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## Print Automation Solutions

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March 30, 2005

# Wilson Zehr

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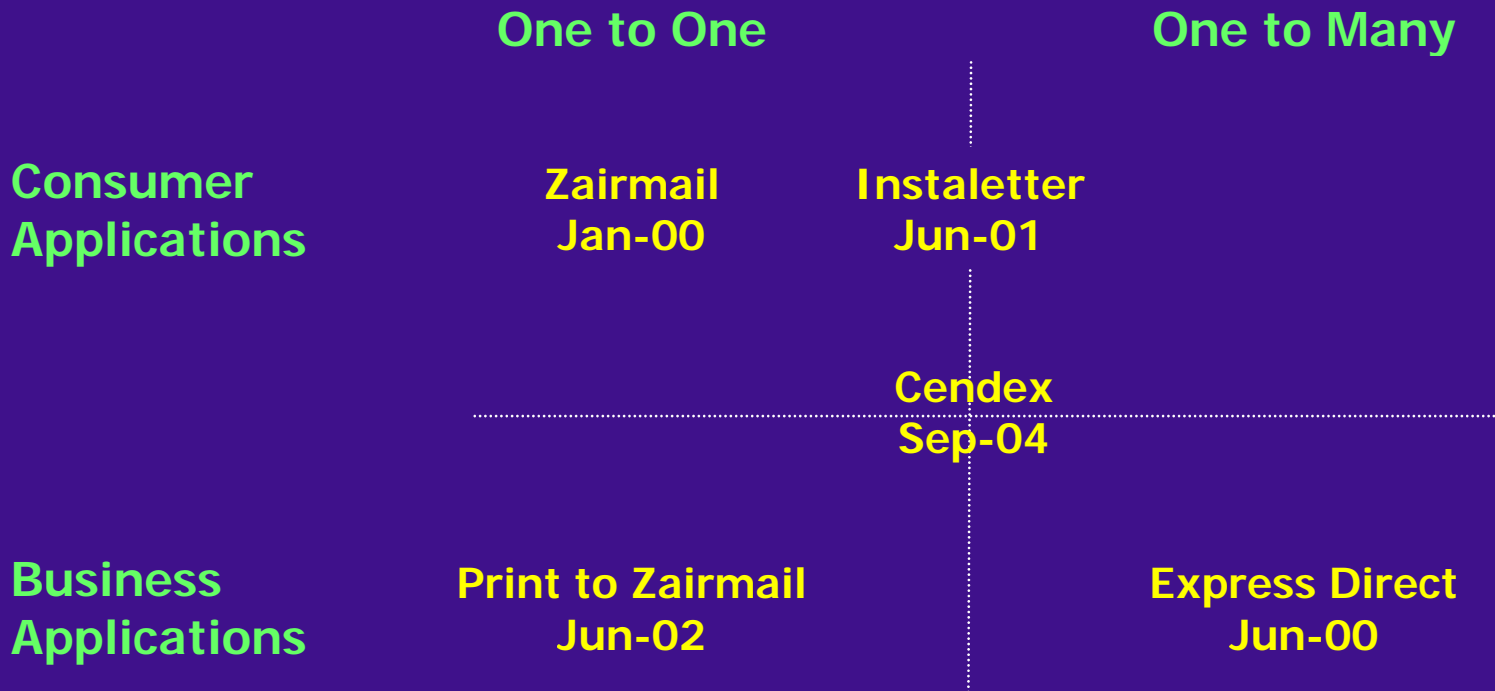
## Background & Experience

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

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

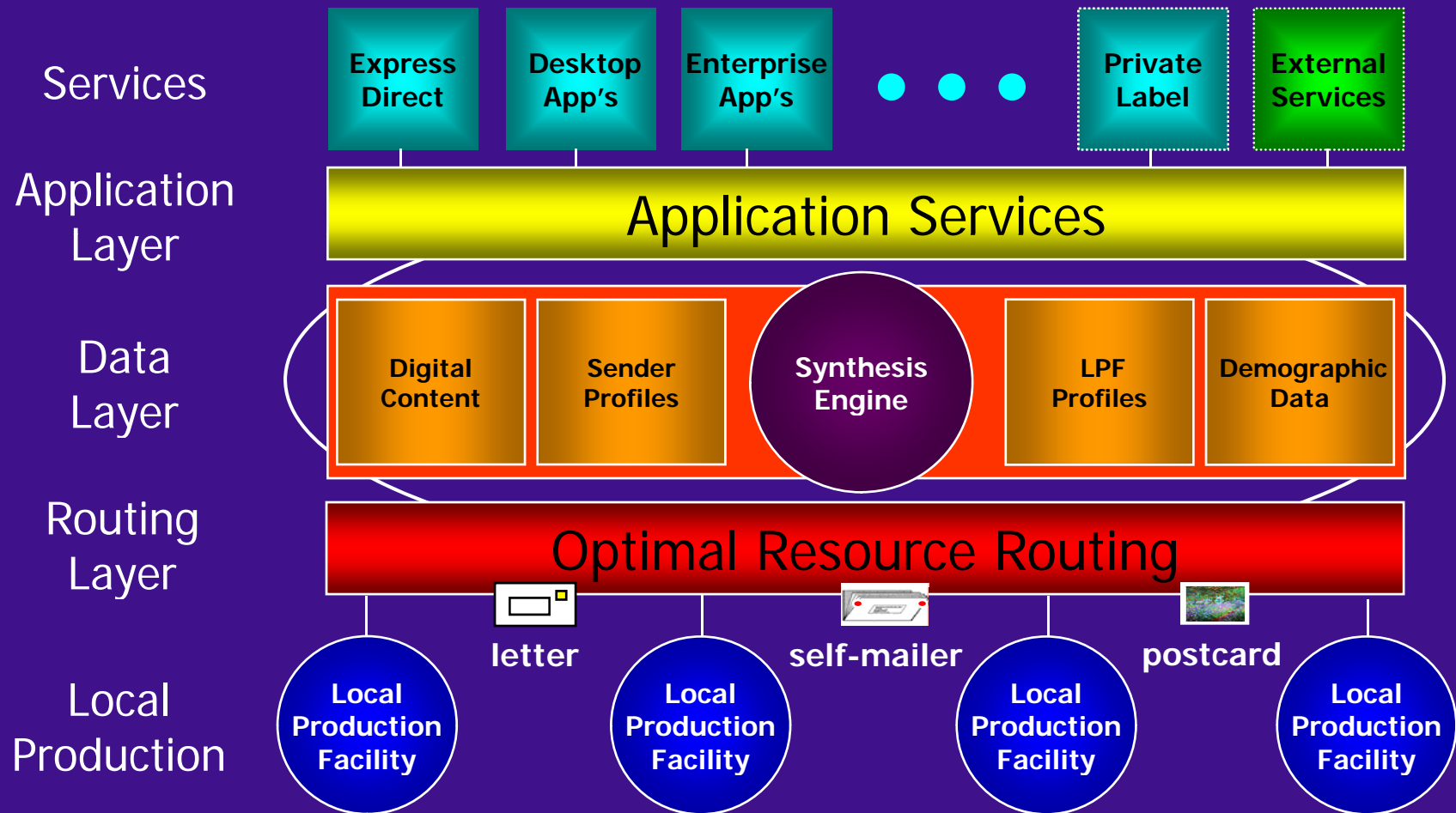
# Print Automation Solutions

## Solutions Delivered



# Print Automation Solutions

## The Foundation



# What is the Internet?

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Sales Channel

Amazon

Information Portal

Google

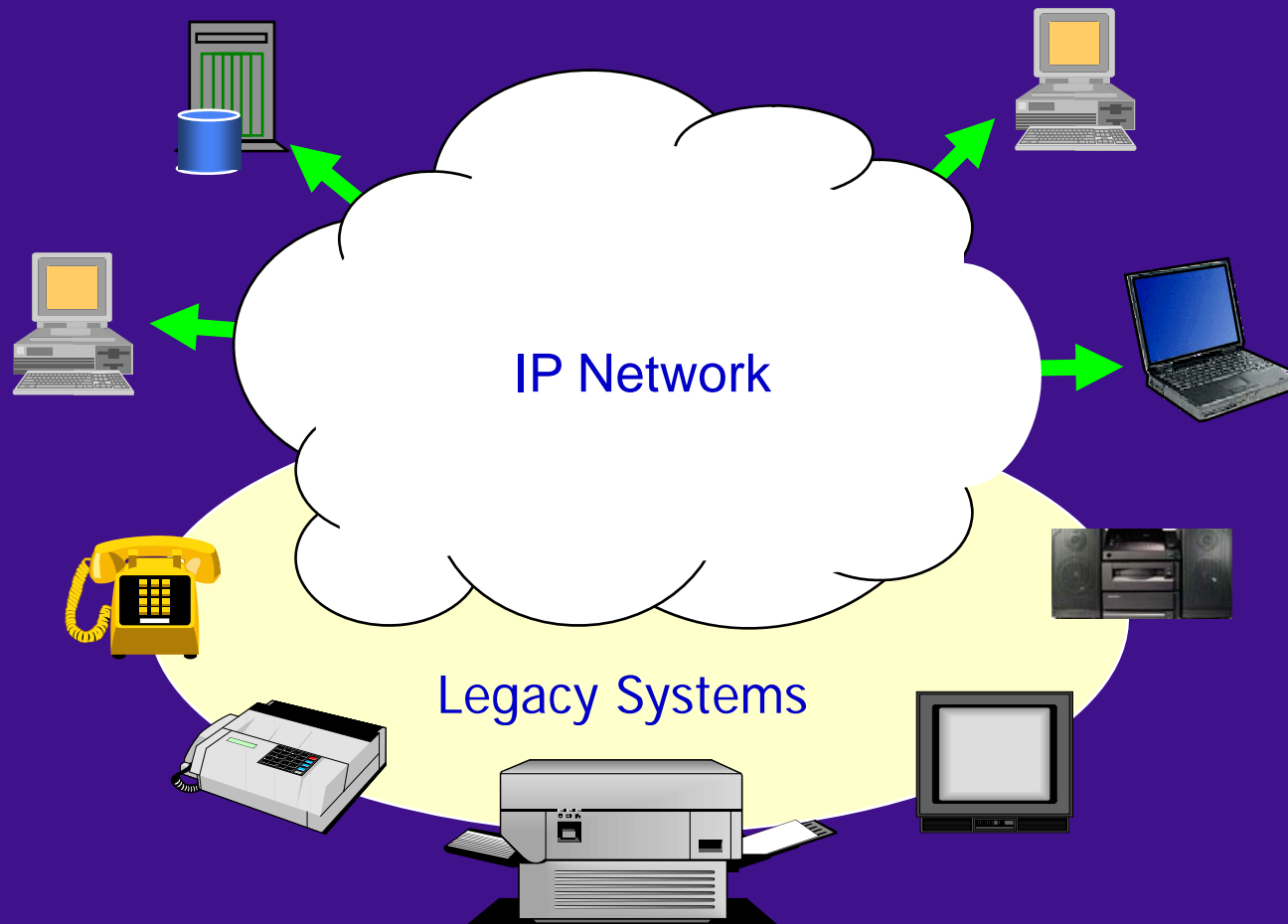
Communication Substrate

IM

Every Internet Application Uses One or More

# Internet Convergence

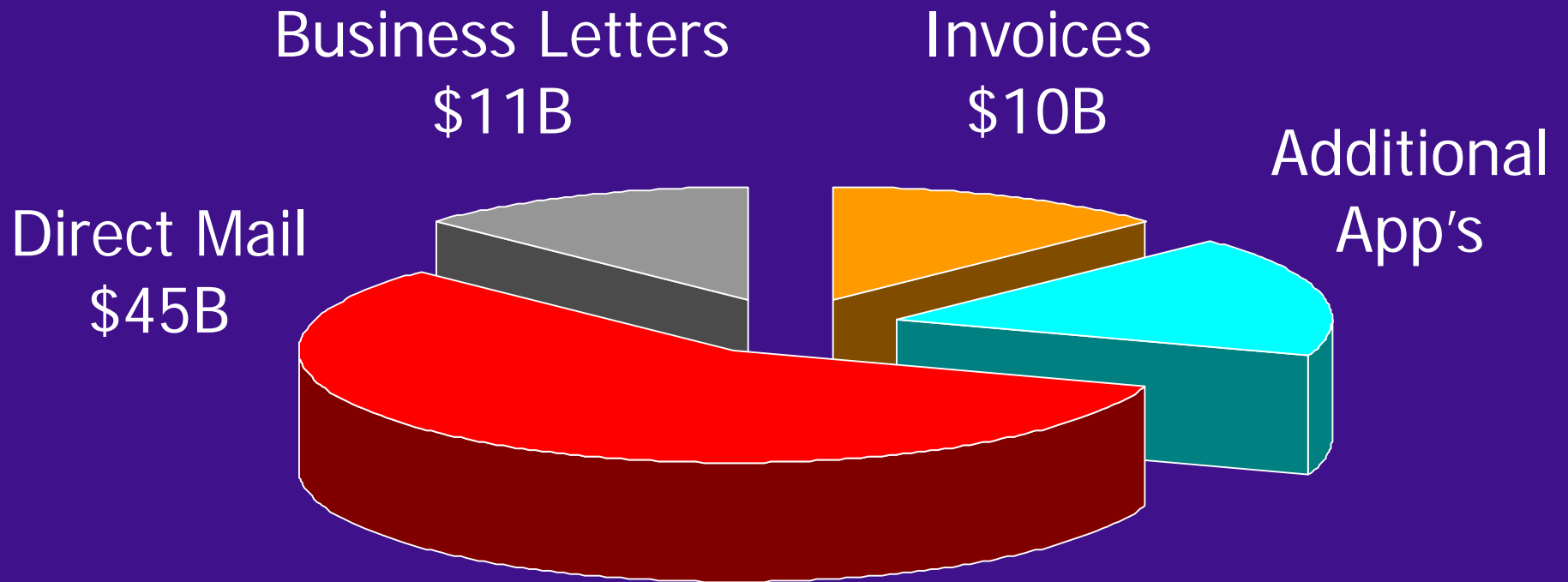
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# Market Focus

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## Postal Automation



# Market Focus

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## 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

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Both Mediums Work Together

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



Your Special Delivery!<sup>TM</sup>

Taking the Snail Out of Mail<sup>®</sup>

1999 - 2005

# Who is Zairmail

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## Proven Results

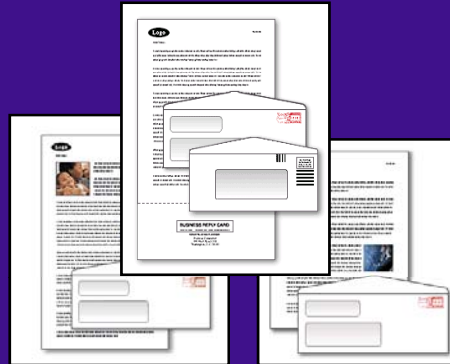
- Started in 1999
- Technology-Enabled Service Provider
- Over 12,000+ Registered Users
- 30+ Online Affiliates
  - USPS
  - GMAC
  - Microsoft
  - Prudential
  - Office Depot
  - Stewart Title
- 110,000 Monthly Newsletter Subscribers
- Own Software, Servers, & Service
- NO Production Equipment

# What Zairmail Offers

## Short-Run & Custom Jobs



Postcards



Letters



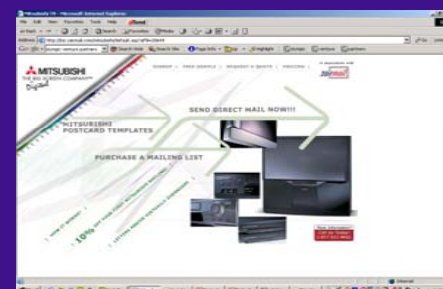
Self-Mailers



Tools & Templates



Mailing Lists



Private Label

# Production Choices

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

# Traditional Process Choices

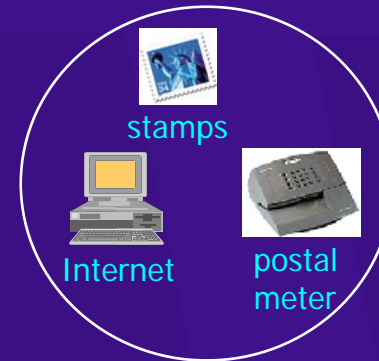
## Home/Office Production



compose



produce

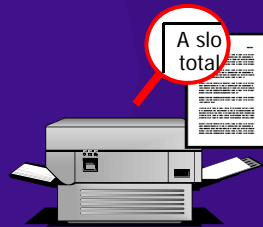


stamps

Internet

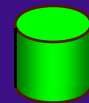
postal meter

fold, insert & stamp



proof

mailing list



Avery labels



address



mail

**Pro's : Inexpensive and relatively quick**

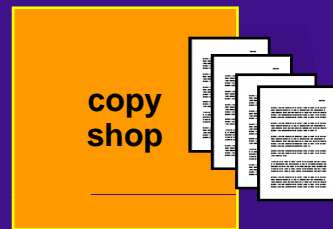
**Con's: All-consuming and relatively low quality output**

# Traditional Process Choices

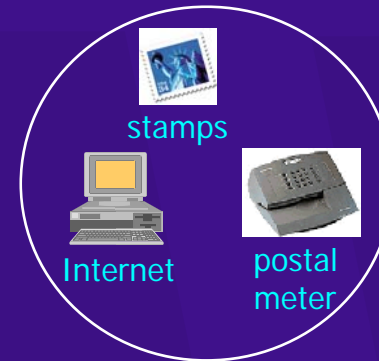
## Copy Shop Production



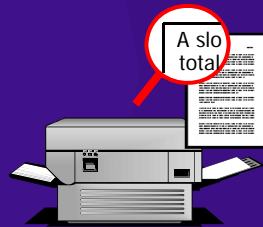
compose



produce



fold, insert & stamp



proof



address



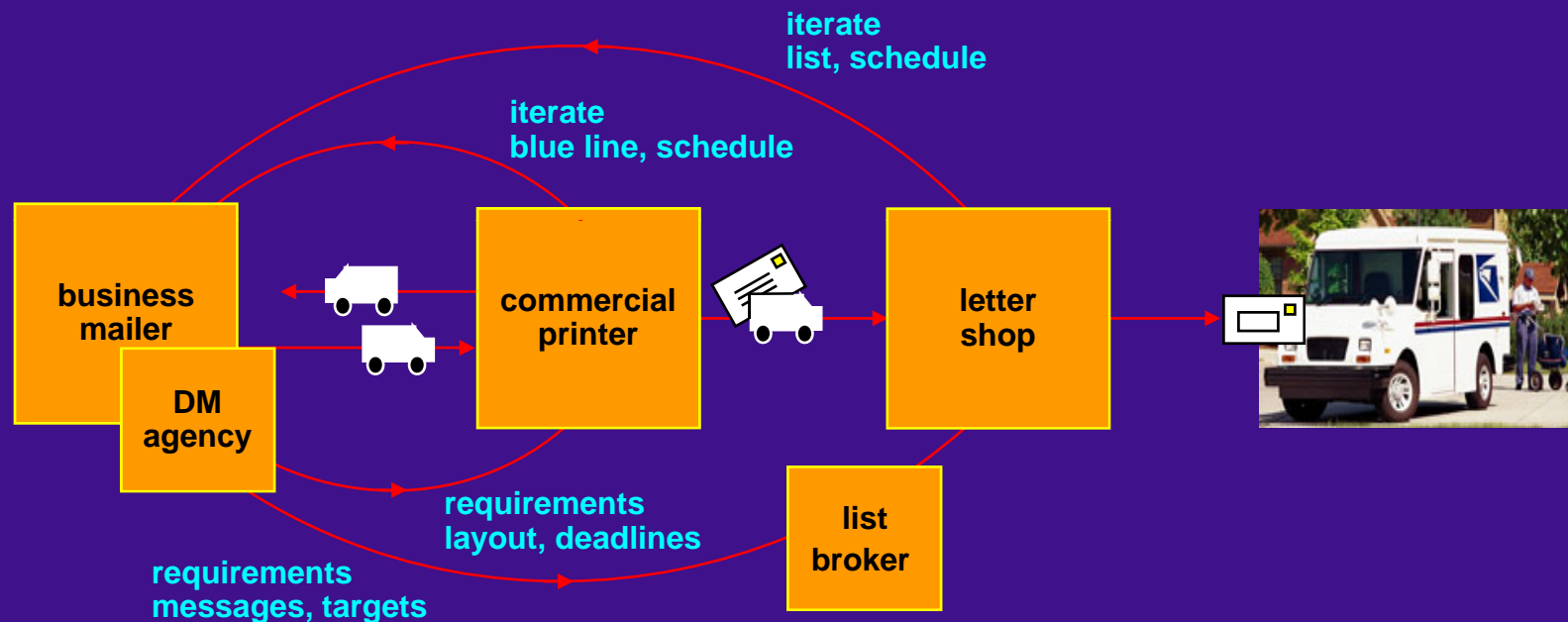
mail

**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**

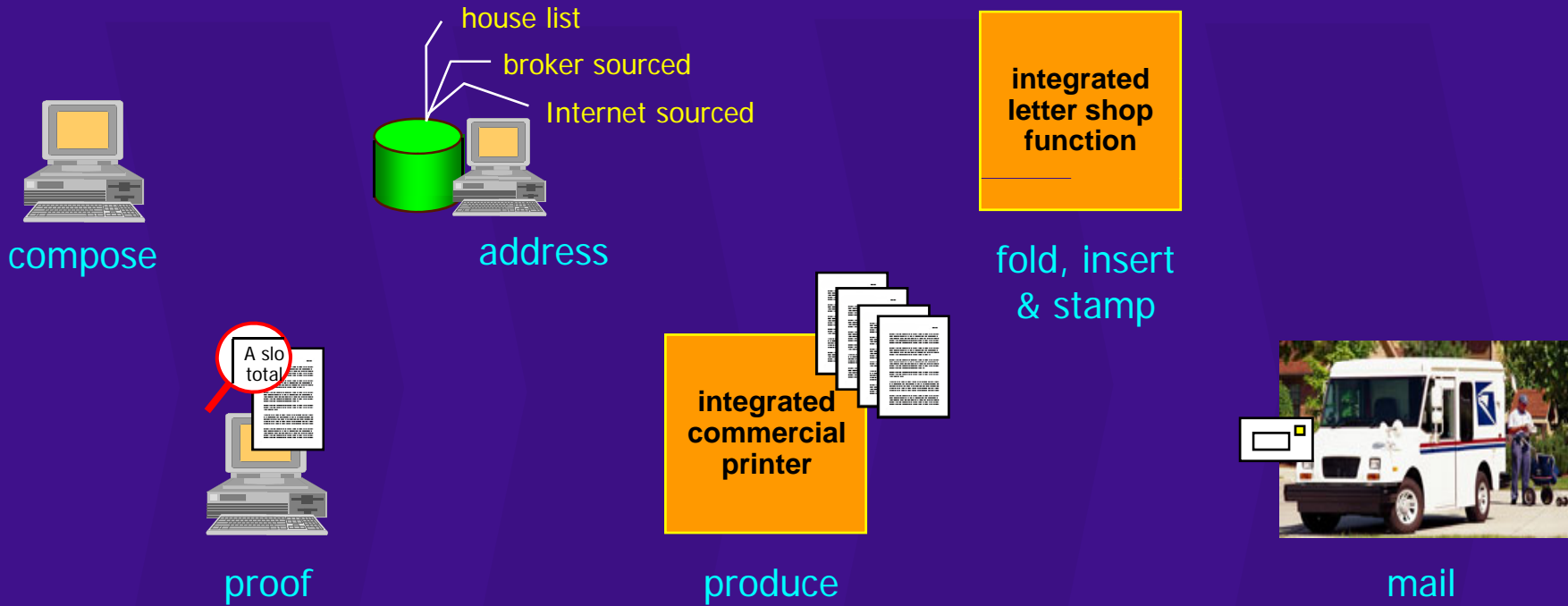
**Con's: Most expensive for short runs; 3 weeks required;  
lots of details to manage**



# Traditional Process Choices

## Mail-on-Demand

**Time Required:  
Minutes**



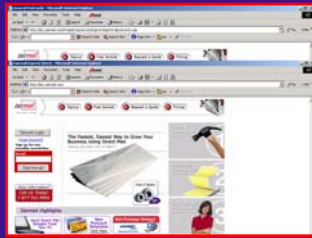
**Pro's : High quality; fast; easy; inexpensive**  
**Con's: Restricted formats**

# The Solution

## Zairmail Express Direct

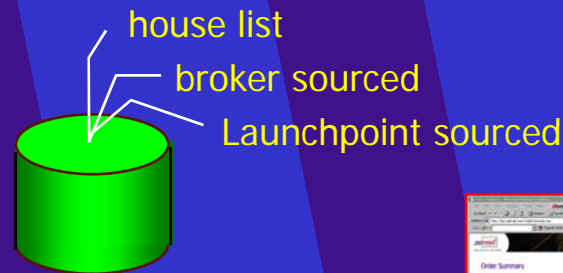


Your Special Delivery™



www.zairmail.com

1



Select Mailing List

2



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](http://www.zairmail.com)

**Commercial Quality**  
**Fast, Easy, and**  
**Inexpensive**

# Zairmail Express Direct

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## Customer Profiles



Small  
Business



Distributed  
Enterprise



Non-Profits &  
Associations

12,000+ Registered Users...

# Zairmail Express Direct

## Sales Model



# Zairmail Express Direct

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## 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

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## 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?

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