



**CONNEXUS**

**'If you can't make a wave, make a ripple.'**

**– Robert F. Kennedy**

Once in a while, someone comes up with a revolutionary idea – something that turns a spare bedroom business into a billion dollar enterprise almost overnight.

But in most cases, successful businesses take years to build. They win by sticking steadfastly to a long-term plan, gaining strength every year.

Whether success is achieved in six months or six decades, these companies share a common characteristic: as well as having the Big Idea, they get the small stuff right.

They deliver what the customer wants every time. Thousands of transactions. Millions of transactions. And each time making a small difference to the collective satisfaction of the customer.

It's called the ripple effect . . .

Connexus is in the business of making ripples – and helping clients to get the small stuff right.

**CONNEXUS**

## Who we are

Connexus was founded in 1989 by Marty Smith. It's a private company owned by a small group of communications specialists.

## What we do

We provide ideas, advice and business applications that help our clients interact with consumers or with other businesses.

Having started as a pioneer of telephone interactivity (premium rate services, Interactive Voice Response, contesting), Connexus now provides clients with the means to capitalise on all modern communications platforms – web-based, mobile or landline.

We've successfully managed several hundred interactive mass response projects, including high profile events such as television's *NZ Idol*, *Dancing With The Stars* and *Fight For Life*.

We've run voting services and contests services for print and broadcast media companies, providing a 'one-stop shop' service that enables people to take part using the internet, text messaging or traditional telephones.

## Key services

### ■ Bond with new customers

When your business acquires a new customer, it's essential to quickly create a bond. Our 'welcome' service ensures all your new customers are contacted early in your relationship to check they're happy with your products or services.

### ■ Stimulate repeat business

Our 'reminder' service is a cost effective way to prompt your customers to use your products or services again. Timely reminders increase the repeat purchase cycle and encourage the loyalty of your customers.

### ■ Control stock

Our 'stock' service is ideal for businesses that need to monitor stock levels at remote sites and don't have computer networks available. You only need a telephone and our service helps ensure you have the right amount of stock at the right place at the right time. This is particularly useful if your stock is perishable.

### ■ Interactive marketing campaigns

We provide the means for clients to run interactive marketing campaigns using any combination of landline, mobile, web or interactive voice technologies.

### ■ Special deals

Our 'special deals' service enables you to contact customers in the most effective and efficient way to offer them incentives to buy more of your products and services.

The logo for Connexus, featuring the word "CONNEXUS" in a bold, sans-serif font. The letters "O", "N", "N", and "E" are highlighted in a vibrant red color, while the remaining letters are black.





To deliver the best services to customers, Connexus works closely with a range of technology and service providers, using only those with proven records and solid reputations.

A key technology partner is Xiam, a global specialist in mobile messaging platforms.

Through Xiam, Connexus offers:

### **Information Router Services**

This Xiam Information Router (XIR) is a comprehensive solution for the creation and deployment of mobile messaging applications. The technology is used today by more than 200 organisations worldwide, including some of the world's leading mobile operators.

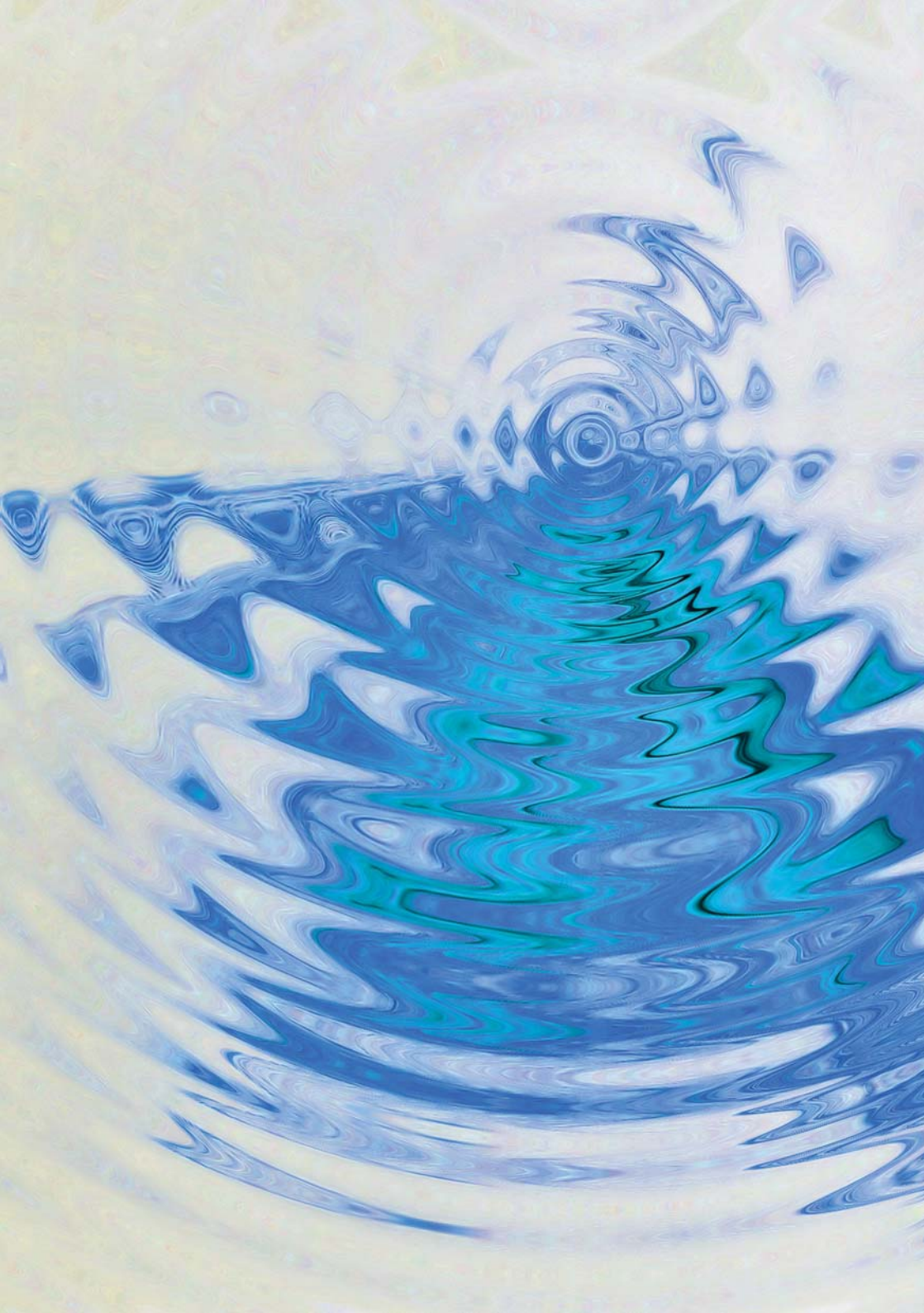
The XIR is proven and highly-reliable. It has been designed to support mission critical mobile messaging applications. It combines a powerful mobile messaging gateway and a sophisticated message oriented middleware platform in a single product.

### **Xiam Media Platform**

This software solution enables media and marketing partners to create and run multiple simultaneous interactive messaging applications such as votes, contests and campaigns.

Having proven itself with broadcast companies, the platform can be used to run promotional campaigns while building databases of consumers for future targeting.





Connexus has made ripples for some of New Zealand's best known companies, including:





# The Connexus Team



**Marty Smith**  
Managing Director

Marty is New Zealand's leading authority on promotional strategies using interactive telecommunications. He has an extensive network of international contacts, ensuring Connexus remains at the forefront of thinking and best practice. He has a Diploma of Business from Auckland University (major in marketing) and the NZDMA Certificate of Direct Marketing.



**Patrick Laughran**  
Partner

Patrick is an acknowledged leader in New Zealand's direct marketing industry, having founded Gestro Horne's DM division and having held senior marketing roles with Citibank, Diners Card, Johnson & Johnson and 3M. Educated at University of Wisconsin, US, he has an MBA (specialising in marketing and finance) and a Bachelor of Business Administration degree in Marketing.



**Josh Easby**  
Partner

Josh is managing director of independent book publisher Hurricane Press and has more than 30 years' experience as a senior executive with international media companies in New Zealand, Australia and the UK. He brings to Connexus an understanding of how broadcasters and publishers want to interact with consumers.

**For more information, contact**

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