



Environmental Enterprise Supports Sustainability with Open Text

Veolia Environmental Services Reduces Paper, Enhances Scalability with Open Text Fax over IP Solution

Industry

Environmental Services

Customer



Open Text Partner



Business Challenges

- Dispersed fax machines produce paper waste
- Delayed receipt of customer faxes

Business Solution

- Open Text Fax Server, RightFax Edition
- Cisco Unified Communications Manager
- SAP

Business Benefits

- Documents immediately captured and delivered to customer service center to be viewed at desktop computers
- Integrated IP-faxing reduces supplies, enables fax expansion to additional sites at low incremental cost

Veolia Environmental Services is one of the largest environmental companies in the world. It provides tailored solutions in water, waste and energy management as well as passenger transportation. Veolia Environmental Services is the waste management and industrial services arm of Veolia Environnement in Australia and New Zealand. Formerly known as Collex, Veolia Environmental Services has implemented sustainable waste solutions for more than 30 years and serves approximately 50,000 clients.

The Challenge

At Veolia, sustainability is a way of doing business, ranging from reducing the impact of its operations on the environment to influencing the behavior of others to adopt sustainable practices. For the enterprise, sustainable development means implementing business strategies and activities that meet today's needs, while protecting and enhancing resources that will be needed in the future. Committed to this goal, Veolia recognizes technology—in this case, communication solutions—can be an effective tool to support sustainability.

In 2006, Veolia consolidated its administration, sales and customer service teams from seven offices spread across New South Wales (NSW), Australia's most populous state, into one customer service center located in Rosehill, a suburb of Sydney. Designed to increase general efficiencies and garner cost-savings, the merger first created logistical obstacles. For instance, since a large percentage of its customers rely on fax, each of the seven Veolia teams brought along one or two fax machines to the new, combined office. "There were different machines and different toners for each machine," explained Chris Haley, customer service manager for Veolia Environmental Services. "Some people didn't know how to work the other fax machines, so each group had its own way of doing things."

When faxes such as requests for service or purchase orders were printed on a fax machine, it was only the first step in several to deliver the correspondence to representatives. There was not only a lot of paper, but also a lot of physical movement of paper, according to Haley. "Someone would check the fax machines every hour, then do a bulk delivery around the office," he said. Manual distribution pulled employees away from other tasks and, sometimes, inherent lack of ownership for the documents piling up on machines lead to a lack of urgency.





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Customer Service Manager, Veolia Environmental Services

Still, many faxes are time-sensitive. For instance, requests for waste pick-up must be in by 5 p.m. for drivers who start in the middle of the night. “If we don’t get that fax quickly, then service could get missed,” Haley said. “The longer it sits on a fax machine, the more likely it could be mixed up with papers coming in.” Since sales associates spend the majority of their time on the road, faxes had to wait on their desks for the next office visit or be related by a support team member via phone or email. Overall, fax machines were difficult to manage and could cause delays.

The Solution

Using Open Text Fax Server, RightFax Edition, Veolia not only unified its fax environment, it is supporting sustainability by reducing paper and supplies while enhancing scalability with Fax over IP technology.

Working with Axient, its fax solutions provider, Veolia Environmental Services first installed RightFax to automate delivery of financial documents from its SAP back-office system. Automated delivery reduces costs and improves transactional reliability. Documents that were previously emailed or printed, stuffed into envelopes and mailed are now faxed to clients directly from SAP. Customers receive account statements and remittance advises within minutes via electronic transmission rather than days via post.

Proven reliable after years of use, RightFax could be extended to support the customer service team. Since the new service center had no existing infrastructure other than a rented PBX system, Veolia took the opportunity to implement an IP-based communications backbone with Cisco Unified Communications Manager (formerly Cisco Unified CallManager). The RightFax Fax over IP solution supports direct connection to Cisco Unified Communications Manager via

the T.38 real-time Fax over IP standard, uses a minimal amount of server processing power, and supports SIP, H.323 and MGCP protocols. “The Fax over IP solution proposed by Axient perfectly complimented our centralized IP-based telephony system without any additional infrastructure at the local sites,” said Craig Marshall, IT infrastructure manager for Veolia Environmental Services. Currently, close to 150 employees in two office sites access the Fax over IP system, additional users and sites will be added to the IP network as installed PBX systems reach end of life. Fax machines, now only used for minimal outbound faxing, will eventually be eliminated.

Replacing fax machines and paper handling, RightFax captures and immediately delivers customer service requests and other documents via a departmental fax number. Employees receive faxes in their Microsoft® Office Outlook® Inboxes listed alongside emails. They simply click on the fax icon to view, annotate, forward or occasionally print the images. “Every fax that used to come in had to be printed because that’s what fax machines do,” Marshall noted. “Now, faxes don’t have to be printed. They can be viewed right on the screen.” Additionally, sales team members have immediate access to all faxes via their laptops.

Veolia fulfilled its top priorities with RightFax by leveraging existing infrastructure with a reliable, centralized, easy-to-use solution, according to Haley and Marshall. They credit SuccessVeolia’s relationship with Axient as the foundation for a successful implementation.

The Result

“As part of our commitment to sustainable development, we are always looking for ways to reduce our impact on the environment,” Haley said. “While we acknowledge that some faxes will still need



to be printed, we believe we can make a significant reduction in paper and toner cartridge usage.” He explained: less paper can mean fewer trees to be cut down and less waste to be transported to a landfill or recycling center.

Fulfilling today’s and even tomorrow’s requirements with existing resources is also achieved with Fax over IP. Eventually, Veolia expects to expand IP-faxing across its 80+ Australian offices: a financially viable option with RightFax Fax over IP functionality. “We wouldn’t have even considered expansion otherwise,” Marshall said. “But with the voice over IP network, we can integrate RightFax without any extra infrastructure cost or work.” The company could even extend IP technology to other Veolia groups, including energy, water and transport, while maintaining impressive cost-savings and centralized administration.

Veolia Environmental Services employees don’t say much about using RightFax—and that’s a good sign, Haley noted. “We used to hear about fax machines that were out of toner, weren’t working properly or were giving busy signals,” he said. “With RightFax, we just don’t hear any complaints.” Instead, comments that have made it to the IT team focus on excitement that faxes are available wherever, whenever sales and customer service representatives need them, without manual handling or delays.

Marshall and other IT personnel appreciate administrative capabilities within RightFax. Marshall used a different fax server at another company years ago. “It was a nightmare to administer,” he said. “Adding users and text fields was complicated, whereas the management utility in RightFax is straightforward and easy to use.”



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