

# Case Study: ZD Events

## Fax Helps The Shows Go On

Sixty worldwide expositions, conferences and trade shows a year for more than two million technology buyers, users, vendors, and resellers translates into thousands of daily registrations. ZD Events must handle each one rapidly and accurately.



### The Problem

Terry LaRock, ZD Events division managing director, spotted an interesting phenomenon: people complete online registration forms on the Internet but then, surprisingly often, print out and fax back the completed form. For ZD Events, that means almost 400 faxes per hour, every day. Registrations for their largest show, Fall COMDEX, can triple that number. With those volumes, keeping telephone lines open, paper loaded and fax machines humming was becoming a real problem. Fifty-six fax machines couldn't keep up, often shutting out potential attendees.

### The Requirement

ZD Events needed a way to handle the steady stream of incoming faxes with ease and without overburdening company resources. "We considered a number of fax products before selecting Zetafax," said LaRock. "It was the one product that could handle our requirements successfully." The answer for ZD Events was configuration that included Zetafax on a single server with 256K of memory, a 16 gigabyte hard drive and eight internal, 6-port RocketModem cards that provide the equivalent of 48 modems. LaRock himself handled the installation and needed minimum technical assistance.

The new system directs incoming faxes to a high-speed printer. Every 12-15 minutes the printed forms are taken to the company's data center and entered into the event registration database. Each attendee then receives an email confirmation.

"Customers don't mind receiving confirmations by email. They will print forms from the Web, but when it comes to sending us their registrations, they just seem to feel more confident that it will get here when they fax it." LaRock says.

### The Solution: Zetafax

With Zetafax on the job, ZD Events experiences fewer calls from frustrated customers. Busy signals are few and far between. Even with high volumes, Zetafax and the fax server keep up easily. Maintenance and overall fax expenses are also down. The 56 separate fax machines and their associated problems— from jamming to loading paper— are history. In their place stands a single

What they say about  
Zetafax

*"Zetafax hasn't just met our expectations, it's far exceeded them. Zetafax loaded up easily and worked perfectly from the start."*

ZD Events

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

high-end, desktop fax server and one high-speed printer.

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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