



Worldwide Minerals Group Makes FaxPress It's Corporate Standard: A FaxPress Case Study

Castelle's Master European Distributor installs FaxPress in UK, USA and Europe

As Castelle's master distributor for the United Kingdom (UK) and Europe, AMS Ltd. understands the communication challenges in a large environment such as The Imerys Group. The Imerys Group approached AMS Ltd. looking for a solution to a number of fax requirements. Following pre-installation meetings and consultations, the project was drawn up and quotations supplied. Implementation time scales were agreed upon and the project went through smoothly and on time.

The Castelle Customer Profile

AMS Ltd., founded in 1988, is a UK-based technology company that specializes in the LAN communication market. With over sixteen years experience with LAN fax integration, AMS Ltd. is able to give the very best consultancy available to users and prospective users of systems. Its commitment to Castelle by providing technical services throughout the UK has enabled it to secure full accreditations for authorized Castelle training and support centers. As a result, it has been able to gain the trust and confidence of many well-known UK and European organisations from numerous business sectors.

The Project: Integrated Fax Solution throughout The Imerys Group

The Imerys Group, world leader in adding value to minerals, employs almost 14,000 staff in 290 industries with sales sites in 36 countries. The Imerys Group is divided into 4 business groups – Specialty Minerals, Pigments for Paper, Building Materials, and Refractories and Abrasives. The range of products produced is incredible and is used in a wide range of industries spanning automobiles, aerospace, construction and steel, among others. Their products have applications in literally hundreds of different areas, and chances are you have unwittingly used an Imerys product whether it's on a piece of paper or in a tin of paint.

Communication, both internal and external, is crucial to such a large organisation. The Imerys Group had been using Domino Fax, a Lotus product, for some of its faxing applications, however, Domino Fax had reached the end of its life and Lotus had withdrawn support for it. In addition, there were a large number of manual stand-alone fax machines dotted around the various sites. The Imerys Group was looking to replace this arrangement with an integrated system that would provide them with both the technology and flexibility to maintain the ease and security of their applications. Castelle's FaxPress was chosen because it was a combined hardware/software solution from a market leader.

The FaxPress Solution: Implementation

AMS Ltd. installed two FaxPress 5000 8-line fax servers at The Imerys Group's UK site. AMS Ltd. engineers were involved with every aspect of the installation from telecomm to archiving, consultancy and training. The FaxPress fax servers were fully integrated with Lotus Notes to perform inbound fax routing via DDI, and to reduce costs Castelle's internet faxing feature was set up to allow users to send faxes between the US and UK offices over the internet instead of a phone line.

As a self-contained unit, FaxPress combines all the necessary hardware and software into one server appliance, allowing client workstations access to incoming and outgoing faxes, phone books, transaction logs, and other fax-related data. Using the FaxPress Email Gateway, FaxPress was integrated with Lotus Notes to enable The Imerys Group to continue to use large numbers of phone entries across the organisation via the Lotus Notes address book.

FaxPress has become the corporate standard across the organisation and can be found in sites in the USA and UK with plans to roll it out in France as well. There are currently 6,000 users worldwide who

have access to desktop faxing via FaxPress. Those users are in a diverse range of job functions from local captain in a pit mining the raw product, to financial controller in an office. Typical applications include faxing shipping lists to Customs and Excise, Port Authorities, Shipping Companies and the Police on a daily basis. Steve Gardner at The Imerys Group, who has been responsible for rolling out the project from the UK office, said,

“A lot of the applications that our staff use fax for are critical. For example, when it comes to shipping lists and documents for Customs and Excise, you simply can’t afford to get things wrong – we need to know for sure that the information is in the right place at the right time. Faxing is better than email in these instances, as we know that the fax has definitely been received at a certain time.”

The Software Developers Kit (SDK) that comes with FaxPress has also allowed them to integrate easily into other back-end systems, such as their financial system. The Imerys Group is looking to send out the majority of its orders and invoices electronically. Already a small group of suppliers are receiving ‘paperwork’ direct to their desktop via FaxPress. The anticipated impact on postage bills is enormous.

Steve is currently in the process of developing least cost routing so that faxes sent from the FaxPress to an international address are sent over The Imerys Group’s IP network and then picked up by another FaxPress. So, a fax sent from the UK to the US will be transmitted securely via the Internet to the local FaxPress to ensure that the only phone calls made are local ones. It is predicted that once least cost routing procedures are rolled out throughout The Imerys Group, there will be a significant downward impact on costs.

The FaxPress Solution: Results

All in all, the implementation of FaxPress at The Imerys Group has been a great success in terms of efficiency and cost savings. It is estimated that sending a fax from a manual stand-alone machine takes up to ten minutes, whereas the same function carried out from the desktop takes about one minute. The savings in time across an organisation as large as The Imerys Group are immense, and with developments in least cost routing techniques and the integration of administrative systems, Castelle’s FaxPress has become an indispensable part of the company’s communications.

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