



CASE STUDY

Weiss Research Cuts Expenses with RightFax

Challenge	Close to 200 mission-critical faxes per day were not adequately tracked, too easily mishandled and processed using costly and time-consuming, manual methods
Solution	RightFax Enterprise Server, RightFax Gateway for Microsoft Exchange; planned eCopy integration
Results	Reduced cost by more than \$10,000 per month; increased productivity; met SEC regulations compliance

Weiss Research used to manage a fleet of fax machines. Frustration with high costs and slow processes led the financial research firm to look for a cost-effective, fast and secure way to handle mission-critical documents. After implementing Captaris RightFax and the RightFax Microsoft Exchange Module to automate faxing, Weiss Research is realizing substantial cost- and time-savings while supporting compliance with SEC communication regulations.

BACKGROUND

Weiss Research, a subsidiary of Weiss Group Inc. (www.weissgroupinc.com), publishes investment information. It provides unbiased data through newsletters, email and fax trading services, special reports, books and seminars. In addition to its research arm, the Weiss family includes Weiss Ratings, a provider of independent rating and analyses; Weiss Money Management, a professional asset management service; and The Weiss School, an educational facility.

THE CHALLENGE

Documents faxed to Weiss customers and partners support core business objectives. "Fax is used for everything in day-to-day communications," Raul Pomarico, supervisor of network administration for Weiss Research, said. Order requests, newsletters and contracts must be handled efficiently. Additionally, the firm's services include recommendations for stock and mutual funds along with time-sensitive alerts on what to buy and when to sell.

Weiss Research, and other subsidiaries of Weiss Group, relied on dozens of fax machines for business communications—an infrastructure that proved to be costly in a variety of ways. Not only did hardware, phone lines and maintenance run a hefty tab of more than \$10,000 per month, efforts to use and manage fax machines pulled staff members and administrators away from other critical tasks. Furthermore, paper-based faxing, as a general rule, is often employed at the expense of security. Manually faxed pages can be easily misplaced or viewed by non-authorized personnel.

Weiss Research alone manages close to 200 inbound and outbound faxes per day. Jose Rodriguez, director of technology with Weiss Research, shared results of a fax-related time study: "Employees were spending five to 10 minutes preparing and sending each fax," he said. "They would print documents, then get the pages and walk to a fax machine." On top of thousands of dollars per month to purchase and maintain hardware/phone connections for almost 50 machines, supplies—such as paper and toner—added additional expense. "It's hard to tell what we spent on toner," Pomarico explained, "but I can tell you, toner is not cheap."

Tracking and storing hundreds of incoming and outgoing pages became a security challenge. "With manual fax, you have almost no control on what is sent out or seen in documents," Pomarico said. "The Securities and Exchange Commission (SEC) is becoming strict on information that leaves or enters the company." Organizations that are not compliant with these regulations face possible law suits, penalties or fees. "Big trouble," Pomarico summarized.

THE SOLUTION

After investigating faxing options, Weiss Research made what proved to be a financially sound decision: it significantly reduced costly dependence on fax machines by implementing Captaris RightFax in late 2003. RightFax enterprise fax software offerings enable users to send, receive and manage documents directly from desktop, email and other applications. Using RightFax Enterprise Server and the RightFax Microsoft Exchange Module, employees manage faxes directly in Microsoft Outlook. "We've seen efficiency gains with the ability to work from the desktop instead of walking to fax machines," Rodriguez said.

In addition to email integration, Weiss Research is developing and testing RightFax integration with customer management applications. It also plans to add the RightFax PDF module to support effective fax distribution of images and to investigate RightFax integration with eCopy, a system that converts paper documents into electronic files. As strategic partners, RightFax and eCopy solutions integrate to consolidate all faxing services on the network, giving users convenient access to faxing capabilities on the same devices used for printing, scanning and copying. To implement RightFax, Weiss Research teamed with IKON, the world's largest independent distribution channel for copier and printer technologies.

Manual document delivery procedures that used to take 10 minutes now require less than one minute via RightFax.

THE RESULTS

Cost-efficiency - Upon comparing RightFax with other fax solutions, Weiss Research found it provides powerful capability at a reasonable cost. "One competitor's estimate came in much higher," Pomarico explained. "With all the plug-ins we needed, it was at least \$100,000 more than RightFax." Continued use of RightFax has returned additional cost benefit. Pomarico estimates monthly savings of close to \$10,000, not including a drastic reduction in the amount and expense of paper, toner and other fax-related supplies.

Productivity - "Users now point-and-click to send faxes, like using email," Pomarico said. Employees avoid trips to the printer and fax machine; instead, they open Word documents or other files, enter basic fax information, add digital signatures and fax the documents directly from the desktop. Once faxes are sent or received, they are listed within the Outlook Inbox for easy management or storage. "RightFax saves employees time and allows them to do other things without having to stand over a fax machine," Pomarico said. Manual document delivery procedures that used to take up to 10 minutes now require less than one minute via RightFax.

"Maintenance is extremely easy with RightFax," Pomarico added. Central administration makes adding users or trouble-shooting a one-stop process. "Saving time allows me to focus on other projects," he said. Increased accessibility returns benefits to other RightFax users as well. Managers and supervisors receive faxes via individual Direct Inward Dial (DID) numbers. Along with greater efficiency in the office, remote access to faxes makes it easier to stay in touch even while on the road.

Security - "RightFax is more secure and provides granular control of all faxes," Pomarico stated. Since documents are routed electronically to specific recipients they are not susceptible to loss and they automatically generate transmission history. Using RightFax, Pomarico explained, Weiss Research has automatic copies of emails and faxes for meeting SEC regulations that call for tracking communications.

FOR MORE INFORMATION

Captaris - Business Information Delivery solutions help organizations of all sizes automate the information and document flow throughout the information lifecycle (capture, process, deliver, manage and archive). With a comprehensive suite of software and services, Captaris helps organizations to grow revenues and increase profits while meeting compliance goals. Through a global distribution network of leading enterprise technology partners, Captaris has installed more than 90,000 systems in 95 countries in companies of all sizes, including the entire Fortune 100. For more information, visit www.captaris.com or call 1.800.443.0806.

IKON - IKON integrates imaging systems and services that help businesses manage document workflow and increase efficiency. For more information visit www.ikon.com or call 1-888-ASK-IKON.

©2005 All rights reserved. No part of this publication may be reproduced, transmitted, transcribed, stored in a retrieval system, or translated into any language in any form by any means without the written permission of Captaris. Captaris products Alchemy, Interchange, RightFax and Captaris Workflow are trademarks of Captaris. All other company, brand and product names are the property and/or trademarks of their respective companies.