

# MESSAGEmanager Estimates Move to IP Fax Saves 90% in Fax Costs

Case Study

Customers Report Saving an Additional 40% by Virtualizing Fax Servers

## CASE SUMMARY

### Challenge

MESSAGEmanager Solutions confronts a wide variety of customer situations in its fax business. Recent requests have come from a large Asia-Pacific shipping company, one of the world's largest independent oil traders, and a leading Australian car insurer. All of these businesses have one thing in common — a desire to cut fax costs and increase operational efficiency.



### Solution

To enable its advanced fax processing solutions, MESSAGEmanager has used Dialogic® Brooktrout® fax technology for two decades. Initially moving its clients from manual fax to “computer fax” (IP fax servers) for a 90% cost saving, MESSAGEmanager now delivers T.38 fax for VoIP networks and works seamlessly on virtualized systems, allowing an additional 40% reduction in operational costs for many customers.

### Challenge

Ivor Livingston, CEO of MESSAGEmanager Solutions, is a leading expert in fax technology and in reducing costs and boosting efficiency for his many customers throughout the world. His company recently faced three widely different challenges in tailoring fax solutions to specific customer requirements with great success.

#### Shipping Company Needs Fax Virtualization

The first customer, a large Asia-Pacific shipping company, has a staff of approximately 400 that processes 250,000 containers and 1,200 ships each year. The shipping company's fax system had become dated, and no longer fit into its overall IT strategy, which sought to take advantage of virtualization. Because the company was still using fax boards, its current fax system could not be integrated into a virtualized solution.

#### Oil Trader Requires Unified System

Another MESSAGEmanager customer is one of the world's largest independent oil traders with 54 busy offices in 37 countries and assets of over US\$1 billion. The trading company had widely distributed fax operations with multiple locally connected fax servers in offices around the globe, each of which required separate administration and maintenance. The company wanted centralized administration and a unified interface to communicate with brokers, traders, and freight organizations on land and ships at sea.

# MESSAGEmanager Estimates Move to IP Fax Saves 90% in Fax Costs

Case Study

Customers Report Saving an Additional 40% by Virtualizing Fax Servers

## Car Insurer Prefers MFD

A large car insurer in Australia presented a different challenge. The insurer felt that a separate fax server was not meeting its needs, and instead wanted to integrate IP fax with Multi-Function Devices (MFDs).

The challenge for MESSAGEmanager was to use its core fax solution to handle all these demands — for virtualization, unification, and MFD integration.

## Solution

Along with excellent software, engineering, and support personnel, MESSAGEmanager Solutions uses sophisticated Brooktrout fax technology to meet the wide variety of customer challenges it faces. “We value Brooktrout fax technology for many reasons, including its high degree of reliability, ease of integration, and excellent support,” says Livingston. “We have used Brooktrout technology for two decades, and we first deployed our IP fax server solution with Dialogic® Brooktrout® SR140 Fax Software in a ‘green’ project for the city of Melbourne in June 2006.”

“By combining our fax expertise with Brooktrout technology, we can deploy a new solution in 1 to 2 days,” continues Livingston. “We never require any deployment support from Dialogic because Brooktrout SR140 is easy to install and customize.”

## Customer Problems Solved

Here is how the customer challenges described earlier were met successfully:

- After the installation of the MESSAGEmanager Server with Brooktrout technology, the Asia-Pacific shipping company decommissioned its old fax hardware and added IP fax to its virtual environment. “They reduced ongoing costs, TCO, and technical support time,” reports Livingston. “MESSAGEmanager IP Fax Server also includes application connectors that integrated with the company’s Enterprise Resource Planning (ERP) system, allowing its staff to fax with a mouse click, and receive only relevant incoming faxes. Users can also fax through Microsoft® Outlook® as simply as sending an email – with no special desktop software.”
- At the oil trader, the staff is also using Microsoft Outlook for unified communications through three fully redundant MESSAGEmanager IP fax servers in the UK, Calgary, and Singapore. “We believe this is the world’s largest IP T.38 fax solution using Avaya equipment,” says Livingston.
- The MESSAGEmanager solution at the Australian car insurer integrates with both Avaya Communications Manager and Ricoh Multi-Function Devices and receives TIF fax files converted to searchable PDF format to make further processing easier.

## Results

MESSAGEmanager Solutions has become a successful company by making a solid financial case to its customers for moving to its fax solutions — “and having Brooktrout technology always ready to innovate along with us,” adds CEO Livingston.

## Move to Automated Fax Brings 90% Cost Reduction

“Making a convincing case for moving from manual to what we call ‘computer’ fax is straightforward,” explains Livingston. “When you consider having to print out a document that is probably already on a computer, walking to a fax machine, preparing a cover sheet, entering the fax number, and then waiting for confirmation, it is easy to calculate that it can cost from a \$1 to \$1.50 to send a manual fax, but only about 10 cents to send a fax from the desktop — a reduction of 90%. Companies that generate hundreds of faxes a day can experience huge savings.”

## MESSAGEmanager Estimates Move to IP Fax Saves 90% in Fax Costs

Customers Report Saving an Additional 40% by Virtualizing Fax Servers

### 99% of Sales Now in T.38 Fax Servers

Organizations moving to VoIP and attempting to include fax in their IP network are also relatively easy to convince that traditional T.30 fax is unreliable. VoIP codecs, such as G.711, cannot handle the modem signals necessary for accurate fax transmission and reception. “Once businesses that rely on fax see partial documents, garbled pages, and other failed fax transfers disrupting their critical business processes and costing significant losses of revenue, the superiority of T.38 fax is obvious,” says Livingston. “It’s not surprising then that 99% of our business is in T.38 fax servers that incorporate Brooktrout SR140.”

### Virtualization Saves Customers up to 40%

With the advent of virtualization in the enterprise, fax technology has come very far very fast. “It is very gratifying to see our business continue to grow,” reports Livingston, “and our customers are telling us that they reduce operational costs up to an additional 40% when they virtualize our fax technology. We are also pleased that Dialogic continues to keep up and deliver the latest innovations in its Brooktrout fax technology.”

### About MESSAGEmanager Solutions

MESSAGEmanager Solutions is a developer and integrator of intelligent messaging and communication solutions that unite telephony and information technology in a way that embraces an organization’s availability, customer service, and efficiency. Beginning in 1982 as a developer of solutions that enabled word processors and mini and mainframe computing systems to send and receive telex messages, MESSAGEmanager has now grown into a global leader in IP fax and voice messaging and communications solutions.

For more information, visit [www.mmanager.com](http://www.mmanager.com).

### About Dialogic Corporation

Dialogic Corporation delivers cutting-edge technology that inspires its customers, which include solution providers and application developers, to create high-value multimedia solutions. A pioneer in enabling interactive mobile video, Dialogic provides voice, fax, video, and video-analytics technology for use in the cloud, in social networking applications, on premise, and in service provider networks.

For more Information, visit [www.dialogic.com](http://www.dialogic.com).

[www.dialogic.com](http://www.dialogic.com)

**Dialogic Corporation**

9800 Cavendish Blvd., 5th floor  
Montreal, Quebec  
CANADA H4M 2V9

INFORMATION IN THIS DOCUMENT IS PROVIDED IN CONNECTION WITH PRODUCTS OF DIALOGIC CORPORATION OR ITS SUBSIDIARIES ("DIALOGIC"). NO LICENSE, EXPRESS OR IMPLIED, BY ESTOPPEL OR OTHERWISE, TO ANY INTELLECTUAL PROPERTY RIGHTS IS GRANTED BY THIS DOCUMENT. EXCEPT AS PROVIDED IN DIALOGIC'S TERMS AND CONDITIONS OF SALE FOR SUCH PRODUCTS, DIALOGIC ASSUMES NO LIABILITY WHATSOEVER, AND DIALOGIC DISCLAIMS ANY EXPRESS OR IMPLIED WARRANTY, RELATING TO SALE AND/OR USE OF DIALOGIC PRODUCTS INCLUDING LIABILITY OR WARRANTIES RELATING TO FITNESS FOR A PARTICULAR PURPOSE, MERCHANTABILITY, OR INFRINGEMENT OF ANY PATENT, COPYRIGHT OR OTHER INTELLECTUAL PROPERTY RIGHT.

Dialogic products are not intended for use in medical, life saving, life sustaining, critical control or safety systems, or in nuclear facility applications.

Dialogic may make changes to specifications, product descriptions, and plans at any time, without notice.

This document has been prepared in good faith and is based on information which we believe is accurate and reliable. However, because this information has been derived from a number of different sources, including third parties, no warranties or assurances, express or implied, can be given to the effect that this report is complete and error-free. Dialogic and MESSAGEmanager Solutions disclaim all implied warranties, including warranties as to merchantability or fitness for a particular purpose, and exclude all liability (including liability for negligence) in relation to your use of this document.

Dialogic and Brooktrout are registered trademarks of Dialogic Corporation. Microsoft and Outlook are registered trademarks of Microsoft Corporation in the United States and/or other countries. Other names of companies and products mentioned herein are the trademarks of their respective owners. Dialogic encourages all users of its products to procure all necessary intellectual property licenses required to implement their concepts or applications, which licenses may vary from country to country. Dialogic's trademarks may be used publicly only with permission from Dialogic. Such permission may only be granted by Dialogic's legal department at the address provided above. Any authorized use of Dialogic's trademarks will be subject to full respect of the trademark guidelines published by Dialogic from time to time and any use of Dialogic's trademarks requires proper acknowledgement.

Information about MESSAGEmanager Solutions and its customers has been provided by MESSAGEmanager Solutions for this case study.

Any use case(s) shown and/or described herein represent one or more examples of the various ways, scenarios or environments in which Dialogic® products can be used. Such use case(s) are non-limiting and do not represent recommendations of Dialogic as to whether or how to use Dialogic products.