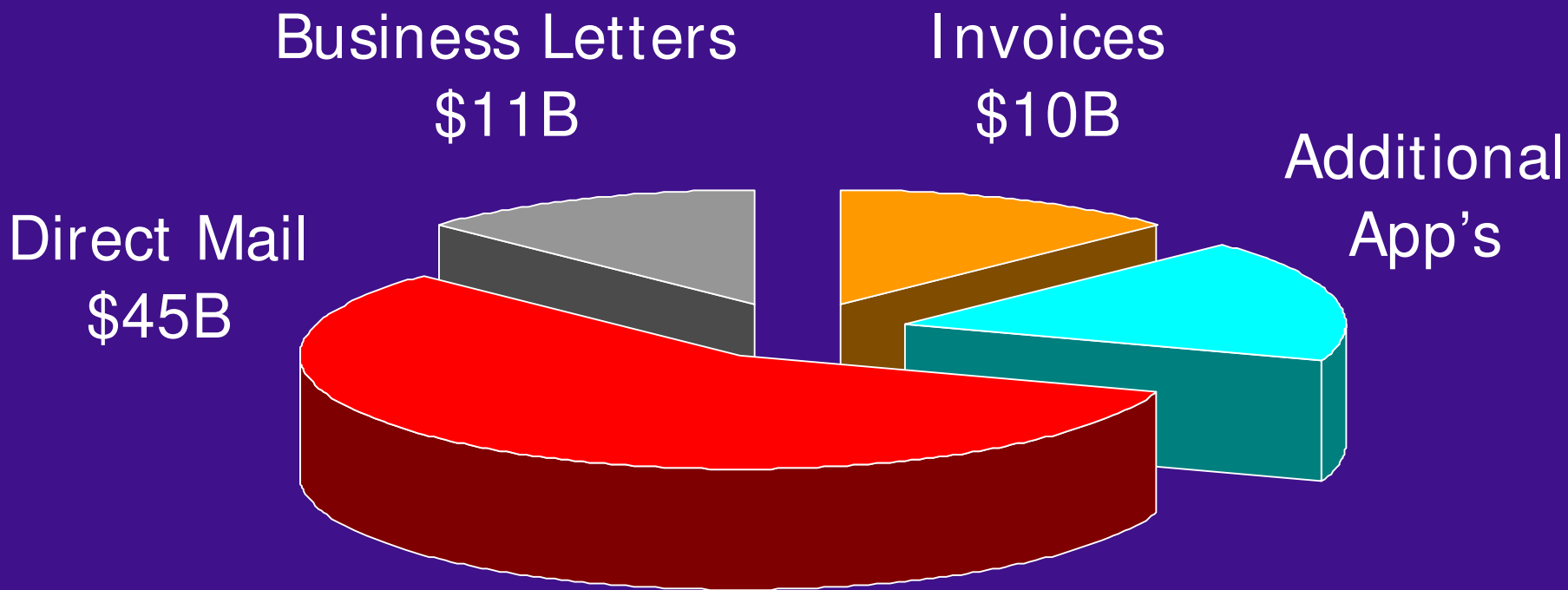
The Foundation

Zairmail Application Infrastructure



The Prize

Billion Dollar Market Potential



Postal Automation

Initial Focus

Why Direct Mail?

Direct Mail Works

- Returns \$13 for every \$1 invested
- You can reach everyone with postal mail
- Preferred by consumers
- Lists well developed

Market Forces

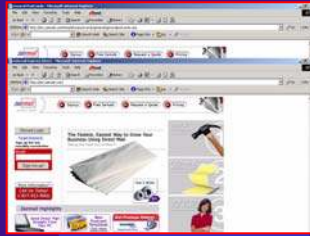
- Federal anti-SPAM law in effect
- Over 50 million in the Do Not Call registry
- FTC Fax rules go into effect in 2005

The Solution

Zairmail Express Direct

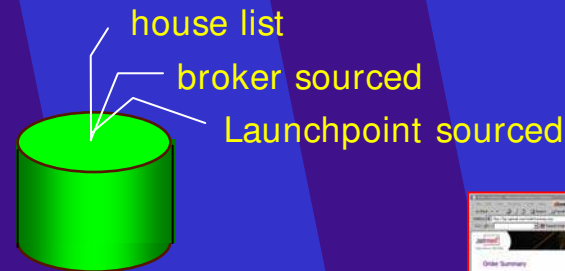


Your Special Delivery™



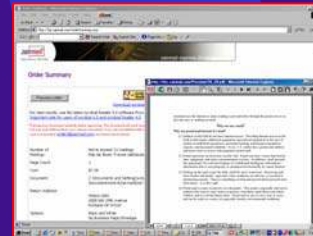
www.zairmail.com

1



Select Mailing List

2



Upload Document
& Preview



Launch Campaign

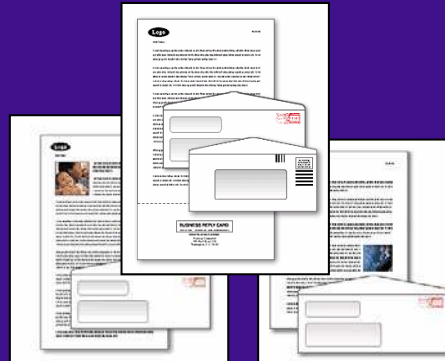
Faster, Easier, and 50% Less Expensive

What We Offer

Short-Run & Custom Jobs



Postcards



Letters



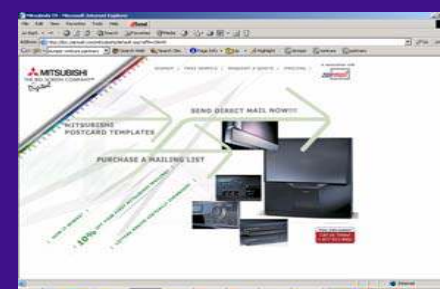
Self-Mailers



Tools & Templates



Mailing Lists



Private Label

What We've Done

Customer Profiles



Small
Business



Distributed
Enterprise



Non-Profits &
Associations

12,000+ Registered Users...

Zairmail Express Direct

Customer Benefits

- **Get Results Fast**
 - Order in minutes
 - Mail within 72 hours
 - Conform to postal rules
- **Minimize Frustration**
 - Single point of contact
 - Track order status online
 - Free tools & assistance
- **Maximize Value**
 - Production choices
 - High quality output
 - High volume production facilities



www.zairmail.com

Commercial Quality
Fast, Easy, and
Inexpensive

Zairmail Express Direct

Sales Model - Tactics



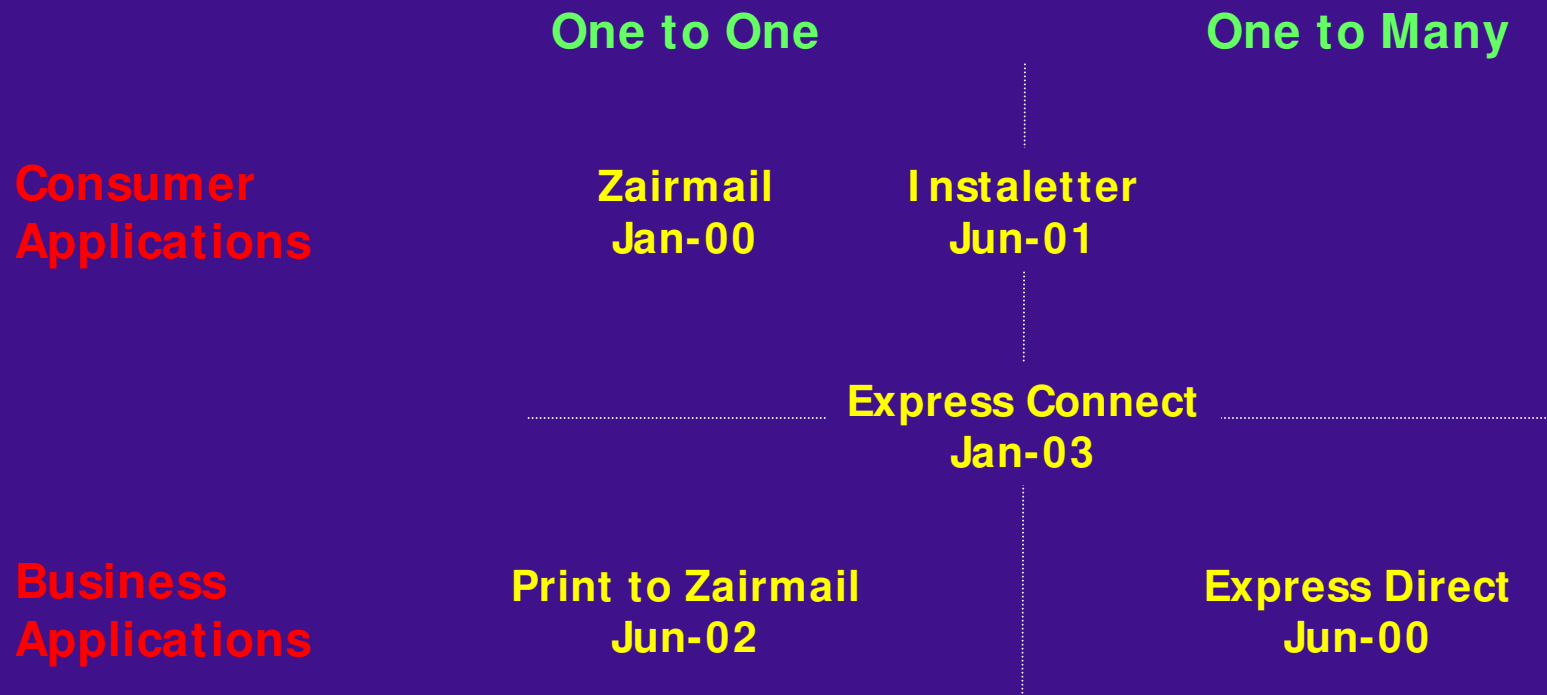
Zairmail Express Direct

Sales Model - Tactics

- **Viral Marketing**
 - URL on every mail piece
 - URL and offer on every email
 - Company logo on every article and newsletter
- **Multiple Points of Contact**
 - Order online
 - Toll free number
 - Free sample packet
 - Free email newsletter
- **Online Marketing**
 - Search engine optimization (organic listings)
 - Pay for performance (paid listings)
 - Contributed articles
 - Paid placements

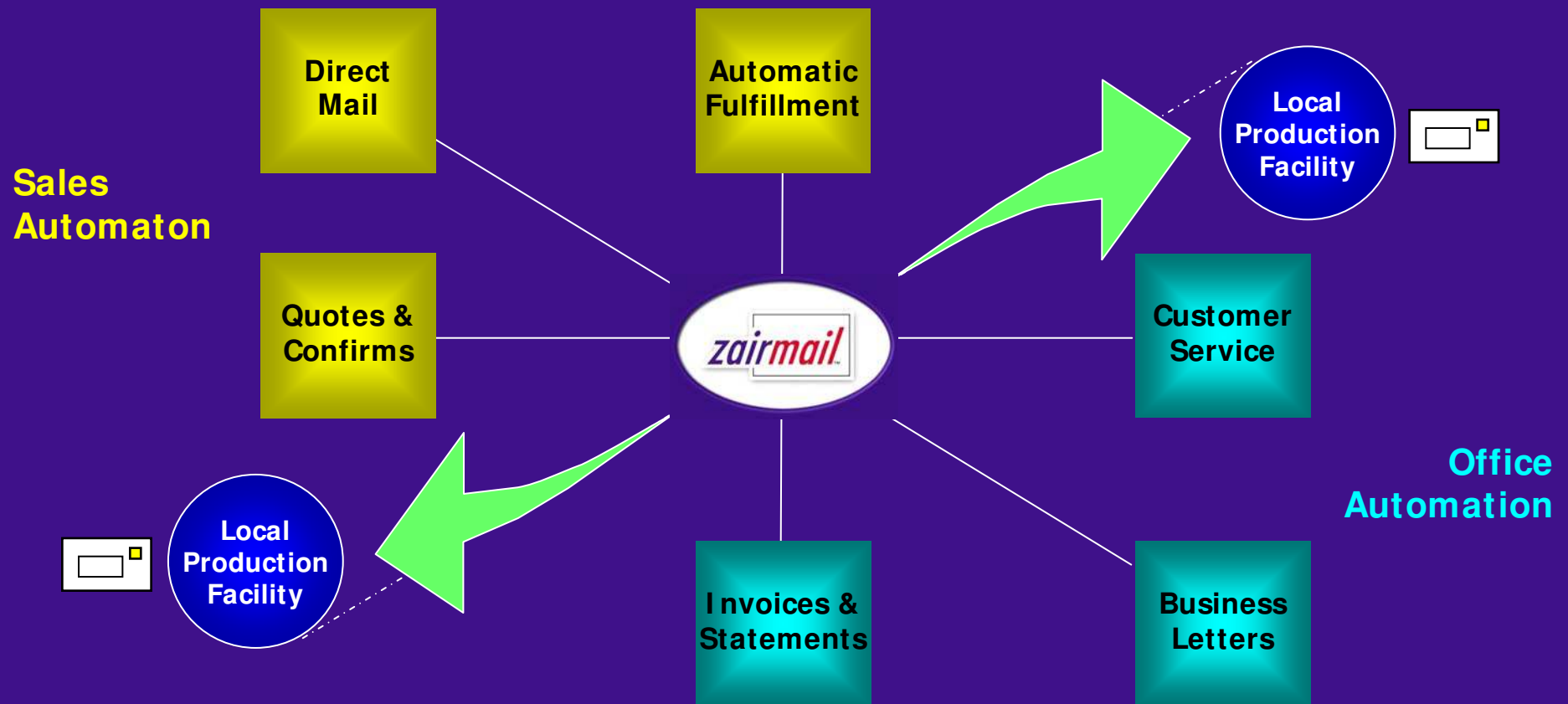
Where We've Been

Consumer to Business



What the Future Holds

Enterprise Postal Automation



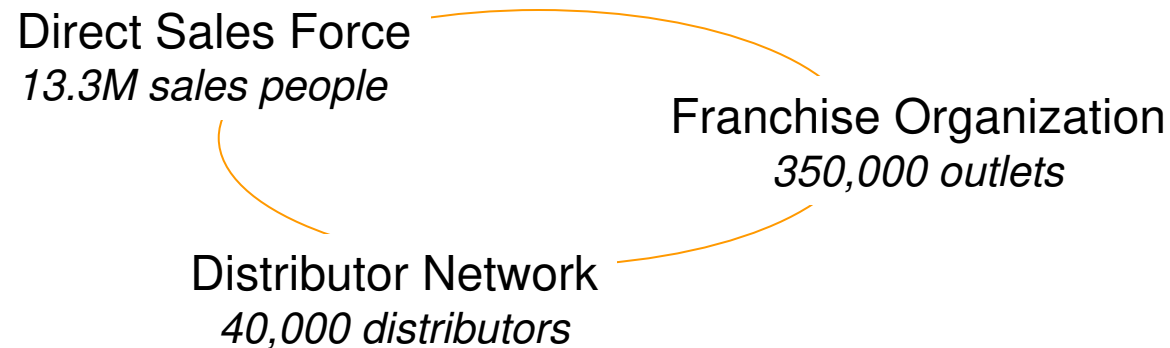
Who/What is Cendex



Cendex is the leading provider of marketing automation solutions for distributed enterprises. Cendex automates programs; insures the integrity of corporate brands; empowers channel partners; and synchronizes activity across the entire channel.

What's the Market?

Distributed Enterprise



Distributed enterprises have the need to control the brand, the message, and the offer centrally; yet they still need to empower local sales people to market their offerings with tools and techniques that work.

Where's the Pain

Millions Wasted on Ineffective Campaigns

Channel Partners Not Empowered

- Leads from “corporate” are not ideal for Channel Partners
- Marketing programs require too much time/effort
- Co-op funds often go unused

Channel Programs not Aligned with Partners

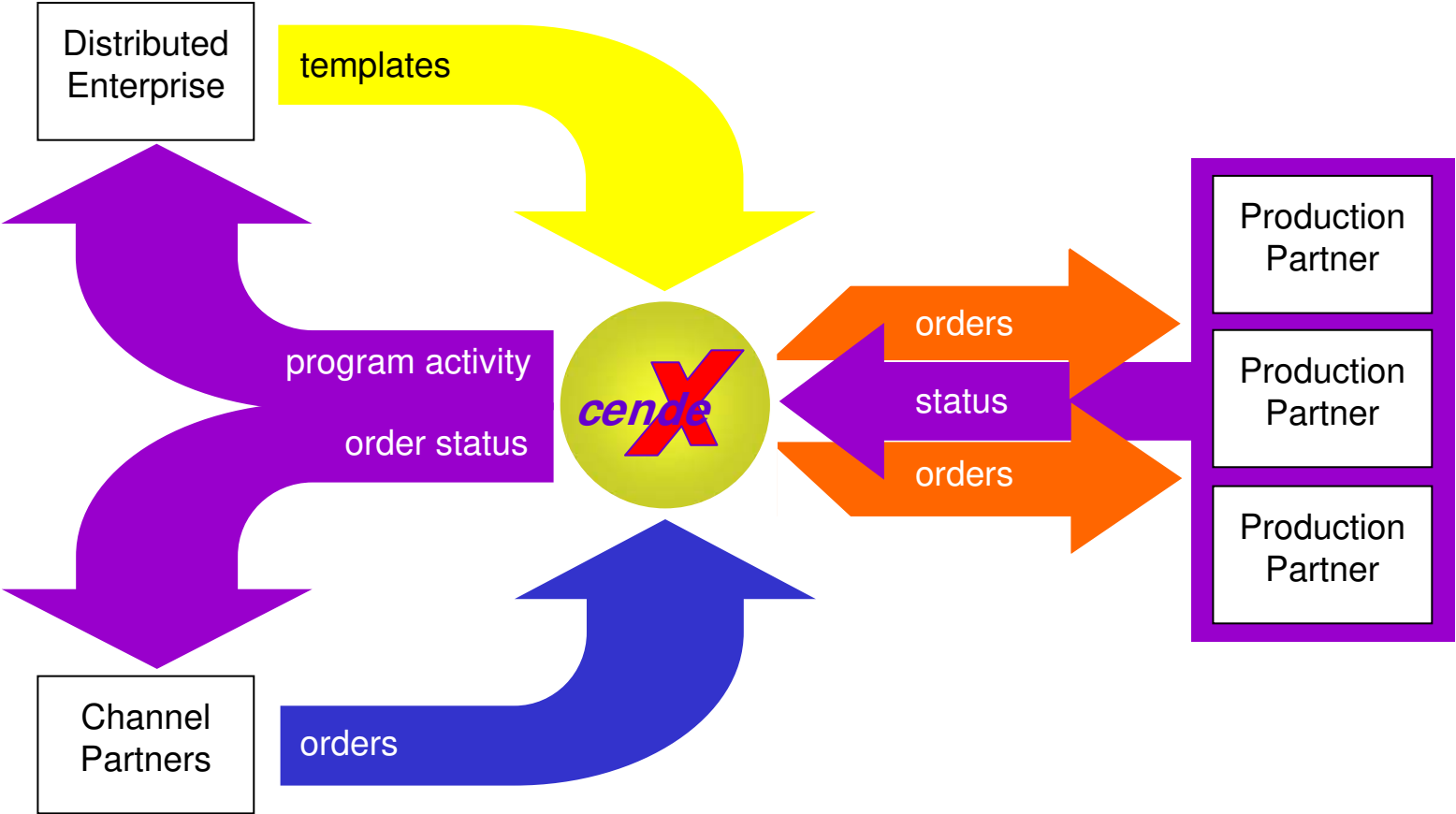
- Channel Partners need a “cook book” of programs that work
- Channel Partners need leads that match their business
- Channel Partners need leads when required

Production & Delivery Processes not Integrated

- Channel Owner needs to know what programs are working
- Production Partner needs to be part of the team
- Channel Partner needs to track progress

What's the Solution

Channel Marketing Portal



New Projects

Other Interesting Applications

www.satisfiedcustomers.com – customer reference Web presence

GetGordon.com – scheduled multi-medium marketing campaigns

eCommerce offering for local print shops

Multi-media advertising network for elevators

Automated digitization of medical records for billing

...



Bring Us Your Great Ideas!