

NET SatisFAXtion Replaces Competitor's Product

Why NET SatisFAXtion is the fax server solution of choice:

- Solutions ranging from Small Business to Enterprise and scalability from 2 to 96 ports
- Supports unlimited users--no per user charge
- Several add-on modules including Broadcast, API's, Fax-on-Demand, Workflow, Web-to-Fax integration, PDF Convert, and Email Gateway
- Expansive feature set
- Print-to-fax functionality from within Office applications
- Incorporates .NET framework for greater performance and reliability
- V.34 and JBIG technologies to increase transmission speeds and reduce costs
- Based in the US with resellers around the world
- Shipping since 1990

Insurance adjusting firm TM Mayfield & Company looks to NET SatisFAXtion for unbeatable reliability

Background

When disaster strikes, TM Mayfield & Company is there to help pick up the pieces. Concentrated in the Southeast with an alliance of experienced storm adjusters in all parts of the country, they are ready to respond to a catastrophe site within hours anywhere in North America. As an independent adjuster of losses for insurance companies, they handle all lines of property and casualty claims.

TM Mayfield & Company has been in business since 1925 when Thomas Mayfield opened his first office in Greer, South Carolina as a one man operation. In the 80 years since, the company has grown to a network of 13 offices located throughout North and South Carolina.

Challenge

A key attribute of a successful insurance adjusting firm is a commitment to a rapid response. Vital to a rapid response is timely inter-office communications. At TM Mayfield, as with many insurance related businesses, most insurance claims are received via fax as faxes are considered legal documents.

“In general, that’s how we get most of our new business,” relayed Bill Huskamp, Central Office Manager. “Those faxes would come into our Charlotte branch and the administrator would then have to scan them into the computer to put them back into an electronic form so that they could then be distributed to the assigned field representatives by email attachment.” According to Huskamp, it was a time consuming process but the best method available using the tools on hand.

Realizing that there were more effective and efficient ways to fax, Huskamp implemented a fax server solution to receive those new claims. Unfortunately, the solution they implemented from a similarly priced competitor was not the answer to their faxing dilemma. In fact, it created an even bigger problem.

“Usually in a typical, disaster free month, we get about 1000 incoming claims by way of fax. We used a competitor’s product for about a month before real-



“NET SatisFAXtion ‘beats the heck’ out of the competition.”

– Bill Huskamp, Central Office Manager

izing that it hadn’t been functioning properly. We nearly lost 100 faxes, or about 10% of our business, that month because we didn’t receive them on the day they were faxed. The faxes had to be sent repeatedly in order for them to eventually get through.”

Not only were the faxes not received when they were originally sent, neither TM Mayfield nor the senders of the faxes received any notice that transmission had failed. “With the help of the fax board manufacturer, we were able to determine that the problem was with the fax software. But the fax software vendor was unable to help us rectify the problem,” Bill said.

Solution

Based upon a recommendation from their primary software vendor, Aragon Industries, TM Mayfield replaced the faulty product they had been using with a NET SatisFAXtion Small Business Edition fax server from FaxBack. Equipped with the SMTP Email Gateway, the perfect solution for fax-enabling popular email programs, all incoming insurance claims are now rapidly and reliably delivered directly to the administrator’s inbox and forwarded to the appropriate adjuster handling the claim.

“FaxBack’s helpful technical support staff were readily available to help us configure the fax server and to aid us in identifying any issues we came across. In fact, our email provider was repeatedly dropping the NET SatisFAXtion server offline. We were impressed by how the FaxBack support technician was able to recognize and resolve this issue for us. Most importantly, all the faxes were immediately processed upon reconnection. We didn’t lose a single fax during the time NET SatisFAXtion was off the email server!”

Result

With NET SatisFAXtion now in place, TM Mayfield’s adjusters are no longer waiting for time-sensitive faxes. Moreover, NET SatisFAXtion has helped to reduce the amount of paper the company has had to deal with, thereby reducing the risk of misplaced faxes. And because of the nature of insurance claims, having an electronic copy available of all fax communications has greatly improved the act of archiving and retrieving insurance claims. Huskamp reported, “Every one of the faxes we have received since installing NET SatisFAXtion is available for easy retrieval from the server.”

“Anyone who is still using a fax machine is behind the times,” he declared, “but what we realized was that you must make the correct choice in a fax server solution. You have to have a product you can count on. NET SatisFAXtion has brought reliability and efficiency to our everyday business communications. Everyone here loves it! And best of all, we aren’t losing faxes anymore.”

With NET SatisFAXtion’s simple installation, outstanding stability, and many other features, TM Mayfield & Company has found a product that, according to Huskamp, “beats the heck” out of the competition.



FaxBack Technical Support

FaxBack’s knowledgeable technical support staff is committed to working closely with customers to ensure that every question is answered in a timely and helpful manner. Their mission is to provide the highest quality technical support and continually exceed expectations.

A variety of support options are available ranging from 30 day free support, standard contracts and 24 x 7 support to professional services and technical training programs.

As an extension of FaxBack’s commitment to your “SatisFAXtion”, there is also an extensive Knowledge Base as well as the “LaunchPad”, a web server installed on the fax server which hosts a LaunchPad website. The site is your single source for server and client downloads, with entire pages dedicated to installing and supporting each application.