



CASE STUDY

Menasha Centralized and Improved Fax with RightFax and SAP

Challenge	Time- and cost-intensive fax machines and outdated, unreliable fax server software
Solution	Captaris RightFax Enterprise and SAP Connector
Results	Automated distribution for documents from SAP; full ROI within months; estimated 20 percent time-savings

Menasha Global needed a centralized document delivery solution that would reliably and cost-effectively scale to meet enterprise needs and integrate with SAP for automated faxing. RightFax became a valuable center of change.

BACKGROUND

Founded in 1849 and still owned by descendants of its founder, Menasha is one of the oldest private enterprises in the United States. It is comprised of five companies, each independently operated under the direction of the corporate office that manages centralized business functions. Menasha companies and its industries worldwide include:

- **Menasha Packaging Company** - corrugated packaging, paperboard and printing
- **ORBIS Corporation** - returnable plastic material handling
- **Poly Hi Solidur, Inc.** - engineered plastics
- **Leverage Point Media** - consumer promotions
- **New Jersey Packaging** - pharmaceutical labeling and packaging

All Menasha businesses work to return value for its customers, more than 5,000 employees and its shareholders.

THE CHALLENGE

It is why there are coaches and CEOs: diverse groups of athletes or employees who unite to reach common goals with centralized management. Much like the professionals they serve, enterprise technology solutions are also most effective when they are consistent, integrated and centrally administered.

Menasha businesses fax hundreds of invoices, order confirmations, purchase orders and other business-critical documents every day. Unfortunately, its document delivery processes were "too complex and decentralized," according to Chuck Searl, enterprise infrastructure operations manager at Menasha Advantage, the Shared Services organization for all Menasha business units. "We had multiple outdated fax solutions throughout our WAN in addition to hundreds of individual fax machines. There was no way of capturing the volume or cost of faxing in this decentralized environment."

What employees did know about previous faxing systems is that they necessitated change. Fax machines required employees to print invoices, then leave their desks to sort and send the documents. Menasha's old fax software had reached end-of-life and was not upgradeable, scalable or reliable. In addition, "It failed to provide status updates, was difficult for users to format fax numbers correctly, was not desktop-capable, used proprietary hardware and—in general—performed poorly," Searl said. "With many customers and vendors both domestic and international requesting fax documents, we needed to provide a better solution to complement our existing SAP ERP system."

THE SOLUTION

Edging out four competitors, one solution is now used by all Menasha business units: Captaris RightFax met all requirements and, following months of reliable use, returned unexpected benefits. Among these is an impressive ROI: "Given a somewhat minimal investment and useful features, RightFax paid for itself within months," Searl noted.

RightFax implementation and integration with SAP was fast—up and running within three days—and problem-free. Menasha integrated its ERP systems with RightFax for automated document distribution and enabled desktop faxing in some departments.

"Because of all of the email SPAM out there, we've seen a trend back to faxing and it's nice that we're prepared for growth in this area." —Chuck Searl, Menasha Advantage

THE RESULTS

Central solution - RightFax matched Menasha's vision for a central, effective enterprise fax solution since it provides:

- Recommendations from industry experts and forums, including Gartner Group and SAP TechEd
- Reliable, SAP-certified document exchange capabilities as an SAP Software Partner (since 1997)
- Solutions that use the SAPconnect Interface, leverage non-proprietary hardware and allow enterprise licensing

In addition to fulfilling these mandatory requirements, as the market leader RightFax covered Menasha's wish list including status for support and upgrades, desktop client faxing capabilities and excellent technical and local support.

Efficiency - Menasha reported employees are more productive and customers are better serviced thanks to the RightFax helpful monitoring tools, ease-of-use and tight integration with SAP, "The SAPoffice integration is a big win," Searl explained. "We now run batch-invoicing jobs that send hundreds of faxes out in one run without any user interaction." He also said the SAPconnect interface is "reliable and assures us we are ready for the next SAP upgrade."

Effective monitoring capabilities helped Menasha refine master data within SAP. Outdated numbers were directing transmissions to human-answered phones and hindering delivery; but, within minutes of going live, RightFax tools enabled employees to fix the problems. End-users also say direct confirmation for faxes aids service and efficiency. Some of the heaviest fax users estimate time-savings of two or three hours every day that used to be spent manually faxing or refaxing documents. "Desktop faxing using (the RightFax client) is exceptional," Searl stated. "Users like the ease-of-use and ability to select cover pages and library documents...even the ability to combine multiple fax transmissions in one call. For customers that require one invoice per PO this saves us quite a bit of time and money."

Scalability - With RightFax, Menasha is prepared to affordably meet future growth. "Within eight months after our RightFax implementation, usage is up 32 percent and we expect it to continue that growth," Searl said. The increase is a direct result of the addition of Menasha business units and the popularity of RightFax within these groups. Industry trends have also affected fax use: "Because of all of the email SPAM out there, we've seen a trend back to faxing and it's nice that we're prepared for growth in this area." The competitive pricing of RightFax enabled replacement of outdated software and supports expansion. Searl related, "When usage rose...we doubled our capacity for very little expense." Searl and his team are also glad RightFax easily supports inbound faxing with email routing. Overall, they're pleased to see one solution will continue to be central to Menasha's document delivery success.

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, archive, deliver). 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.

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