


Case Study: Illinois Casualty Company

Industry leader stays on top of technology with Zetafax upgrades



Illinois Casualty Company (ICC) provides property, casualty, workers compensation and umbrella insurance protection exclusively for the food and beverage industry. They have 75 employees and serve more than 5000 customers in 5 states in the U.S.

The Story

Pioneers in the U.S. dram shop insurance industry since 1950, Illinois Casualty Company (ICC) focuses on catering to customers' needs and expectations, learning to understand their culture, and offering tailored solutions that fulfill their goals. Not limited to what worked in the past, ICC's appreciation for and implementation of advanced technology contribute to their cutting-edge approach.

The Challenge

For urgent communications that require quick, confirmed responses, faxing is the tool of choice for ICC, which relies heavily on that medium in its Claims, Underwriting and Accounting departments. Many of the companies that ICC insures do not have computers and/or email accounts, including small restaurants and taverns. For them, faxing is the primary means of communicating. ICC employees needed an automated solution to replace time-consuming, high-maintenance standalone fax machines, so in 2000 ICC first installed the Zetafax network solution, which was used by virtually everyone in the company. But over time, the volume of faxing grew and it was time for a change.

The Solution

After eight years on a smaller server, Zetafax was upgraded in 2008 to work with a newer server running Windows Server 2003, and ICC added a newer Brooktrout network fax card. Speed was significantly increased, rendering was updated significantly and users found that faxing, whether through Outlook or the Zetafax client, was faster and easier.

Installing the upgrade was easy and efficient—it took about one day to move Zetafax to a new server and upgrade the software. ICC Support Technologies Technician Lisa Hoft managed the upgrade and handled user support questions. Thanks to Zetafax's intuitive and user-friendly design, installation was smooth.

"We hadn't anticipated that this version would be SO easy to use and the Outlook feature will enable us to send faxes as quickly and seamlessly as we send email...it's great!"

**– Lisa Hoft,
Illinois Casualty Company**

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“I have never worked with a system this easy to administer while having all the capabilities it has,” says Lisa. “I was concerned when we upgraded to Office 2007 but Zetafax handled it seamlessly. I make it a point to restart the server once a week and that’s all I do for this system other than add new users. And the logs are simple to search through it I’m trying to retrieve information, she said.”

The Benefits

Receiving all faxes in one central mailbox, and the ability to send mass faxes overnight programmatically really saves time and resources. As a previous Zetafax user, ICC was aware of Zetafax’s ease of use but was also pleasantly surprised to find out about the ability to fax through Microsoft Outlook.

ICC continuously sets benchmarks to meet and exceed customer service. Making Zetafax an integral part of its communications strategy helps ICC raise the bar and continue to demonstrate the commitment to excellence on which the company was founded more than six decades ago.

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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