

CASE STUDY

NJBankers Values Flexibility from RightFax and Xerox

NJBankers is required by state banking statutes to notify its members about applications filed with the state banking department for new banks, bank branches and branch relocations. In addition, notices promoting seminars and other resources are broadcast to more than 1,300 members several times each week. The association experienced savings when it first converted its applications bulletin to broadcast fax distribution in 1996; however, the most valuable returns came when NJBankers implemented Captaris RightFax to leverage existing and new technologies.

BACKGROUND

NJBankers (New Jersey Banker's Association) serves more than 80 New Jersey banks, 100 affiliate member companies and over 6,000 individuals within the New Jersey financial community. Based in Princeton, NJBankers (www.njbankers.com) distributes publications and offers seminars and events along with other products and services.

THE CHALLENGE

In 1996, NJBankers senior executives re-evaluated the organization's communication process. NJBankers Director of Communications Tim Doherty said traditional mailings no longer made sense. "Our postal costs were rising, even though the number of (member) banks in New Jersey was decreasing." Studies show when documents are manually prepared, printed and mailed, they can cost more than \$1.20 (USD) each. In an effort to reduce printing, paper, postage and labor costs, the association switched to fax distribution.

NJBankers attached a DOS-based fax server to its Novell NetWare network. Doherty said, "The product we selected was touted as the top of the market at the time but it had definite shortcomings." After a few months, NJBankers realized the product was maintenance-intensive. It didn't have an automatic purge feature, so every week Doherty manually deleted sent faxes in a multi-step, tiresome procedure which involved taking the server off line, deleting old fax transmissions, backing up databases and restarting the system. "It was painfully obvious that the process of both data management and communication was very inefficient," he said. The product also brought with it "numerous hair-raising incidents," namely habitual server crashes and loss of data. "I dreaded sending out fax bulletins every week because I didn't know what the server would do," Doherty explained.

Plus, due to its lack of reliability and the fact that it "was so clunky and user-unfriendly," the product was never fully deployed to the rest of the staff who might have otherwise used it to improve their productivity. After 18 months, Doherty was the only person in the building using the fax server.

Although someday the Association knew it would eventually switch its communications to email, Doherty said he knew that, for the foreseeable future, NJBankers would need to have the capability to deliver its bulletins via both email and fax. "We always wanted to do split delivery broadcasts of email and fax," Doherty explained. "There are still a lot of people who don't have email or often switch addresses, so we end up not being able to reach them. Having reliable fax numbers that don't usually change is a valuable thing." To effectively handle broadcasts as well as everyday communication, NJBankers needed a dependable solution that would integrate with existing applications and allow the association to leverage new technologies.

THE SOLUTION

NJBankers found it could bank on the flexibility and reliability of Captaris RightFax, the proven market leader in enterprise fax and e-document delivery solutions. Ironically, Doherty learned of RightFax from a fax. Some faxes sent by the American Bankers Association (ABA) had the name "RightFax" in the header section of the fax cover sheet (the ABA had not replaced it with its own name). Doherty called ABA and liked what he heard about the solution.

In 1997, NJBankers consolidated its 30-odd databases into a single, customized Microsoft Access database application. In April 1998, NJBankers worked with Syscom Services to replace its old fax system with RightFax. The database integrated seamlessly and served as the fax phonebook. Four months later, when the association's envelope printer could not be made to work with the new database, management made a critical decision to upgrade RightFax with another fax board and four more channels instead of buying a new envelope printer.

"Our world changed," Doherty recalled. Since then, based on growing needs, NJBankers converted to an integrated iMIS CRM database system and Microsoft Exchange, added a Xerox Document Centre from which RightFax faxes can be sent, and leveraged new technologies to streamline multi-method broadcasting.

"We wouldn't be able to manage our workload without RightFax." Tim Doherty

Flexibility – "The flexibility of RightFax has allowed us to complete other integrations that continue to pay off," Doherty said. NJBankers' commitment to RightFax triggered a project to modify Communicate, an add-on iMIS module, to combine with RightFax for split email and fax broadcast delivery. The resulting integration earned the first ASI Innovator Award in 2001 for VanDamme Associates (www.vandamme.com).

NJBankers also benefits from RightFax integration with its Xerox Document Centre for e-document delivery from the multi-function device. "It's a connected story," Doherty said. "Virtually everything in our office is integrated, except the coffeemaker!" While NJBankers' professionals use RightFax to fax documents directly from Microsoft Word and other applications, they also handle paper documents easily with the Document Centre. The device automatically sends paper faxes so users can return to their desks and track transmission via RightFax.

Reliability – "I find it impressive when I see how long the RightFax server has been running," Doherty said. "We don't have shut-down issues any more. Over the last couple of years, I can't remember a situation when the RightFax server went down." Dependability provides peace of mind and an ability to focus on other important projects, he explained.

Savings in Dollars and Time – In contrast to costly mailing procedures, RightFax automatically delivers the same documents electronically for approximately 10¢ per document. Based on distribution of 50,000 faxed pages per month, NJBankers is positioned to save as much as \$55,000 per month using RightFax rather than "snail mail." The integration of iMIS and Communicate to easily send faxes, emails and even letters in one broadcast leverages much of this estimate and adds time-savings. Rather than spending hours stuffing envelopes, staff can simply fax electronically in a matter of minutes. What's more, since RightFax interfaces with Microsoft Exchange (NJBankers' resident email system), staff members are alerted of new faxes in their individual Outlook email Inboxes. Doherty describes return on investment with RightFax as immense. He said: "We wouldn't be able to manage our workload without RightFax. We have completely revolutionized how we communicate with our constituents."

FOR MORE INFORMATION

Captaris – is a leading provider of Business Information Delivery solutions that integrate, process and automate the flow of messages, data and documents. Captaris produces a suite of proven products and services, in partnership with leading enterprise technology companies, delivered through a global distribution network. Captaris has installed over 80,000 systems in 44 countries, with 93 of the Fortune 100 using the company's award-winning products and services to reduce costs and increase the performance of critical business information investments. For more information please contact us at www.captaris.com or call +1.520.320.7000.

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