



Australia Business Streamlines Fax Management

OpenText Fax Appliance provides all-in-one reliability for business processes

Industry

Online gaming

Company

sportingbet

Business Challenge

- Separate solution
- Extra management requirements

Business Solution

- OpenText Fax Appliance

Business System Integration

- Microsoft Exchange

Business Benefits

- Stand-alone convenience
- Reliability
- Time and cost savings

Founded in 1998, Sportingbet Australia is the country's largest online racing and sporting events bookmaker, and it prioritizes efficient communication with close to 250,000 customers. Fax, as a method of secure and immediate document exchange, is accessible to all users and easy to manage with OpenText Fax Appliance.

Faxing complexity

Sportingbet manages up to 1,200 faxes per week, including daily receipt of identification and financial documentation as well as weekly delivery of account statements. "Some customers use fax for the ease of it," explains Linc Reichelt, Network Manager with Sportingbet. "Required information often needs to be scanned, and more people have easier access to a fax machine than to a scanner and email."

Several years ago, the company relied on a handful of fax machines to manage fax traffic. Employees faced issues common to paper-based faxing, including delays as well as high supply and maintenance costs. In its first move away from manual faxing, Sportingbet implemented GFI FaxMaker, a network fax server. After a few years, however, Reichelt and his team looked for a change. "We didn't want to be reliant on fax card hardware needed inside a server," he says. Fax communication could be interrupted when the server was used for other services or needed to be rebooted. Reichelt planned to decommission the server; then, in place of server-based fax software, to install a stand-alone appliance. He notes, "We wanted a turn-key device that we could rack in the corner and forget about."

All-in-one fax management

Sportingbet streamlined and simplified network and fax management with OpenText Fax Appliance A104, an all-in-one solution that provides convenience, performance, and reliability. Fax Appliance comes with all the necessary hardware and software to enable network users to send and receive faxes from the desktop, email, and back-end applications. Sportingbet directs faxes to its Microsoft Exchange mail servers so users can manage faxes alongside email.

Simple Mail Transfer Protocol (SMTP) integration and overall installation was easy, according to Reichelt. "Basically, we just plugged in Fax Appliance, logged in, and configured a few things," he says. "After some simple steps, faxing started working immediately." Going forward, adding new lines or recipient groups to manage from the network will be just as simple.

Reichelt discovered Fax Appliance online. "We searched websites and marketing material," he explains. "It was the professional website and presentation of OpenText that finally swayed our decision."





“We just plugged in Fax Appliance, logged in, and configured a few things. After some simple steps, faxing started working immediately.”

Linc Reichelt, Network Manager, Sportingbet

Sportingbet works directly with OpenText to install and maintain Fax Appliance. “The relationship has been really wonderful,” Reichelt says. “Peter Steggall, our OpenText representative always made himself available and followed up. And, additional support is refreshingly fantastic. There’s always a response from someone within a day or two. We’re very happy with the support.”

Convenience and reliability

Straightforward implementation and ongoing reliability gave Reichelt just what he was looking for: “The best thing about Fax Appliance is that it is a turn-key solution,” he says. “Once Fax Appliance is set up, you can just forget about it and spend time on other tasks.”

Fax Appliance offers high performance with low maintenance and low-cost results. Users send and receive faxes directly within a familiar email interface and then maintain easy access to the records. “Our business requires us to keep fax documents on record indefinitely. With electronic faxing, we can bypass the whole step of scanning physical documents,” Reichelt explains. Instead, users immediately file the emails and attached faxed images within another business application and database or within the email system itself for later reference. “Fax Appliance and these digital archives provide an ease in accommodating our business processes,” Reichelt states.

Comparing electronic document delivery via Fax Appliance to transmission via traditional fax machines, Reichelt notes substantial savings. “Receiving faxes with fax machines takes time. Once you queue up a few, it can take a while before they come out.”

He points to time savings through multiple lines in Fax Appliance for immediate, digital delivery. By eliminating trips to printers and fax machines as well as manual distribution and filing, some companies report a reduction in time to handle faxes by as much as 10 minutes per fax. Time savings grow quickly when businesses manage thousands of faxes per week.

“There is also definitely a cost benefit to using Fax Appliance over fax machines,” Reichelt adds. He explains that paper, toner, and other supplies can be a significant expense. “Reducing supplies can return cost and—in this day and age—environmental benefits as well.”

For its advantages, Fax Appliance remains easy to maintain and manage for administrators and users, according to Reichelt. Its convenience and dependability make it a good fit for the company: “While faxing is an important part of our business, it’s not something that should be taking up much time,” Reichelt says. “So it’s nice to have a turn-key, light-weight piece of equipment that can reliably do its thing.”

www.opentext.com

sales@opentext.com

800 499 6544

