

# Case Study: Beaverite Corporation

The hidden benefits of network faxing

## Beaverite Corporation

When Beaverite modernized its business processes, they were primarily concerned with direct cost savings. After implementing a new enterprise resource plan, they realized that the hidden costs have also greatly increased their bottom line.



## The Problem: Desire to cut telecom costs leads to hidden benefits

When Matthew Herbert took over as IT manager of this 70-plus-year-old, upstate New York packaging manufacturing company, he set out to modernize business processes and workflows across the enterprise. One of the first things he noticed, was that half of the 32-person company staff had individual desktop fax machines and almost everyone had a desktop printer. People and equipment were spread over five different buildings in a three-square-mile radius. Nothing was networked.

While developing a return-on-investment case for implementing a new Enterprise Resource Planning (ERP), Herbert was concerned primarily with hard-dollar savings. He knew immediately that 15 fax machines meant 15 separate - and costly - telephone lines. Telecom costs were one of the first expenses he threw on the chopping block.

## The Business Need

Beaverite needed comprehensive cost-savings, workflow and business practice improvements, and Herbert decided to implement an ERP solution from Made2Manage Systems. Having used network fax software in the past, he knew he wanted to scrap the desktop fax environment for a networked solution that would drastically reduce his telecom costs. Herbert selected Zetafax because it is fully integrated with Made2Manage systems. He admits that, initially, he was concerned only with direct cost savings, such as reducing 15 fax-phone lines to 1 networked phone line. As it turns out, he found even more hidden benefits.

## The Solution: Zetafax

Herbert started out with a 10-user trial license to determine the feasibility of eliminating all the individual fax machines. After six months, he increased the license to cover the entire enterprise.

Fifteen months later, there is only one fax machine left at Beaverite - and it's there only because it's leased. Once the lease is up, it's going to be replaced by Zetafax.



What they say about  
Zetafax

*"Zetafax is easy to install and administer, just turn it on and forget about it."*

Beaverite Corporation



## The Result

Getting rid of the excessive telecom costs was just the beginning, however after implementing the Zetafax solution, he realized how much money Beaverite was now saving in indirect costs: toner and ink cartridges, fax paper, and equipment maintenance charges. He decided to take matters even further by eliminating employees' desktop printers and replacing them with networked Konica print stations. Employees can direct their print jobs and Zetafax output to the print stations. What's more, they can scan non-electronic documents on the Konica and send them directly to Zetafax, producing a digital duplicate that retains its original clarity when faxed. That improvement alone has saved time and improved customer service, says Herbert. Customers can read Beaverite's faxed quotes more clearly; vendors can read faxed purchased orders more easily, resulting in fewer errors. Beaverite employees no longer have to spend time following up to ensure that faxed documents are readable.

Zetafax also saves employees time and cuts down on errors. Most of the common M2M reports have Zetafax layouts built in, enabling Beaverite employees to autopopulate Zetafax faxes directly from M2M data tables.

Training employees to use Zetafax was a snap too. Sending a fax is as easy as sending a document to a printer; receiving a fax is as easy as opening email. And administering Zetafax is even easier: "turn it on and forget about it," said Herbert.

But what about those direct costs? In addition to saving nearly \$600 per month in phone line charges, Beaverite has benefited from Zetafax's queuing feature that allows the company to send and receive faxes at off-peak hours, reducing long distance bills. Beaverite also reduced its cost per page to two cents, compared with a cost of 11-20 cents per page using traditional fax machines or inkjet printers. One bonus: the networked print station prints on both sides, saving time and paper.

## The Future

What's next for Beaverite? Herbert said that in the coming months the company will be incorporating intelligent fax boards and looking forward to integrating Zetafax with a new company phone system for true CTI.

Equisys produces software packages for document production and delivery, including the award winning Zetafax® network fax server and newly acclaimed Zetadocs® PDF software that creates and emails personalized PDF documents.

Our software products are designed for small and mid-market businesses, and for departmental use at multinational companies. They stand out from the competition by being simple to install and manage, reliable and great value - backed by outstanding service and support.

We have over 60,000 customers, in more than 100 countries, who are served through an international partner network of distributors, VARs, resellers and ISVs.

Our market leading fax server, Zetafax, speeds the flow of critical business documents by enabling users to send and receive faxes on their PCs. It integrates with ERP, CRM, accounting and other applications for automated faxing from those systems, providing auditable records of fax communications.

Zetadocs helps users work smarter by creating and emailing PDF documents, streamlining business processes to remove tedious manual procedures and help companies improve the service levels they offer.

Equisys was founded in 1987 and has offices in London, UK and Atlanta GA, USA.

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