

## Josh Adler

Prefix Technologies (Everlytic)



“ I saw an opportunity to help web publishers centralize and access content on a single system. ”

<b>COUNTRY</b>	South Africa
<b>INDUSTRY</b>	Technology
<b>EMPLOYEES</b>	19
<b>YEAR SELECTED</b>	2009
<b>PARTNER</b>	Sam Hutchinson
<b>WEBSITE</b>	<a href="http://www.prefix.co.za">www.prefix.co.za</a>

### COMPANY SNAPSHOT

Founded by two serial entrepreneurs, Josh and Sam, Prefix has evolved from a web-applications developer into a content management system (CMS) provider for the publishing industry. The company offers two world-class products in Predator CMS, a targeted content platform for magazine publishers and pMailer Enterprise, an email and SMS marketing and delivery service. Together, these products significantly reduce the cost of magazine print production for customers while exposing them new opportunities on the web and mobile platforms.

Josh also serves as Head of Measurement of the Online Publishers Association, ensure internet audience data for the country is accurate and well-understood to drive digital marketing spend. He also serves on the board of MIO Media, through which he founded [Music Industry Online](#) in 1999—an influential publication in the South African media landscape.

**ENDEAVOR AND PREFIX TECHNOLOGIES (EVERLYTIC)**

Josh and Sam have received guidance from a local advisory board on approaches for managing growth, which have been adopted in the firm's current sales strategy. They have also participated in the Entrepreneur Summit, and participated as panelists for South Africa's Exceleator program.