

# Case Study: Leydens Limited

## Leydens Limited Improves Business Efficiency with Zetafax

Leydens Ltd is a Wholesale Cash & Carry based in Dublin, Ireland. Established in 1948 they employ 40 staff with a turnover of €60 million. Leydens sell a wide range of grocery, spirits and hardware products to local retailers, publicans, caterers and supermarkets.



### The Problem

What used to be a paper intensive business, has now become more streamlined, relying on fax transmission and telecommunication to process orders accurately. In addition, with their expanding line of merchandise, it was imperative that they communicate with their customers more efficiently, yet inexpensively.

With a team of 40, using stand alone fax machines was very time intensive, and although this was the best means of communicating with their vendors and customers, it was becoming a cost factor in their daily operations.

It was important that they could use the least costly method of communication while making sure that their orders were the first line of business when their vendors opened the following day.

### The Requirement

Leydens wanted a fax solution that would be easy to install and simple to use. They decided to implement network fax software for paper-free desktop to desktop faxing. The installation of Zetafax means that faxes are sent and received via PCs, enabling staff to benefit from huge time-savings. Faxes can be reviewed at the desktop, there is less need to print them out and Zetafax automatically logs and archives every document sent and received, thus reducing administration.

### The Solution: Zetafax

Leydens have been successfully using Zetafax for many years as part of their order confirmation process with their overseas trading partners and to inform customers of special offers and product details.

“We also find it useful as a debt collection aid; we can get the customers immediate attention using faxes rather than email.”

Zetafax is mainly used for outgoing fax communications however Leydens are planning to replace their analog lines with ISDN which will allow them to allocate a DDI number for individual users.

“We find that Zetafax integrates very well with Microsoft Outlook and the other Office products.

We like the fact that we can print directly to the Zetafax printer and it immediately pops up looking

What they say about  
Zetafax

*“We find the product to be  
very reliable and easy to  
upgrade”*

Leydens Limited

equisys  
**ZETAfax**<sup>®</sup>  
Point. Click. Fax.

for the recipient details.”

The staff at Leydens found that they get better results when they fax a copy of their product brochures or special offers as a backup to an email. Once customers receive a copy of the fax it is already printed for them and saves them the trouble of doing this.

“We find the product to be very reliable and easy to upgrade.”

## About Servaplex

Servaplex specialises in supplying system administration and network management software solutions. Servaplex provide reliable, proven and best of breed software products through partnerships with a number of world-renowned software developers. They include solutions from NetSupport Software, New Boundary, Itheon, UltraBac and Centennial. Servaplex is an Irish company based in Dun Laoghaire, Co. Dublin.

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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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