

# Success Story

## Printing company in Spain speeds turnaround and improves efficiency with Open Text Fax Server

### Grupo Neo replaces fax machines with electronic document delivery integrated with SAP

Grupo Neo, founded as Neoplast in 1989, specializes in print finishing for the graphic arts industry. Several groups within the company offer a wide range of print finishing including plastic coating, varnishes, UVI offset, silk screen printing, removable and luminescent inks, hot stamping, folding and gluing, and more.

#### The Challenge

In the printing trade, quality and timeliness are crucial to first-rate customer service and business success. “We are the leader in our sector and a company of our reputation has to provide a quick service support,” said Luis Alberto Martin, director of information for Grupo Neo. Unfortunately, paper-based methods too often hindered business processes—sometimes delaying response to suppliers or clients.

Prior to implementing an updated solution, the Grupo Neo budget and purchasing departments relied on fax machines to send and receive time-sensitive documents. Outgoing traffic alone totaled up to 120 budgets and 40 orders per day. Once completed within the organization’s SAP application, financial documents were sent to a printer to be picked up and fed into fax machines. “(The process led to) unnecessary printing of documents and a waste of time for the budget and purchasing teams,” Martin said. Every week, employees could spend hours standing by fax machines or handling paperwork. Incoming documents piling up on fax machines had to be sorted, delivered and stored in filing cabinets.

The paper-heavy methods did not match Grupo Neo efforts to conduct business in an environmentally conscious manner. According to the organization’s web site, “self-demand and responsibility in the environment is an important issue in the group company strategy.” In fact, Grupo Neo is certified ISO 14001, the international specification for environmental management standards. “Therefore, if we use less paper we will be rewarded,” Martin said.

#### The Solution

Working with Comunycarse, a Madrid-based solutions provider, Grupo Neo replaced fax machines and resource-consuming manual faxing with electronic document delivery from Open Text Fax Server. Approximately 25 employees within the budget, purchasing and other departments now send and receive business-critical faxes without leaving their desks. In fact, leveraging integration between Open Text and SAP, the majority of budgets and orders are delivered automatically—without human intervention.

To deliver files on an ad hoc basis, employees simply “print to fax” for electronic documents maintained in a variety of applications. Incoming faxes are delivered as attached images directly to email inboxes

#### Industry

Printing services

#### Customer



#### Business Challenges

- Manual and resource-consuming
- Delaying response time to customers
- Negatively impacts employee productivity

#### Business Solution

- Open Text Fax Server
- Open Text Fax Server Connector for SAP

#### Business Benefits

- Shortens turnaround for responses to customers
- Reduces paper for environment-focused efforts
- Leverages existing investments when effectively integrated

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through SMTP/POP3 integration. Furthermore, digital archives of faxes are much more convenient than paper for search and retrieval, according to Martin.

For outgoing faxes delivered from SAP, Grupo Neo installed the Open Text Fax Server Connector for SAP. It provides flexible, easy-to-deploy and easy-to-use solutions for automating document delivery from SAP applications at an affordable price. The Connector—integrating with SAP R/3, 3.1g and higher—provides a seamless interface from SAP to Open Text Fax Server, enabling users to send and receive faxes directly from SAPoffice and other SAP applications. It also supports SAP fax features for cover pages, broadcast fax and advanced fax controls. Documents can be delivered via fax, email, or via the Internet as digitally encrypted PDF and/or certified documents.

## The Results

Using integrated, electronic document delivery, Grupo Neo has shortened the turnaround for response to clients regarding financial issues; replies previously returned within several minutes are now delivered to clients within seconds. “We cannot afford any delay because client satisfaction is our goal,” Martin said. “The client always has to be answered ASAP and Open Text Fax Server has helped us to return responses quickly.”

Grupo Neo rated Open Text Fax Server as a top provider in reliability, pricing, scalability and integration. In fact, its integration with SAP earns a perfect score in Martin’s opinion: “We realized Open Text Fax Server was the best solution to integrate with SAP,” he noted. “We didn’t need to use a patch as in the past to resolve technical problems ... the integration works correctly.”

Overall, Open Text Fax Server supports Grupo Neo’s focus to use both human and technical resources effectively. For the budget and purchasing departments, the fax server saves costs in running time, paper, and devices, according to Martin. “Our work efficiency had improved drastically ... we are grateful that a simple tool has greatly facilitated the work of employees in these departments.”

## About Comunycarse

Comunycarse, a solutions provider in Madrid, specializes in service technologies including call centers, integrated telephones with speech recognition, fax, and unified messaging. Comunycarse offers close to 10 years experience in the communications market. [www.comunycarse.com](http://www.comunycarse.com)

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