

## CASE STUDY

# SAGG Computers and Electronics Reduces Paper Consumption by 70 Percent Using RightFax and Lotus Notes

## BACKGROUND

Based in Forest Hills, N.Y., with 50 employees and several offices throughout New York state, SAGG Computers and Electronics, Inc. is a Value Added Reseller (VAR), software developer and systems integrator.

## THE CHALLENGE

Like its Fortune 500 customers (which include companies like Seagate Software and their business intelligence customers), SAGG must send and receive documents quickly and efficiently in a number of ways, including fax, email and by Internet. Those documents include proposals, quotes, purchase orders and marketing brochures. Originally, SAGG relied on stand-alone fax machines and manually faxed documents. These proved to be inefficient and did not guarantee timely delivery. “We get many customer requests for information. We had to maintain paper based documents to be printed out and then faxed. The documents would stack up at the fax machine, waiting to be sent out,” relates Gennady Kleyner, SAGG Vice President.

To solve this problem, they migrated from stand-alone fax machines and installed fax modems on each employee desktop. This solution also had big drawbacks. It did not allow SAGG to track which documents were sent to which customers. In addition, it did not meet Kleyner’s goal to find an alternative to making employees and customers deal with several interfaces in order to send and receive documents—print, phone, fax, email and so forth. His objective was to find a solution that would enable his users to send and receive documents from one interface—ultimately one that could integrate tightly with Lotus Notes and their CRM/SFA solution (ME4N), which SAGG and its customers use extensively.

## THE SOLUTION

To meet SAGG’s document delivery challenges, Kleyner implemented a Captaris RightFax network fax server. RightFax not only integrated with Lotus Notes, but also provided a host of other features that made it easy to use, install and manage. “RightFax scales beautifully,” he points out. “We don’t have to rip out big chunks of our infrastructure in order to expand our RightFax system. And it means our employees have to use only one interface to send a fax or email.”

On a daily basis, SAGG’s current RightFax installation averages 300 inbound and 500 outgoing faxes. The RightFax FaxUtil interface helps the company track which documents were sent to customers and when they were sent. “This way we know what information customers are looking for and what they’ve received so far,” says Kleyner. “Before, only our sales reps knew that information.”

Kleyner adds, “For us, the most important feature of RightFax is support for Lotus Notes/Domino. It extends RightFax even more for us.” According to Kleyner, the company is always looking to expand their capabilities and RightFax has continually been able to help them do this.

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*“RightFax is a perfect fit for us. It integrates with Lotus Notes as well as other applications and provides reliable network faxing capabilities we need.”*

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SAGG benefits from using RightFax for Lotus Notes/Domino by being able to address an email and fax recipients in the same message. Other features include an option to modify the mail template or preserve it and users can choose from multiple fax domains, assignable per fax address.

According to Kleyner, RightFax also helps ensure that documents are delivered to customers. If RightFax encounters a problem delivering a document, it generates an error message for the user sending it.

Kleyner has taken advantage of the RightFax optical character recognition (OCR) and Least-cost Routing capabilities. “For inbound, computer-generated faxes, I can specify that RightFax look for certain fields such as my name and phone extension. It uses OCR to recognize my name and extension. RightFax then routes the document to me via email,” says Kleyner. “This means I don’t have to have a private fax machine or have other office personnel handle what might be highly confidential material.”

The RightFax Least-cost Routing feature has greatly reduced the cost of faxing for Kleyner. Least-cost Routing is a feature for enterprise customers that allows the company to communicate between servers via a WAN instead of over traditional phone lines. This reduces costs by eliminating long distance phone charges.

Kleyner says that SAGG also finds the RightFax PDF Module highly useful. “RightFax can recognize the PDF file format and convert it into a format for faxing.”

## **THE RESULTS**

“RightFax has not only made life easier, but it has reduced costs as well,” says Kleyner. “We’ve probably reduced paper consumption by 70 percent just because we no longer have to print out documents in order to fax them. We have also reduced printing and mailing costs—especially with our online delivery and fax-on-demand systems. Now that we no longer have fax modems in every desktop computer, we’ve saved a tremendous amount in hardware and software costs as well.”

## **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](http://www.captaris.com) or call +1.520.320.7000.

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