

# Case study: Bradford & Bingley International

Zetafax underpins rock solid customer service at Bradford & Bingley International

Bradford & Bingley International (BBI) is an offshore savings bank that has been established on the AAA rated Isle of Man since 1989. It serves many thousands of customers in more than 125 countries around the world.

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International

Bradford & Bingley International Limited (BBI) is a wholly owned subsidiary of Santander UK plc which is regulated by the Financial Services Authority in the UK. In turn, Santander UK is part of Banco Santander S.A. of Spain, one of the world's largest banking groups.

## The Challenge

Prior to investing in Zetafax, BBI used manual fax machines which were situated at different points of their office building. Mark Bradley, IT Manager at BBI comments: "We knew we needed a fax server solution, purely from the point of internal efficiency. To us, fax was – and is to this day - a vital part of our communications infrastructure mix".

The requirements were twofold:

1. BBI needed a network fax solution that would allow busy managers to easily send and receive faxes as a part of the normal course of business in a way that was as easy as email. Ideally, they were after a solution that would seamlessly integrate with Microsoft Outlook.
2. The Corporate functions, such as the operations department, needed a dedicated departmental fax inbox shared among staff, so that all incoming faxes could be received centrally and then handled quickly and efficiently. They needed a central record of faxes sent and received, which would also allow faxes to be archived and then retrieved later as and when needed.

"The pure inefficiency of our manual standalone fax machines drove us to look for a network fax solution," continues Bradley. "Most of our clients around the world prefer to use fax as a secure medium to send in their instructions to us. In turn, we need to receive a signed document in order to execute a transaction on their behalf.

"We were finding that our fax machines could run out of paper or ink over a weekend or overnight, and then occasionally faxes would come through as illegible. Worse still, faxes would sometimes get lost. It was a completely unacceptable situation for us which we needed to address, particularly as our clients told us that fax was their preferred and trusted method of communication."

## What they say about Zetafax

*"Throughout the 12 years we have been using Zetafax, it has always been 'rock solid' - and we have never had any problems. It has developed perfectly with our business, and I reckon we've had our money's worth many times over from it."*

**Mark Bradley, IT Manager, Bradford & Bingley International.**

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## The Solution

After looking at the available fax server products, BBI narrowed their search down to two vendors. “When we compared Zetafax and Rightfax to each other,” continues Bradley, “we found that the rich feature set of Zetafax ticked all the right boxes for our business.

“But the element that differentiated Zetafax for us was the excellent technical support package from Equisys, and that’s what sold it for us. Being based on the Isle of Man, we needed to be sure we could get high quality technical support as and when we needed. We are a global business, and our systems must support our clients around the world 24 hours a day.”

BBI went on to purchase a 50 user Zetafax system with multiple fax lines, which enables customer facing and operational staff in finance, production and operations to send and receive faxes from their PC using both the Zetafax Client and Outlook.

BBI also bought the Zetafax Automation Toolkit as an add-on to allow them to build fax functionality into various operationally vital internal systems.

Zetafax is also used to send fax shots to clients advising them about interest rates and to send and receive application forms. The Zetafax SMS function is used to send daily system notifications – using ZSUBMIT - for internal systems related messaging.

## The Benefits

“In terms of benefits,” Bradley continues: “When our customers send a fax to us, they can be certain that it will get to the right person place first time. In the rare cases where a fax doesn’t come through, then 99.9% of the time it’s because the customer has a transmission problem, not because of anything to do with Zetafax.”

Another major benefit of the Zetafax system is its archiving capability. BBI keep all faxes for 2 years, not only for compliance reasons, but also because client managers often need to retrieve fax records. The savings in terms of search and retrieval time, in paper and print costs and in storage space requirement are huge. All faxes prior to 2 years ago have been archived, right back to when Zetafax was first installed.

“We have had Zetafax for 12 years now, and have upgraded it each time a new release has come out,” explains Bradley. “Every time, the upgrade has proceeded without any disruption to our current systems, and the Equisys technical support team has been fantastic in providing us with the upgrade assistance on the phone when we have needed it.

“Throughout the 12 years we have been using Zetafax, it has always been ‘rock solid’ – and we have never had any problems,” concludes Bradley. “It has developed perfectly with our business, and I reckon we’ve had our money’s worth many times over from it.”

## About Equisys

Equisys produces software packages for document production and delivery, including the award winning Zetafax<sup>®</sup> network fax server and a family of Zetadocs<sup>®</sup> products that include Zetadocs for NAV/GP and Zetadocs PDF.

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 which 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 delivering electronic documents, streamlining business processes to remove tedious manual procedures and help companies improve the service levels they offer. Zetadocs integrates seamlessly with Microsoft Dynamics.

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

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