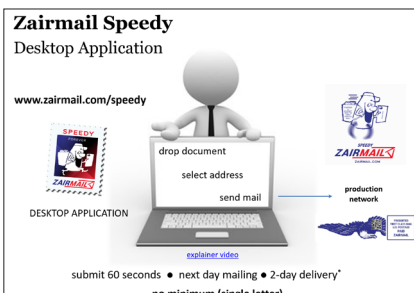
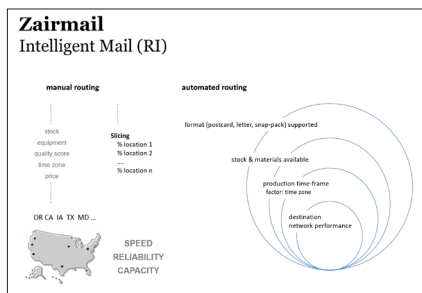
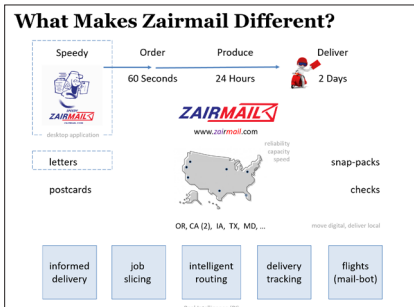
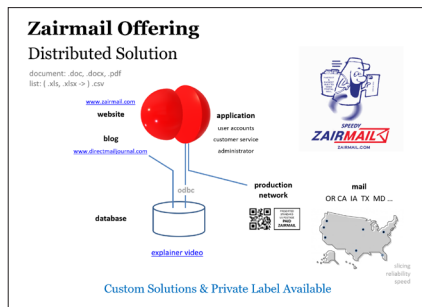


Cendix (Zairmail)

25 YEARS



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From Zairmail to Speedy, Cendix marks 25th anniversary with ongoing innovations

Wilson Zehr, PhD, was the mastermind behind Zairmail, a pre-bubble venture-backed startup, that was funded by Hewlett-Packard and Draper Fisher Jurvetson, and opened for business on 9/9/99.

Zairmail invented the concept of “hybrid mail,” (digital to physical mail), working in partnership with the U.S. Postal Service. This concept was quickly embraced by the direct mail industry. Zehr guided Zairmail from a seed-stage enterprise to a mature organization with over 12,000 registered users, 160,000 subscribers, and more than 25 strategic partners. Zairmail was selected as the Internet Company of the Year in 2002 by the Portland Business Journal.

Zairmail had to overcome a number of unusual speedbumps in the early days, including the dot com meltdown, the 9/11 terrorist attack and the USPS anthrax scare. In spite of the obstacles, Zairmail completed three acquisitions post-bubble to become Launchpoint, which Zehr was also retained to run. Zairmail was eventually acquired by its largest production partner in California.

Zehr moved on to start Cendix in 2004 in order to offer hosted web-to-print solutions

to commercial printers and organizations that sell through “channels” such as franchises, dealers, and distributed sales teams. Cendix has designed and operated more than 60 enterprise SaaS web-to-print portals.

Cendix also serves as a hub for Zehr’s consulting work. Cendix has advised or assisted dozens of early-stage and established ventures with their most pressing fundraising, business development and strategic marketing challenges.

Cendix eventually repurchased the Zairmail brand and launched a new automated direct mail service on the Cendix software platform using the Zairmail brand name. Customers responded enthusiastically and orders started rolling in. Cendix has been expanding and refining the Zairmail solution ever since.

Cendix (Zairmail) has an office in Lake Oswego and data centers in Hillsboro and Manassas, Va. The company calls on technical talent from around the globe to deliver solutions.

The story continues to evolve with the introduction of Speedy. “Speedy is poised to disrupt and re-invent the \$5 billion annual market for postal meters,” Zehr said.

Speedy is a desktop application that

send USPS mail - fast, easy, & FREE

desktop app – download, then drag & drop
the first letter is FREE
Try it now (www.zairmail.com/speedy)

allows a user to drop a document on an icon, respond to simple prompts, and Zairmail takes it from there. Zairmail processes, prints, folds, inserts, and deposits the letter in the mail. Zairmail does all this for slightly more than the cost of a traditional postage stamp. The entire process takes minutes end-to-end and comes with real-time delivery tracking at no additional charge. The application is designed to make sending mail fast and painless, whether it is just one piece or one million pieces.

Zehr also teaches entrepreneurship, marketing, finance and business strategy at the university level and recently completed post-graduate studies in data analytics at Harvard University.