



ISO Group Replaces GFI FaxMaker with FaxCore to Automate and Ensure Fail-Safe Fax Communications

Organization:

ISO Group

Industry:

Procurement Services

The Challenge:

Replace GFI FaxMaker with an enterprise-class fax server solution to improve fax communications and maintain uptime

The Solution:

FaxCore's namesake fax server solution

Results:

ISO Group now enjoys fail-safe fax communications and improved user interface as well as improved employee workflow. The company is planning a barcode routing implementation and deployment of other features in the near future

ISO Group (www.iso-group.com), headquartered in Melbourne, FL, provides full scale procurement services for a wide range of industries. With 1.3 million suppliers and data on more than 126 million parts, ISO Group is a leading provider of spare parts for the aerospace, automotive, defense and electronics industries. With an employee workforce of 45, ISO Group handles instant need purchasing to long-term contracts, as well as single line items to large-volume inquiries.

The Challenge

Fax plays a critical role in ISO Group's daily operations with outbound and inbound fax communications to its customers, manufacturers and vendors. Customer requisitions, contracts, quotes and orders are all handled via electronic submission and fax.

Prior to deploying a fax server solution, ISO Group operated four standalone machines for all of its fax communications, but needed a fax server solution to reduce paper and toner costs as well as improve employee productivity and customer relationships.

ISO Group had been using GFI's FaxMaker solution for two years, but the system could not keep pace with company's growing fax needs. According to Mike Gibson, vice-president of technology for ISO Group, the previous system was not reliable as it would keep fax lines open and create bottlenecks for sending and receiving faxes. "When lines would get held open, the faxing of purchase orders and other important customer correspondence would fail without notification. We also had issues with their exchange connector failing, which would cause us to not receive faxes." he said.

The Solution

ISO Group began the search for a new fax server solution that would integrate well with the Brooktrout TR 1034 board which they recently installed. They requested recommendations from Brooktrout (now Cantata Technology). "Brooktrout gave a glowing recommendation for FaxCore, and we spoke to president Tom Linhard who promptly set up demos of possible solutions.



We were impressed with FaxCore's .NET architecture and knew technical support was top notch after putting in a few calls to FaxCore's customer service line which yielded immediate and detailed responses from its agents."

Based on demos and conference calls with FaxCore, ISO Group selected FaxCore to replace its GFI solution. TMI (TransOptions Messaging, Inc.), based in Parker, CO, was selected as the implementation partner for the deployment which lasted only two hours for the conversion. "We are a leading edge technology company and loved that FaxCore integrated with our internal applications with as little as five lines of code being changed," said Gibson.

"We needed a turnkey solution and FaxCore was the clear choice for us," Gibson said. "We liked FaxCore's API interface and were impressed with the incredible amount of features packed into the solution."

To support its technology framework and FaxCore platform, ISO Group houses Dell Power 2850 servers, Windows Server 2003, SQL Server 2005 Databases, Exchange Server 2003 and Microsoft's .NET 2.0.

The Results

ISO Group is now optimizing FaxCore to process about 50 to 100 outbound faxes and 75 inbound faxes on a daily basis to send information to buyers including quotes, sales orders and purchase orders, and interface with manufacturers and vendors.

With FaxCore, ISO Group is realizing the following benefits that GFI did not offer:

- Better handle on the diagnosis of failed faxes (how and why the error occurred)
- Easy-to-use interface which improves employee workflow (reporting and search interface is very helpful to the ISO Group's operations)
- Improved Management – each employee has access to maintain faxes; GFI's FaxMaker allowed only one administrator with this level of access
- Fail-over and redundancy options are expansive

In terms of future expansion, ISO Group has already planned an upcoming implementation of FaxCore's barcode routing functionality that will integrate with the company's internal applications, as well as other features provided by FaxCore.