

Multinational Enterprise Updates Document Exchange

The Essar Group saves time, improves service with OpenText RightFax

Industry

Manufacturing, services, retail

Customer



Business Challenges

- Unreliable fax machines
- Inconvenient document access
- Delayed communication with customers

Business Solution

OpenText RightFax

Business System Integration

- Microsoft Exchange
- Fax over IP with Avaya

Business Benefits

- Boosted employee productivity
- Enhanced customer support
- Streamlined management
- Reduced costs

The Essar Group is a multinational conglomerate and a leading player in the sectors of steel, oil and gas, power, communications and business process outsourcing, shipping, ports and logistics, projects, and minerals. With operations in more than 20 countries across five continents, Essar employs 70,000 people, with revenues of USD 15 billion.

Enterprise reliance on faxing for business-critical functions is driving Essar to replace fax machines with OpenText RightFax via Fax over IP for convenient, dependable document exchange. "RightFax is a big boon for us," explains Jayantha Prabhu, Chief Technology Officer, Essar Group. "Digital faxing offers tangible benefits over fax machines."

Failures, delays and complaints

Essar employees working from main offices in Mumbai and Gujarat as well as remote locations across India transmit 2,000 faxes per day, averaging 10,000 per week. Documents include purchase orders, confirmations, and other sensitive financial transaction statements.

Prior to modernizing its fax system, senior managers and other professionals sent and received faxes via 300 fax machines of several different brands. "Users rely on faxing to provide support to customers," Jayantha says. "But we had several problems with fax machines." Besides the considerable outlay of supplies in paper and toner, hardware mishaps such as paper jams, connectivity issues, or failed transmissions interrupted communication. "Employees had to spend time on continuous follow-up because of the failure of fax machines," Jayantha says. Furthermore, paper-based faxing led to massive, and often impractical, storage requirements. He notes, "We were not able to keep all the paper, so there was no reliable archival process for maintaining faxed documents."

Manual faxing caused occasional delays for Essar professionals in the office and on the road. Managing faxes involved printers, wait lines by fax machines, and the occasional misplaced document. "Also, senior management and other critical users are often on the move," Jayantha says. "It was a time-consuming process for them to obtain faxes because they had to come into the office or depend on others to collect and re-send the files."

Unreliable and inconvenient faxing led to service issues. "The administration department said fax machines caused problems," Jayantha says. "We faced delays and some customers complained about not receiving faxes."

Simplified digital faxing: "the perfect solution"

In compliance with company policy for implementing new technologies, Essar IT personnel turned to trusted solution provider Rincon India for digital document exchange ideas. "We liked RightFax, saw that it would fulfil our needs and recommended it to the administration department," Jayantha notes. "They were very satisfied."



"Rincon provided us with the perfect solution. The cost was good, but we didn't worry about cost. RightFax fulfilled our requirements for integration and reliability. So, we were happy with RightFax." Users adjusted easily to the new faxing method: "The immediate acceptance of the eFax solution by internal users whose primary business was sending large Value Tenders through fax is testimonial to the simplicity and completeness of the solution as it met all their requirements," says Jayantha.

Essar first implemented RightFax for users in Mumbai and Gujarat. In phase two, the company will deploy RightFax across locations all over India. "Then, all users who depend upon faxes rather than email will fax from their desktops or laptops, rather than running to fax machines," says Jayantha.

Thanks to integration with Microsoft Exchange, RightFax enables Essar employees to manage faxes directly from the familiar email system. A record of sent and received faxes is automatically created for immediate or later reference. RightFax also integrates with Essar's new Avaya IP infrastructure. "Implementing our RightFax Fax over IP solution was not a major challenge because we have RightFax on a virtual server with high availability," Jayantha says. "We are replacing 100 fax machines with just one server."

Based on ease of RightFax integration with other existing technologies, Essar also plans to fax-enable its Microsoft SharePoint collaboration platform, SAP ERP system, and Microsoft Dynamics CRM Servers for convenient, automated faxing from enterprise solutions. No doubt Essar would turn again to Rincon India for the solutions provider's professionalism and expertise, according to Jayantha.

Efficient integration with impressive benefits

By modernizing its document exchange system, Essar discovered RightFax integrates easily with existing systems, offering a variety of advantages including improved service and cost reductions.

Boosts employee productivity

"The ability to see faxes in their inboxes is a major plus to all employees and a special advantage for users on the move," Jayantha says. Users have increased productivity because they see incoming faxes upon receipt and can reply immediately, whether in the office or on the road. Users easily access faxes via BlackBerrys or other mobile devices and send faxes using the RightFax web interface.

Moving users from fax machines to RightFax is a simple process, according to Jayantha. "They adjust easily to digital faxing and report RightFax is convenient and easy to use," he notes. Essar plans to fax-enable additional business systems, including Microsoft SharePoint, SAP, and Microsoft Dynamics CRM Servers.

"Fax machines used to cause a lot of delays. After using RightFax, employees give feedback that there are no delays on the faxing side."

Jayantha Prabhu, Chief Technology Officer, Essar Group

Enhances customer support

Additional comments from employees reflect the positive effect of efficient management; previous document turnaround of several minutes now stands at less than a minute. Jayantha explains, "Fax machines used to cause a lot of delays. After using RightFax, employees give feedback that there are no delays on the faxing side." Since faxes are now automatically archived, customer requests can be addressed quickly as an audit trail displays transmission data at a glance, even months after delivery.

Streamlines management

The audit trail also adds transparency for management, assisting in monitoring and restriction of extraneous faxing to international locations that previously resulted in huge bills. Other expenses are eliminated or reduced: Jayantha references a 50 percent cost reduction in fax machine maintenance and a 30 percent cost reduction related to Fax over IP, since RightFax integrates with Essar's IP infrastructure. "Optimizing telecommunications in this way streamlines workflow processes," Jayantha notes. "Including fax into the digital production environment enables users to manage faxes online and improves security for confidential documents and better organization."

Jayantha adds, "We are environmentally friendly. RightFax is helping to achieve our corporate objective of going green, reducing the paper and harmful chemicals from ink for fax machines." He estimates a cost reduction of up to 40 percent in reduced paper supplies. Furthermore, less paper requires less storage. Filing cabinets are removed as more fax machines are eliminated and users rely on digital archives.

Again, Jayantha refers to RightFax with direct praise. "Implementing RightFax was a big boon for us," he repeats. "Installing it didn't cause any delay and we don't have to depend on machines, telephone lines, maintenance and all those parts. Now, we just send faxes across one RightFax server. That's all. We don't have any problems."

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