The BUHLMANN GROUP Installs Automatic Fax Distribution with OpenText RightFax

Lowering operating, capital, and maintenance costs

The BUHLMANN GROUP is a globally active trading company for steel pipes, pipe connectors, and pipe accessories, and supplies companies all over the world in the energy, petrochemical, chemical, oil and gas, shipbuilding, and mechanical engineering sectors. Their range of services extends from supplying complete piping systems to building pipelines and to project planning, purchasing management, delivery logistics, and the provision of spare parts. The BUHLMANN GROUP offers classic and innovative services from a single source.

As part of the consistent drive for internationalisation, since 2008 alone, subsidiaries in China, Singapore, Thailand, Argentina, Russia, Denmark, Belgium, Spain, and the United Arab Emirates have begun operations. The BUHLMANN GROUP employs more than 650 staff at 26 locations in 18 countries.

The BUHLMANN GROUP uses fax servers to send its documents to customers and partners. As such a large and internationally expanding company, they needed a fax server solution that allowed additional growth and could sustain exchange of thousands of documents. When they needed a new fax server solution, the Group chose to use a centrally installed solution on the basis of OpenText RightFax, giving the trading company scope for additional investment.

High degree of trustworthiness

"The certified point-to-point transfer by fax creates a high degree of trustworthiness, which an email lacks. That is why when all contract-relevant documents are exchanged, faxes remain the standard method in our corporate group," stresses Marco Niebur, IT director of the BUHLMANN GROUP. The current staff of the internationally active trading company—more than 650 strong—receive and send out a vast amount of fax messages. As well as personal fax numbers, various mailboxes and call forwarding exist for employees working at several Group locations. These employees must be accessible via more than one fax number and wherever they are at any time. "Employees must be able to rely on

INDUSTRY

Retail Market

CUSTOMER

The BUHLMANN GROUP

PARTNER

egsSoft GmbH

CHALLENGES

- Continuing fax exchange of thousands of documents from ERP and Office applications
- Keeping administration costs low despite rising numbers of staff and locations

SOLUTION

- OpenText RightFax

BENEFITS

- Receiving and sending faxes is completely documented, transparent, and legally binding
- Central installation, intuitive administration, integration capability, and scalability reduce administrative effort and costs and support corporate growth
- Savings in capital and maintenance costs and increased productivity due to versatility and stability of the solution

> *"Employees must be able to rely on the fax solution at all times; delivery must take place correctly, the exchange of documents must be completely traceable, and, thus, legally binding. With OpenText RightFax, we have just such a solution on tap."*

THILO WOLFRAM, SENIOR SUPPORT MANAGER, THE BUHLMANN GROUP

the fax solution at all times; delivery must take place correctly, the exchange of documents must be completely traceable, and, thus, legally binding. With RightFax, we have just such a solution on tap," says Thilo Wolfram, Senior Support Manager of the BUHLMANN GROUP.

RightFax supports corporate growth

The IT managers of the BUHLMANN GROUP trust in centralisation and the use of platform solutions so as to be able to support and shape the Group's corporate growth in the best possible way. Thus, the six national locations are supported from Duisburg, Germany and the twelve international branches from the head office in Bremen. All client computers are virtualised so that the important corporate applications like the Enterprise Resource Planning (ERP) solution used—Microsoft® Dynamics® NAV—can be provided and maintained centrally. New employees are also recorded and administered via the central Active Directory®. The infrastructure for voice communication is also provided and administered centrally.

"That's how we cope with the complexity of the roles, functions, authorizations, applications, and hardware," explains Mr. Wolfram. The fax solution must, therefore,

also be consistently based on the platform concept and be provided centrally for all the locations and employees worldwide. Mr. Wolfram explains, "In short, we required a fax-server solution of the Enterprise class based on our solution for voice communication. Against the background of the main technical parameters such as integration capacity, central provision, ease of administration, and scalability, RightFax proved to be the best solution."

Integration capacity reduces the effort and cost of administration

How easily RightFax could be integrated into the existing ITC environment became clear in 2011 with the switch of the Private Automatic Branch eXchange (PABX) system worldwide to Cisco™ Voice over IP. "Implementing and integrating the fax server was done with no trouble at all and almost invisibly for the employees," says Mr. Wolfram, and adds; "It was just as easy to expand the existing Microsoft Office environment of colleagues to incorporate the intuitive client environment—while maintaining the facility to send faxes from the ERP system that was also possible beforehand."

The complete fax infrastructure can now be administered and monitored with conventional administration tools. "Setting up new

employees in RightFax is also intuitive and simple—changes in our Active Directory are incorporated automatically and the fax number can be set up and correctly allocated with just a few mouse-clicks," Mr. Wolfram reports. Consulting, conception, and implementation of RightFax was performed by the certified and very experienced OpenText partner, egsSoft GmbH, located in Erkrath. The rollout and detailed work were performed to a very large extent by the BUHLMANN GROUP under its own steam.

RightFax cuts costs

From automatic allocating and filling in of the fax cover sheets to working with embedded commands in order to trigger workflows via automatically generated processes on the basis of fax communication—the potential of RightFax is enormous. The result is increased productivity and a positive corporate image towards the outside world. In addition, there are cost savings with the fax machines. "With RightFax, we can keep the number of physical fax machines to a minimum. That saves not only purchasing costs but also, and above all, maintenance costs—and permanently, too. That's hard cash that we can invest again sensibly elsewhere," concludes Mr. Niebur. ■

PAPERLESS PRODUCTIVITY® BECOME PAPERLESS®

egs SOFT

For more than fifteen years, the OpenText partner egsSoft has stood for innovative business and fax server solutions, professional document management, user-friendly communication software, and process management solutions. The range of services offered by egsSoft extends from consultancy, analysis, and design through to implementation. Long-established partnerships with renowned suppliers like OpenText guarantee the accurate fit of the corporate software solution used and the relevant customer's situation.

www.opentext.com ▪ **sales@opentext.com** ▪ **800 499 6544**