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CASE STUDY

RelayFax®

THE RELAYFAX FEATURES

RelayFax integrates the exchange of faxes into the network

RelayFax facilitates RAS/DUN dial-up for collecting messages from servers via the internet without being permanently online

RelayFax offers time control

RelayFax can check any number of POP mail boxes for messages, from several servers

RelayFax supports PDF and PNG

In their work, visionary science fiction authors such as Jules Verne, Stanislaw Lem and Isaac Asimov described the technology of our time with astonishing accuracy. This type of accurate prediction is, however, the exception to the rule. We more often come across wayward predictions from self-proclaimed futurologists. The relatively short history of the internet provides us with an abundance of examples of well meant and long since abandoned prophecies: Books are still being read from paper instead of pixels. The bulk of consumers still choose a very much analogue form of shopping and not virtual at all. And in the 21st century the majority of us are still prefer to put our trust in proven means of communication in the workplace - the fax machine for instance.

Like so many predictions, the all too hastily declared swan song for the fax suffers from an internal contradiction: It juggles with the possibilities whilst losing touch with reality. E-mail and internet certainly now take centre stage in the plans of the major concerns. However, the fax machine still has an important supporting role to play. For the bulk of companies from areas other than the computer sector – e.g. catering, retail and manual work – the use of browsers and mail programs still

does not make up part of everyday professional life. For these sectors of the economy – and thus for the supplier too – the fax remains an essential means of communication.

This, however, produces the following problem: On the one hand, the suppliers have to cater for the customer's demand to be open for communication by fax. For large businesses on the other hand, fax machines are nothing more than a necessary evil: They cost

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THE FUTURE OF FAXING

A discussion with Tanja Rudolph,
Systems Administrator,
Raiffeisen Hauptgensossenschaft Nord AG

a lot of money to buy and a lot more effort to use and monitor than e-mail. How then can the fax machine be integrated more effectively into modern communication? Raiffeisen Hauptgenossenschaft Nord AG in Kiel – HaGe for short – decided to solve this conflict in a future-oriented manner.

REACHING THE CUSTOMER

The core business of HaGe in Kiel is agricultural trade: With over 1,000 employees, farming's traditional partner in the northern German coastal region ensures top operations effective integration into the markets. Because of the given customer structure, the fax machine is still indispensable when it comes to ensuring customer-oriented service and comprehensive care. Tanja Rudolph, Systems Administrator for HaGe Kiel: "Many of our customers cannot yet be contacted by e-mail. The sending and receiving of faxes is therefore still extremely important."

The does not however mean that the fax machine cannot form part of an integrated complete solution. In the interest of managing the daily transfer and taking of orders and customer

information more efficiently, HaGe of Kiel probed the market for a piece fax software which needed to be as progressive as it was user-friendly. The hope was to minimise the number of fax machines whilst increasing productivity. "Integration of the software into the existing e-mail system (...)" and "faxing from facilities such as Word and Excel and sending group faxes" formed the most important search criteria.

HaGe of Kiel finally found what they were looking for at eulink, a trusted partner of theirs. Collaboration with this provider of innovative software solutions had already been tried and tested: At HaGe the Alt-N program, MDaemon, is successfully being used as the chosen mail server software. This time around, the eulink range once again provided the ideal solution: RelayFax, another development from Alt-N. This fax program perfectly met all the requirements. There were a number of strong arguments in favour of using RelayFax: The software is flexible and adaptable to all specific needs and can be integrated into existing e-mail clients. It fully automates the sending, receiving and administrating of network faxes. The program also makes it possible to send documents

How important is faxing for HaGe, Kiel in these times of e-mail and internet?
Many of our customers cannot yet be contacted by e-mail. The sending and receiving of faxes is therefore still extremely important. Particularly in the areas of order receipt and entry and for sending customer information.

What demands did HaGe, Kiel make of the fax server software?
The integration of the software into the existing e-mail system was extremely important for us. Furthermore, being able to fax from facilities such as Word and Excel and send group faxes.

Did the installation of RelayFax provide any immediately recognisable improvements?
Particularly when sending fax circulars, RelayFax and its ISDN support substantially ease the workload.

How do you rate the handling qualities of RelayFax?
The RelayFax operation is extremely user-friendly.

from any Windows application by fax or – for external documents – directly from the scanner. The notoriously large distances from the fax machine to the addressee, the extortionate price of purchasing new fax machines and the resultant consequential costs could finally be a thing of the past.

TEST PASSED

However, before HaGe of Kiel took a final decision on RelayFax, the software was closely scrutinised. The program passed the eligibility test with flying colours: "It took two months to come to a decision on the program. After several tests we decided in favour of using RelayFax".

The software then had to be integrated into the network and operating procedures at HaGe of Kiel. Once installed, the considerable improvements were instantly recognisable: "Particularly when sending fax circulars, RelayFax and its ISDN support substantially ease the workload". For years the computer's role as an ever more central communication platform has been growing. Through successful collaboration, innovative distributor, eulink, and far-sighted customer, HaGe of Kiel, have proven that by using an exclusive software such as RelayFax, the fax machine can become an efficient component of this platform. This success has made Ms. Rudolph come to a most positive conclusion: "We are very satisfied with the RelayFax product and the work with eulink".

Raiffeisen Hauptgensossenschaft Nord AG of Kiel can look back on over 100 years of tradition and success. A tight service network and competent customer care have ensured this success. As a reliable partner for the farming industry, HaGe concentrates on the trade of top quality agricultural goods, e.g. quality wheat and machines. With approximately 1,100 employees, Raiffeisen HaGe is one of the biggest employers in Schleswig Holstein, Mecklenburg West-Vorpomerania and Hamburg. For more information visit:

www.hagekiel.de

The Alt-N fax server software automates the sending, receipt and administration of network faxes and optimises the transfer of documents by integrating all the functions of the fax machine into the existing e-mail client. RelayFax also makes it possible to send fax messages from any Windows application or directly from the scanner. The installation of this innovative software allows businesses to manage the daily exchange of faxes in a cost-effective and time-saving manner. For information on further functions visit:

www.relayfax.de

eulink GmbH is the exclusive German distributor for Alt-N's RelayFax program. This user-friendly fax server software is exemplary of the communication and software provider's philosophy: The best service for the customer can only be provided with a range which is made up exclusively of strong products. Many national and international business partners have already been able to benefit from eulink's top quality range and to optimise and manage more efficiently their sensitive business procedures. For more information on the eulink range visit:

www.eulink.com