

# Case Study

## UK-headquartered company installs Open Text Fax Appliance network faxing for sustainability efforts

### Johnson Matthey offices reduce fax machines, related paper and consumables

Johnson Matthey is a specialty chemicals company and world leader in advanced materials technology. Founded as a gold assayer in 1817, the company's operations are now organized into three global divisions: Environmental Technologies; Precious Metal Products and Fine Chemicals & Catalysts. Among other offerings, Johnson Matthey supplies around a third of the world's catalytic converters, devices that reduce the emissions of harmful pollutants from internal combustion engines.

#### The Challenge

While Johnson Matthey develops and manufactures products to improve the environmental performance of its customers, it also considers sustainability to be a core part of its own business strategy. Sustainability 2017, launched in late 2007, is the company's long-term vision for building a sustainable business, committing to zero waste and a 50 percent reduction in resources per unit of output used by 2017.

Although digitizing fax communication is a relatively small part of the overall effort, Johnson Matthey's sustainability team and administrative leadership recognized the advantage of reducing paper and supplies. "It seemed like a natural progression for the paperless office approach,"

**Steve Ten Have, Systems Administrator,  
Johnson Matthey London**

systems administrator at the Johnson Matthey London head office. Paper along with printers and fax machines were a point of resource excess, he explained. "At one point, we had more printers than we had people in this office. Everyone had printers on their desks, plus department printers on each office floor." IT personnel managed a dozen fax machines across the relatively small office. Some machines were used consistently for business communication, while others took up space and resources just to deliver spam faxes.

#### The Solution

By installing the Open Text Fax Appliance network fax server the Johnson Matthey head office is reducing the number of existing fax machines and fully eliminated the need to purchase new units. The shift to paperless communication supports the company's sustainability efforts. "This is a small part in the grand scale of things," Ten Have noted. "Nonetheless, we saw installing Open Text as relatively low expense for long-term gain." Additional Johnson Matthey locations also use Open Text, including U.K. offices in Billingham, Teesside and a U.S. office in Chicago.

#### Industry

Specialty Chemicals

#### Customer



#### Business Challenges

- Fax machines consume paper, toner and did not fit within company strategy for reducing its carbon footprint

#### Business Solutions

- Open Text® Fax Appliance

#### Business Benefits

- Head office drastically reduced existing fax machines, eliminated need for new machines leading to cost savings and paperless faxing.

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Johnson Matthey chose Open Text Fax Appliance for its integration with existing systems and ease of administration. The head office wanted a system that does not require intermediary components for integration with its legacy phone switch. Although his team experienced a few complications stemming from the phone system, Ten Have noted issues were resolved with technical expertise from AMS, its UK-based solutions provider. "We have a good relationship with AMS," he noted. "All issues were worked through and communication was always there."

Open Text Fax Appliance is designed to be easy to manage and navigate by administrators and users alike. It allows IT managers to perform all administrative tasks through a secure web browser interface. Open Text offers an SMTP gateway that supports any SMTP-compatible email system, including GroupWise. Employees manage faxes directly within the Novell GroupWise email interface. Inbound faxes arrive as image attachments that may be viewed, forwarded or stored. Familiar email commands are used to create, address and send faxes. "Open Text is close enough to email that people weren't put off by it," Ten Have said. Also, he noted, employees easily access web-based help documents that are comprehensive and useful.

### The Results

"With Open Text, we eliminated the requirement to purchase new fax machines. That will take a big bite out of expenses as well as the consumables that are involved with fax machines," Ten Have said. For each fax machine Johnson Matthey avoids purchasing, the company saves from £600 to £800 pounds (or \$1,000 to \$1,500 US). Thus far, the UK head office has reduced existing fax machines from 12 to four. Ten Have estimated overall cost-savings for eliminated paper, toner, electricity and other consumables at up to £2000 (or \$3,500 US) per year. Ten Have expects to achieve return on investment for its fax solution within two years. "And that's just in our small environment with 50 employees," he noted. "We are looking at expanding our Open Text Fax Appliance unit's use at other sites." One such location, in Royston, U.K., employs more than 1,000.

Scalability and cost-savings are an added benefit to supporting sustainability efforts. "The initial idea for a network fax solution came from the sustainability budget," Ten Have said. "Environmental responsibility is a huge push for Johnson Matthey ... everyone should be taking responsibility for impact on the environment. And, I think the greener your company is, the more people smile on it."

### About Open Text Corporation

Open Text, an enterprise software company and leader in enterprise content management, helps organizations manage and gain the true value of their business content. Open Text brings two decades of expertise supporting 46,000 customers and millions of users in 114 countries. Working with our customers and partners, we bring together leading Content Experts to help organizations capture and preserve corporate memory, increase brand equity, automate processes, mitigate risk, manage compliance and improve competitiveness. For more information, visit [www.opentext.com](http://www.opentext.com).

### About AMS Ltd.

AMS Ltd. is a UK-based technology company founded in 1992 offering solutions for the effective, intelligent delivery and capture of important business documents and information. AMS specializes in document management, output management and network fax.

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