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Print Automation Solutions

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Wilson Zehr

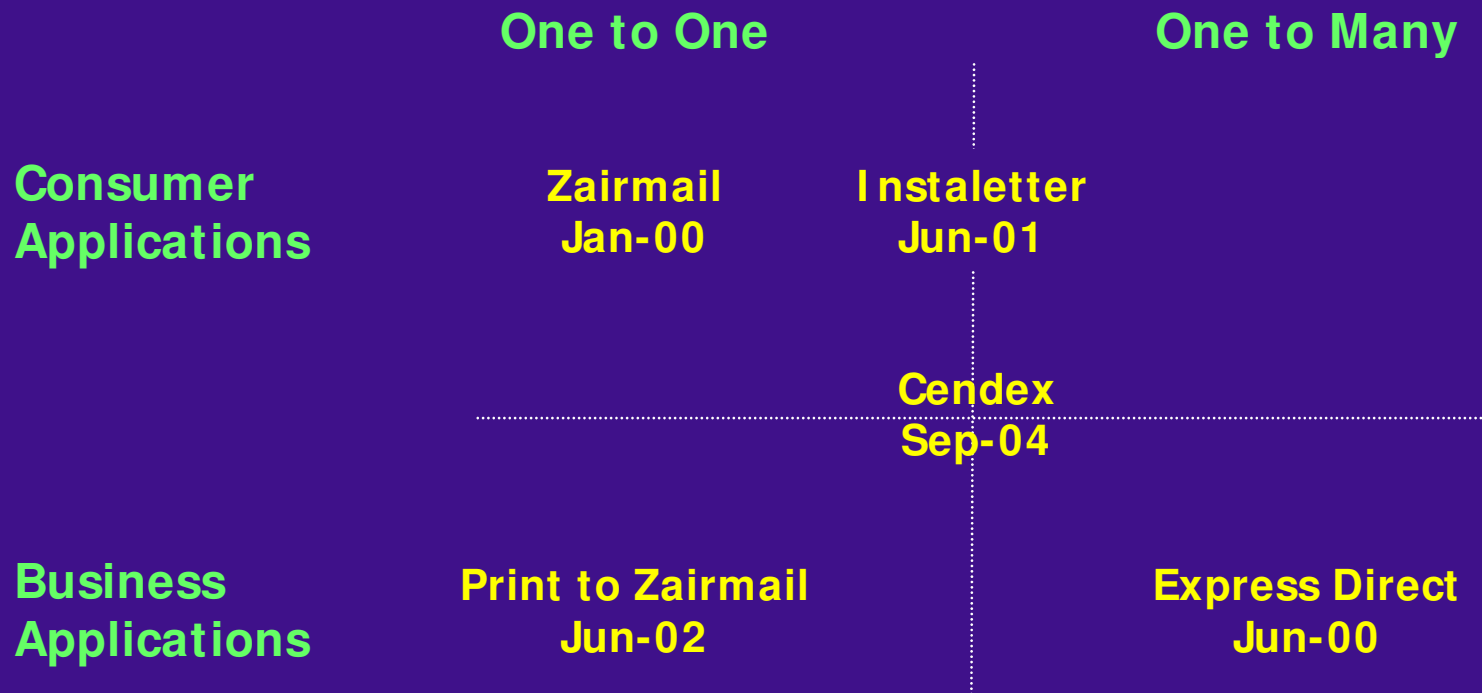
Background & Experience

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

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

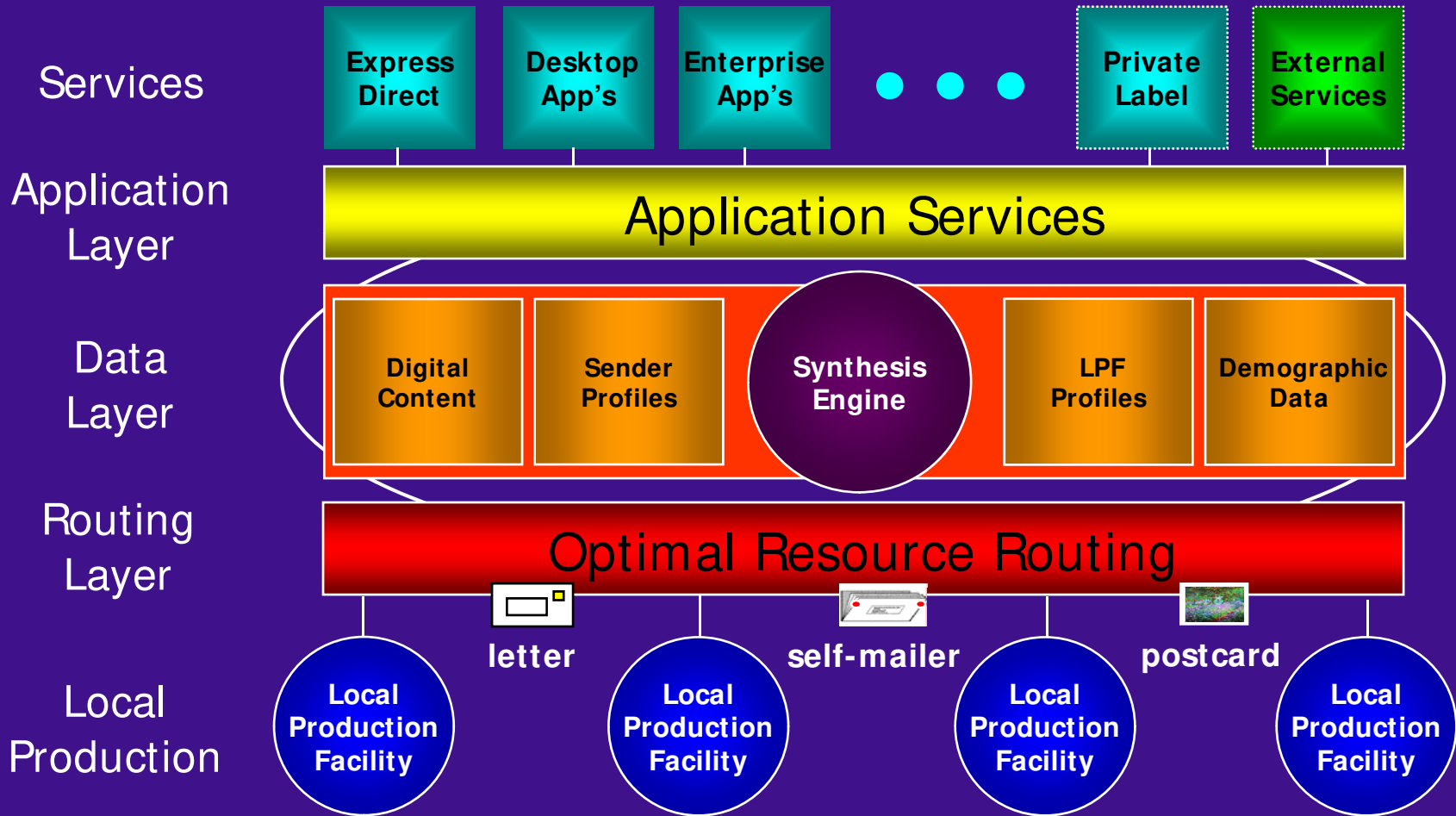
Print Automation Solutions

Solutions Delivered



Print Automation Solutions

The Foundation



What is the Internet?

Sales Channel

Amazon

Information Portal

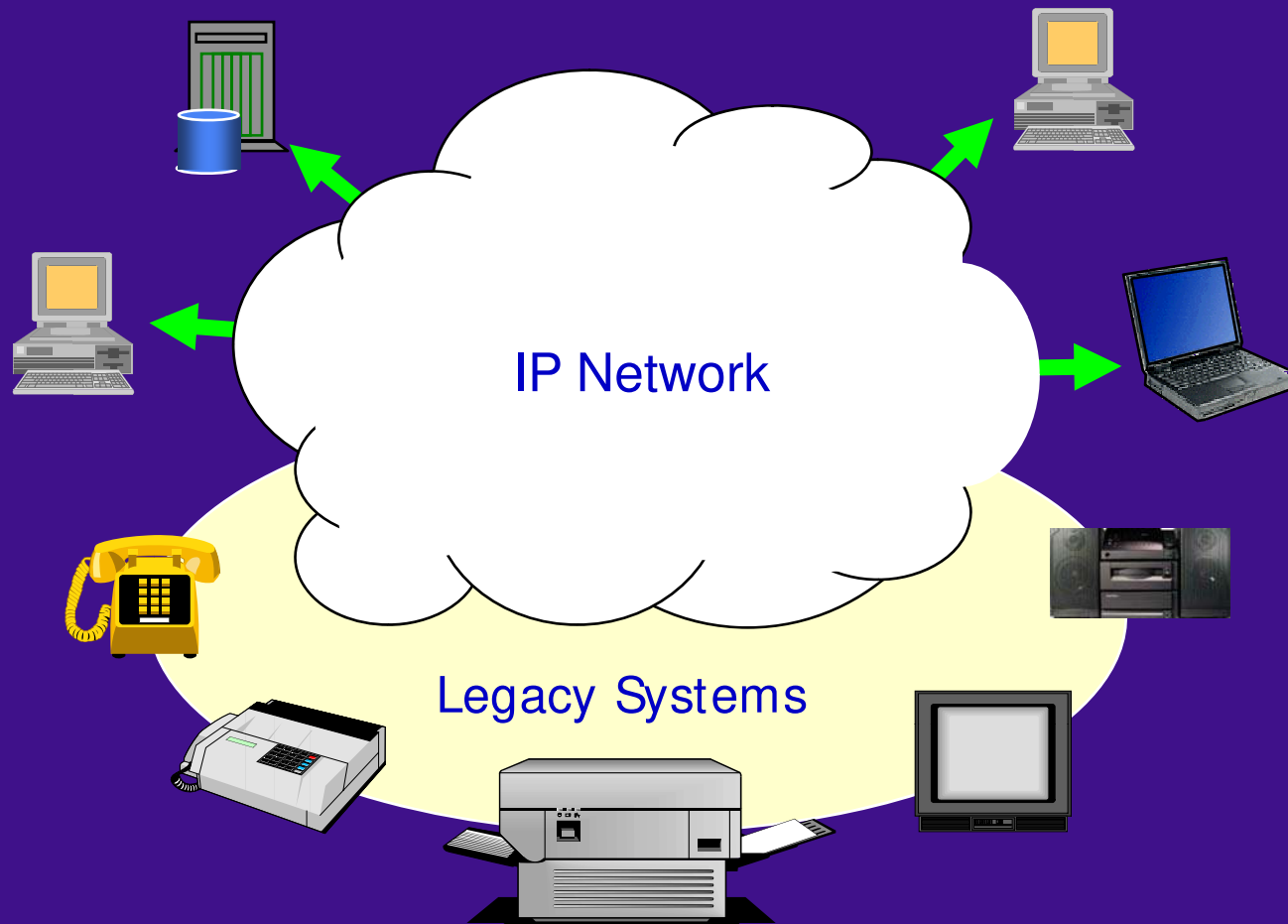
Google

Communication Substrate

IM

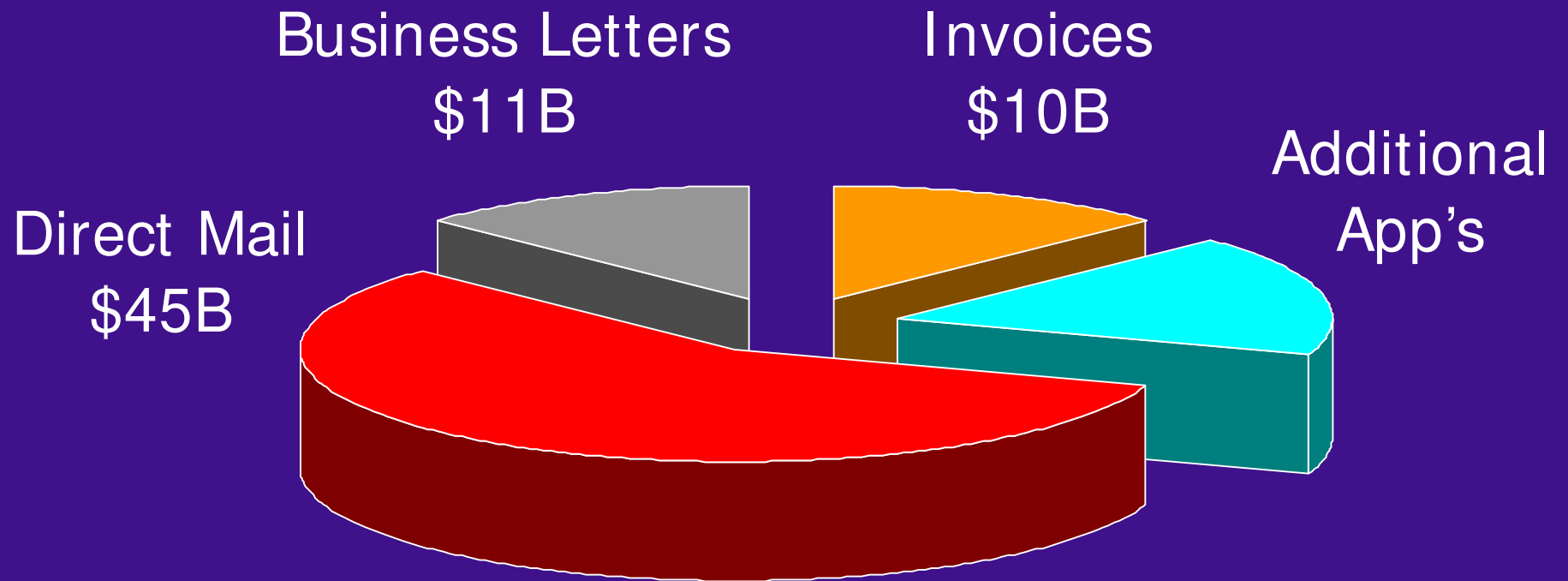
Every Internet Application Uses One or More

Internet Convergence



Market Focus

Postal Automation



Market 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

Internet Compliments Print

Both Mediums Work Together

	Direct Mail	Internet
Strength	<ul style="list-style-type: none">• Active• Demographics• Familiar	<ul style="list-style-type: none">• Low Cost• Pervasive• Media Rich
Weakness	<ul style="list-style-type: none">• Cost• Effort• Media	<ul style="list-style-type: none">• Passive• Demographics• CAN Spam
Ideal Use	Prospecting	Building Rapport



Your Special Delivery!TM

Taking the Snail Out of Mail[®]

1999 - 2005

Who is Zairmail

Proven Results

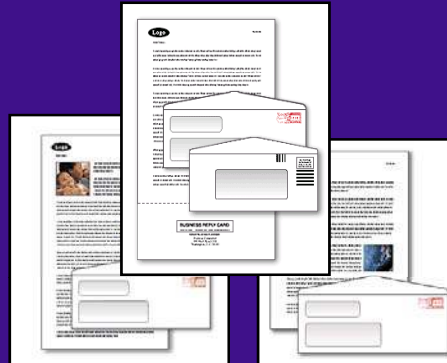
- Started in 1999
- Technology-Enabled Service Provider
- Over 12,000+ Registered Users
- 30+ Online Affiliates
 - USPS
 - GMAC
 - Microsoft
 - Prudential
 - Office Depot
 - Stewart Title
- 110,000 Monthly Newsletter Subscribers
- Own Software, Servers, & Service
- NO Production Equipment

What Zairmail Offers

Short-Run & Custom Jobs



Postcards



Letters



Self-Mailers



Tools & Templates



Mailing Lists



Private Label

Production Choices

- Home/Office Production
- Copy Shop Production
- Commercial Printer
- Mail-on-Demand

Traditional Process Choices

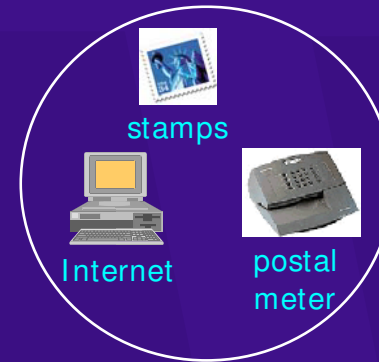
Home/Office Production



compose



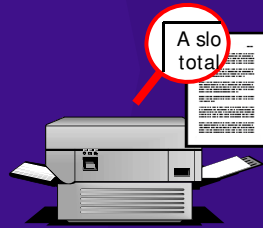
produce



stamps

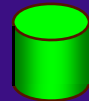
Internet

postal meter



proof

mailing list



Avery labels



address

fold, insert & stamp



mail

Pro's : Inexpensive and relatively quick

Con's: All-consuming and relatively low quality output

Traditional Process Choices

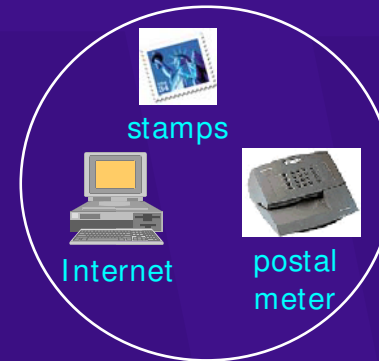
Copy Shop Production



compose



produce

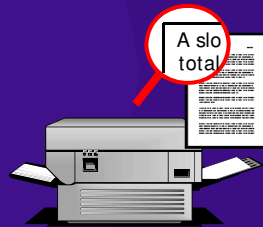


stamps

Internet

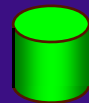
postal meter

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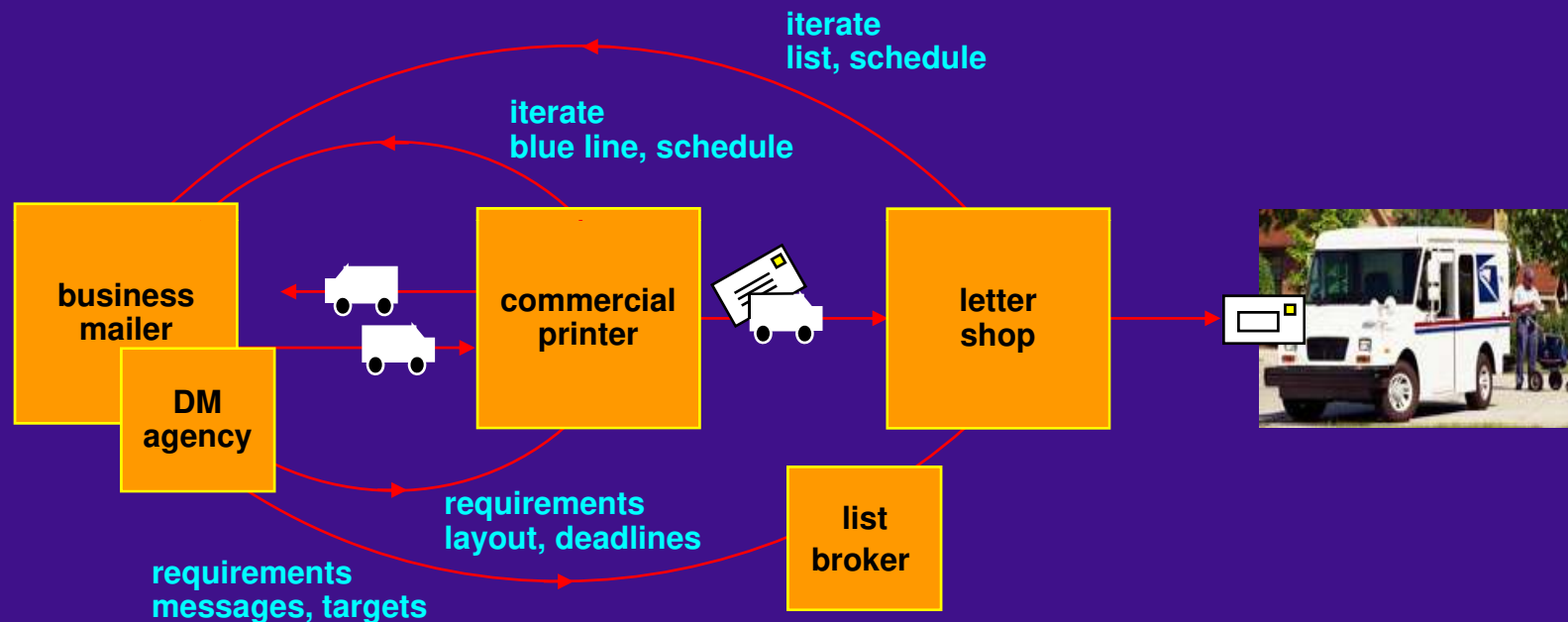
mail

Pro's : Higher quality; more free time

Con's: More expensive; takes longer; no personalization

Traditional Process Choices

Commercial Print Production



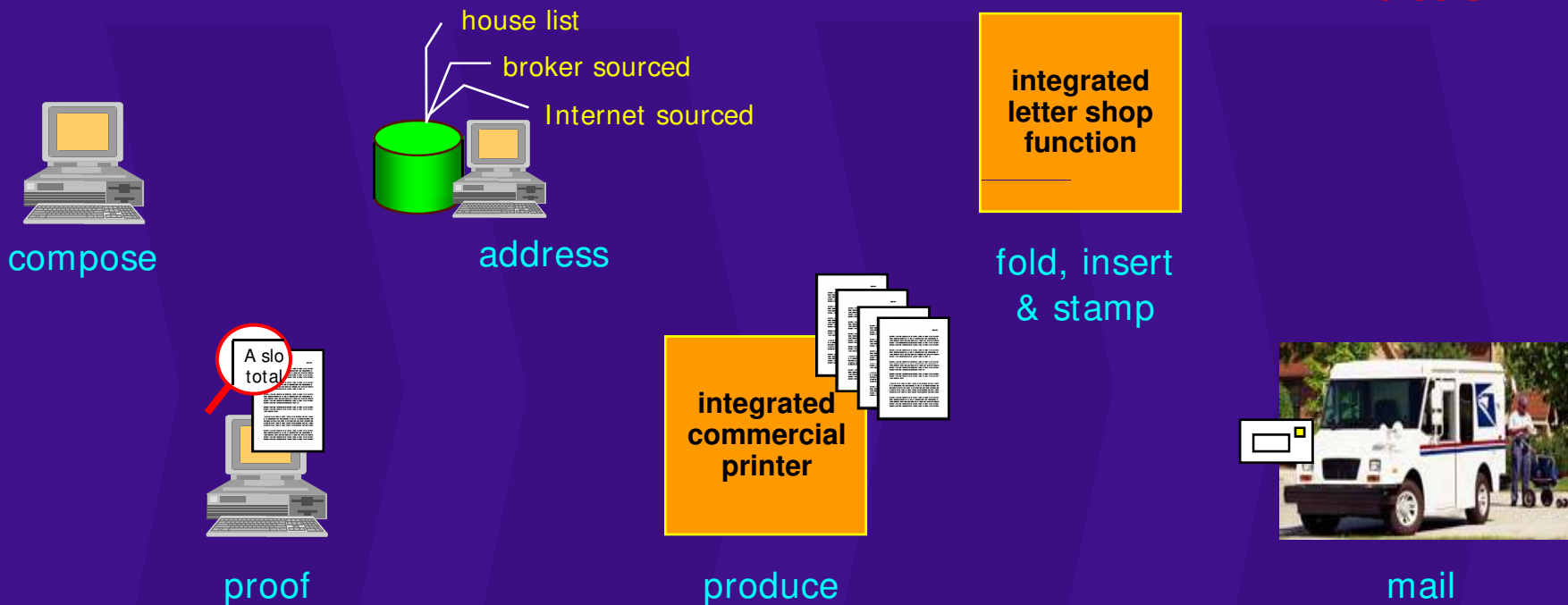
Pro's : Best quality; complete design freedom

**Con's: Most expensive for short runs; 3 weeks required;
lots of details to manage**

Traditional Process Choices

Mail-on-Demand

**Time Required:
Minutes**



Pro's : High quality; fast; easy; inexpensive

Con's: Restricted formats

The Solution

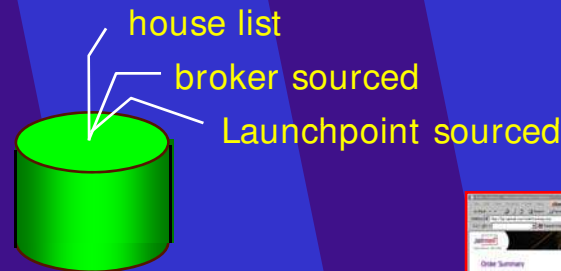
Zairmail Express Direct



Your Special Delivery™



www.zairmail.com



Select Mailing List



Upload Document & Preview



Launch Campaign

Faster, Easier, and 50% Less Expensive

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

Customer Profiles



Small
Business



Distributed
Enterprise



Non-Profits &
Associations

12,000+ Registered Users...

Zairmail Express Direct

Sales Model



Zairmail Express Direct

Sales Model - Highlights

- **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

Zairmail Express Direct

Sales Model – Other Considerations

- Test New Offers Online
- Measure Results
- Avoid Leakages
 - Separate landing pages
 - Whoscalling.com
 - Opentracker.net
- Manage Business Electronically
 - Real-time sales tracking
 - Real-time margin analysis
 - Real-time business management

What's Next?

