

Case Study: The Birmingham Health Authority

Zetafax gets a clean bill of health from The Birmingham Health Authority

The Birmingham Health Authority, overseer of all health practices in the Birmingham region, uses network fax software to send hundreds of faxes each day. Since the installation of Zetafax, the Authority estimates its expenditure on faxing has fallen by as much as 25 per cent.



The problem

Health Authorities are regularly faced with the task of disseminating information to the many practices they administer. In many cases the information is vital and has to be with the practices immediately. With a variety of different sized practices, some with only a single phone line, faxing has proved to be the best option to ensure that the information gets through. The Birmingham Health Authority is no different, covering 251 practices across the whole of the Birmingham region. In total, it is responsible for looking after, and keeping in contact with, 587 GPs.

The solution: Zetafax

Zetafax was initially purchased as an alternative to 'traditional' fax machines. Zetafax is used by the Authority for most of its day-to-day faxing, as well as all of its mission-critical faxing operations. Having proven its worth at one of its major sites, The Birmingham Health Authority rolled-out access of Zetafax to all its desktops when it merged its five sites into one single headquarters.

According to Phil Bidwell, IS/IT manager at the Authority, Zetafax was selected for its user-friendliness and cost efficiency. He commented:

"We were attracted to fax software because, unlike fax machines, it does not incur any hardware overheads - no matter how many documents we send. Zetafax has proved to be robust and straightforward to set-up. We are also pleased with its ability to fax multiple recipients at once."

The Benefits

The Authority has calculated that, by sending documents directly over the network - avoiding the need to print to hard copy - Zetafax has reduced faxing costs by 25 per cent. At the same time, its administration time is estimated to have fallen by as much as 50 per cent, as personnel no longer have to walk to the fax machine, feed in documents manually and wait for them to transmit.

What they say about Zetafax

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As Zetafax allows faxes to be sent and received, the Authority uses it as its main point of contact, advertising its Zetafax number on correspondence.

The importance of Zetafax became obvious during a contraceptive scare, when certain contraceptive pills were linked with an increase in thrombosis amongst women using them. Health Authorities across the country were faced with the task of providing critical information to all their GPs as quickly as possible.

Birmingham Health Authority used Zetafax to send vital information to all its local GPs simultaneously.

"During the scare, we had to send out the correct information to our practitioners before the information came from other sources. We also had to keep track of exactly who had been faxed what. With fax machines, this procedure would have taken our staff many hours to complete," commented Bidwell. "Using Zetafax, we were able to fax GPs all the details they required within a matter of minutes."

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.

Equisys plc Equisys House, 32 Southwark Bridge Road, London SE1 9EU, UK
T +44 (0)20 7203 4000 F +44 (0)20 7203 4005 E sales@equisys.com

Equisys Inc 30000 Mill Creek Avenue, Suite 335, Alpharetta, GA 30022, USA
T +1 (770) 772 7201 F +1 (770) 442 5789 E sales@usa.equisys.com



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