

CASE STUDY

PurchasePro.com Uses RightFax for Quick and Reliable Document Delivery

BACKGROUND

PurchasePro.com, Inc. (NASDAQ: PPRO), a leader in Internet business-to-business e-commerce, operates the PurchasePro.com exchange encompassing approximately 21,000 businesses and powers 155 private marketplaces with its highly scalable, browser-based e-commerce engine. The PurchasePro.com exchange and the private marketplaces employing its technology make it easy for businesses of all sizes to buy and sell a range of products and services. PurchasePro.com enables businesses to compete more efficiently by reducing procurement costs and increasing employee productivity. A key element of PurchasePro.com's strategy is to develop sales and marketing relationships with industry leaders, including AOL, Spring Corp., and Office Depot.

PurchasePro.com has experienced exceptional growth. In less than a year, the company has grown from 100 employees to 540, and in the process, has expanded operations to several buildings at the company's headquarters in Las Vegas. To maintain its leadership position in an unbelievably popular e-commerce marketplace, PurchasePro.com is prepared to continue to adapt as needed to meet the increasing demand for the company's products and services.

THE CHALLENGE

Members of the PurchasePro.com 60-person sales team were using stand-alone fax machines to send sales materials to prospective customers. They needed a document delivery solution to deliver sales materials quickly, reliably, and with minimum user effort.

PurchasePro.com began evaluating its processes and procedures, determined to find ways to maximize employee productivity. After observing the effort required for their sales team to distribute sales materials to prospective customers, the drawbacks of their existing document delivery system became clear. Each member of the 60-person team was using one of several stand-alone fax machines to send out sales information. It was a multi-step and time-consuming process—especially with fax machines that were not only slow, but often located on other floors or even in other buildings.

Recognizing that future growth would only exacerbate the problem, PurchasePro.com began looking for an alternative document delivery system—a scalable solution that would enable sales professionals to send documents without leaving their desks. To enhance productivity even more, PurchasePro.com wanted a solution that would integrate with their messaging system of choice—Microsoft Exchange/Outlook.

THE SOLUTION

After considering several solutions, PurchasePro.com selected Captaris RightFax, the proven market leader in enterprise fax and e-document delivery solutions. RightFax is a Windows NT-based fax server that enables employees to send and receive faxes from their desktops. With built-in email gateway support, RightFax gives the sales team fax capabilities from within their comfortable Microsoft Exchange/Outlook environment. The result? No more "lost" time walking to a fax machine, standing in line, and then waiting for confirmation. With RightFax, sending and receiving a fax is as simple, fast, and convenient as a mouse click—which is a good thing, too, since the company faxes out between 300 and 400 multipage documents each day.

For PurchasePro.com NT Administrator Bill Foster, RightFax and Microsoft Exchange/Outlook provide management benefits as well. For example, administrative synchronization features allow IT managers to administer their RightFax users from their Exchange administrator's interface.

"RightFax is very centralized and easy to administer," says Foster, "and the Exchange module was very easy to work with. In fact, it did most of the work; all I had to do was supply the server name and assign user IDs."

While simplified administration will help ensure the continued viability of RightFax in PurchasePro.com's growing environment, Foster cites its multichannel support as another important feature. "We use RightFax with our channelized T1 line," he says, "which gives us 24 lines for faxing. However, we only need 25 percent of that availability today. As a result, we have a great deal of room to grow."

To further extend use of RightFax throughout PurchasePro.com, the company has integrated it with its Hewlett Packard Digital Sender, which supports color documents. With these two systems, sales people can use the Sender to scan in their expensive, professional-quality color documents and then can fax those documents out via RightFax. "Now we're getting every dollar's worth out of this high-cost collateral," says Todd Morrissette, Director of Computer Operations and Technical Support at PurchasePro.com. "Together, these systems retain the beauty of our professionally designed materials, elevate the overall quality of our sales and marketing documents, and get them into the hands of prospective customers easily and quickly."

In the end, one of the truest tests of any system is not only how users respond to it, but also how well it responds to continued use. And if it's true that no news is good news, then RightFax is proving to be a very good system. "We've had it up and running for several months now, sending out hundreds of faxes each day, and I've only had to tweak it once," says Foster.

The help desk agrees. "As the director of our support organization, I hear about every problem," Morrissette says. "Since implementing RightFax, I haven't had a single complaint call about our fax process. That's very good news."

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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