

## Platform for Sending and Receiving Text Messages, Faxes, Voice Messages, Postcards, Spreadsheets, Word Document and PDFs as an Email



**Marc Orenberg**  
President  
MailPrism LLC

**CEOCFO:** *Mr. Orenberg, according to your website, MailPrism can empower your email. How so?*

**Mr. Orenberg:** MailPrism provides a way for small businesses and individuals to use their existing email accounts to send and receive text messages, faxes, voice messages and even send postcards and letters. Just like sending an email, you can attach files to your message. We accept most common file types. You could attach a spreadsheet, a word document, a PDF or other types of files to a fax, a letter or a postcard. Using MailPrism to send your messages saves time and money, and one of the big benefits is it can help keep you really organized.

**CEOCFO:** *How does it work with an existing email account? What are the mechanics of setting up?*

**Mr. Orenberg:** It's really simple. When creating an account with us, you list your email address that you would like to use. Then you are pretty much ready to go. If you want to send a text message, compose an email and address it to the person's *phone number* @sms.mailprism.com. Type the message as you normally would in the email body, and it ends up as an SMS on the person's phone. If you want to send it as a fax instead, you address it to their *FAX number*@fax.mailprism.com and it will show up as a fax on their FAX machine. You could attach a spreadsheet to your fax, a word document, PDF, jpeg picture or whatever you want and it is as simple as sending an email.

**CEOCFO:** *Would you be doing it from your existing account or would you have to use your interface?*

**Mr. Orenberg:** Whatever email account you are using now is the email account you can use. You can use free accounts such as Gmail or Yahoo, or your company email. There is no new software to learn, and no web portal to log into to be able to send and receive messages; you just use the email account you are already comfortable with.

**CEOCFO:** *What about the voice mail component?*

**Mr. Orenberg:** When you sign up, we let you choose your own personal MailPrism phone number. Inbound voice calls, FAXes, and text messages to this phone number are forwarded to your email account. And if you send a fax or text message, this phone number will be the "from" number so that people can reply to you. So you have one phone number that can be set up to receive faxes, voice messages and text messages to you or your business. Because the messages you receive also go to your existing email account, everything is in one place.

**CEOCFO:** *How are you able to do this as easily and cheaply as you indicate on your site?*

**Mr. Orenberg:** By keeping our prices low, we are opening up our product to a wider variety of uses, and thereby attracting more users; we're looking for strength in numbers.

**CEOCFO:** *How long has MailPrism been available?*

**Mr. Orenberg:** We just opened to the public about a week ago.

**CEOCFO:** *How are you getting people to understand what you are doing and why?*

**Mr. Orenberg:** We are initially focusing on social media and online advertising including Google. We are in the process of determining where to best spend our money for other types of advertising such as print media, etc.

**CEOCFO:** *What is the competitive landscape? Are there any companies that offer such a comprehensive offering?*

**Mr. Orenberg:** There are many players in the unified messaging space but I do not know of any company that solves the unified messaging problem the way that we do; by having everything happen in the background, using your existing email

without any kind of software to download or web interface to use. I do not think it has ever been done in a way so unobtrusive to the end user and their existing business processes.

**CEO CFO: *What was the biggest challenge in the technology to put this together?***

**Mr. Orenberg:** The biggest challenge was all of the different types of technology involved. There is fax technology, telecom, postal mail, logistics and more. We are working on other messaging types as well for the future. That is the big challenge, but it's also the fun part; getting this one concept to work with all these different types of technologies.

**CEO CFO: *You mentioned sending out postcards. How does that work?***

**Mr. Orenberg:** Postcards and letters work slightly differently. Instead of addressing the message in the "to" field of the email, postal addresses go in the subject field. You send an email message to the person's first name @postcard.mailprism.com, and in then in the subject field, you put their name and mailing address. You can then type a message and add attachments. For a postcard, the attachment would typically be a picture or photo, which will be automatically added to the front-side. The text from the email body is added to the back above the mailing address. You can create a completely customized postcard with any photo you would like.

**"MailPrism is a really affordable and simple way to not only send and receive messages of different types, but also to keep yourself organized. All your messages are in one place; your email. If you want to look back on your communications with a certain customer, all you need to do is search your email. You can see all the faxes, letters, emails, text messages and everything in one place. It not only saves you time and money, but it keeps you organized." - Marc Orenberg**

**CEO CFO: *As people have started to use your system, what have you learned?***

**Mr. Orenberg:** The most interesting thing we have learned are the ways people are finding to use MailPrism. Home office use was one of the first uses we thought of for this technology, but we even have people using it when they go on vacation. Instead of finding a gift shop, picking out a postcard, getting it stamped and mailing it out, they take a picture of their family right in front of the Eiffel Tower using their cell phone and send it out as a postcard. It costs about 60 cents instead of the cost of a gift shop postcard plus postage. It saves them time and money, and they are sending out a personalized postcard with their family's photo on it, and without having to go anywhere to do it. They can send it right from the Eiffel Tower if they want.

**CEO CFO: *Are you targeting the US at this point?***

**Mr. Orenberg:** Yes, right now we are targeting the US and Canada and we are looking into being able to support other countries as well.

**CEO CFO: *Are you funded for the steps you are you looking for partnerships or investment?***

**Mr. Orenberg:** We are currently not funded by investors. I think as we see demand growing, we might at some point decide that we would like to seek funding to be able to better get the word out about our product. Right now we are privately funded.

**CEO CFO: *Do you anticipate that people will be using a majority of the features or just a few?***

**Mr. Orenberg:** There are people who use us just for one particular purpose and that is fine. You can use just fax, just SMS or everything. Any combination is fine with us.

**CEO CFO: *Are you prepared if MailPrism takes off like wild fire?***

**Mr. Orenberg:** My background is as a software developer. Going into this, that is how my mind works. You build a project like this expecting it to grow. So we built MailPrism with the capability of adding servers on the fly to keep up with increased demand.

**CEO CFO: *Will you be ramping up staff?***

**Mr. Orenberg:** We will be ramping up staffing as necessary. We only have about five employees at the moment. We are looking forward to being able to hire as many people as necessary.

**CEO CFO: *Would you tell us about the customer service component?***

**Mr. Orenberg:** We have a user forum online where people can ask questions and get information. We will be monitoring that forum throughout the day and answering questions. I like this method because of its collaborative nature. But we also offer direct phone access to customer service.

**CEOCFO: *How have you worked to make it really user friendly?***

**Mr. Orenberg:** Actually, this is less of an issue for us than for your average web-based company because we are telling people to sign up with us and then go use their email. We are kind of offloading that to all the email providers out there. But as far as documentation and online help, we've spent a great deal of time making these as accurate and helpful as possible.

**CEOCFO: *Why choose MailPrism?***

**Mr. Orenberg:** MailPrism is a really affordable and simple way to not only send and receive messages of different types, but also to keep yourself organized. All your messages are in one place: your email. If you want to look back on your communications with a certain customer, all you need to do is search your email. You can see all the faxes, letters, emails, text messages and everything in one place. It not only saves you time and money, but it keeps you organized.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

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## **MailPrism LLC**

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