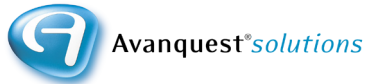


CUSTOMER CASE STUDY



CUSTOMER PROFILE

INDUSTRY Publishing

EMPLOYEES 7,500 worldwide

LOCATION Headquartered in London

WEB SITE www.informa.com

SOLUTION SNAPSHOT

CHALLENGE Previous faxing solution offered limited functionality and capacity; integrated, central system needed post-acquisition

SOLUTION Captaris RightFax

INTEGRATION Cisco CallManager (now Cisco Unified Communications Manager), Microsoft® SQL Server

RESULTS RightFax Fax over IP integration and scalability eliminates costs for dedicated fax lines and support for future growth; centralised services following acquisition provide reliability, automatic load-balancing

Worldwide Publishing Company Converts to IP Fax with Captaris® RightFax® and Cisco

Informa Eliminates Cost for ISDN Lines; Integrates Shared Services for Central, Scalable Broadcast Fax

Informa plc is a leading international provider of specialist information and services for the business community, operating from more than 150 offices in more than 40 countries and employing 7,500 staff globally.

Although Informa only came into being as recently as 1998, created from the merger of IBC Group plc and LLP Group plc, its origins go back to 1734, when the first issue of Lloyd's List, a newspaper reporting shipping movements and casualties, maritime news and other commercial information, was posted on the wall of Edward Lloyd's City of London coffee shop.

Informa has grown through acquisition and is now recognised as a premium organiser of more than 10,000 conference and course events throughout the world. It also publishes more than 2,000 subscription-based information services to a wide range of audiences, from academia to telecommunications and agriculture.

The Challenge

In 2006, Informa acquired IIR. Originally a publisher of international newsletters, IIR expanded to become the world's leading knowledge and skills transfer company. IIR used RightFax to broadcast tens of thousands of promotional outbound faxes to its database. The company had successfully run RightFax for five years, expanding the system in 2005 to 30 Ports, meeting demands to broadcast 30,000 pages a day.

At the time of the acquisition, Informa was running ZetaFax, but limitations on output and the need to increase capacity and performance and resiliency became a priority for Johan Rossouw, network systems manager at Informa. Rossouw also needed to find a way to integrate the fax processes of both organisations and centrally manage this now even larger volume of outgoing faxes. A recommendation by a colleague who was familiar with RightFax and how it performed at IIR led Rossouw to evaluate RightFax and heralded a route to change at Informa.

The Solution

Following evaluation, Informa purchased a 30 Port RightFax System from Avanquest, which was connected to its existing Cisco voice infrastructure for delivery of fax calls to the PSTN.

“(RightFax) eliminated the need for additional and expensive direct ISDN30 [PRI] connectivity for each fax server.”

The next stage was to move to a shared services operation for fax broadcasting and benefit from the convergence and streamlining of functions and link the IIR and Informa servers together. This would enable the company to make the most of the 60 RightFax channel licenses it had available. The linked servers use the new RightFax 9.3 Shared Services Module which facilitates the sharing of the SQL database, resulting in the load being automatically balanced within the network and greater resiliency and reduced workload for the systems administrator.

Both servers utilised IP connectivity and because IIR had purchased an IP-ready card from Avanquest, it was able to seamlessly convert to a Fax over IP integration from its previous ISDN30 connection at no extra cost.

The Results

Opting for a RightFax Shared Services solution is more than just centralisation, it has enabled Informa to appreciate the economies of scale and increase efficiency.

Rossouw commented: “One of the biggest advantages to us moving on to RightFax 9.3 is the role that the session initiation protocol (SIP) plays in the transport of faxes from the RightFax Servers to the PSTN. Due to the design of our WAN and centralised voice gateway infrastructure, we managed to utilise the SIP functionality in RightFax 9.3 to send faxes to a voice gateway located in a completely different geographic location. This, of course, eliminated the need for additional and expensive direct ISDN30 (PRI) connectivity for each fax server.”

RightFax is not only used for outbound purposes; Informa currently has 180 inbound departmental fax lines in the UK. These inbound faxes are presented on the central voice gateways in two separate data centres from where the RightFax Servers are located. Again, SIP provides a means of bridging the gap between presentation, processing and ultimately the successful delivery of faxes to an email inbox.

RightFax is backed by effective support and training, according to Rossouw. “The training for our support staff was a very high standard and carried out by the same Avanquest Client Services team member who implemented the solution,” he said. “This was a big advantage for us because he had a very good understanding of how our specific RightFax implementation worked and how service gets delivered to the users.” He continued: “Similar to many enterprise products, initial problems can occur with new implementations, more often than not relating to configuration rather than with the product itself. Avanquest dealt with these in a timely manner and if first-line could not assist, an engineer came on-site in order to resolve any issues.”

Informa is currently utilising around 80 percent of its channel capacity across the two servers. If there is a need to expand capacity in the future, this can be achieved by either adding another Cantata fax board or by adding the latest Cantata Fax over IP software called SR140. This new software version does not need any additional hardware and all required digital signal processing is dealt with by the system processor.

About Captaris, Inc.

Captaris, Inc. is a leading provider of software products that automate business processes, manage documents electronically and provide efficient information delivery. The products of Captaris and its subsidiary Castelle, including Captaris RightFax, Captaris Workflow™, Captaris Alchemy® and the Castelle FaxPress line of products, are distributed through a global network of leading technology partners. We have customers in financial services, healthcare, government and many other industries, and our products are installed in all of the Fortune 100 and many Global 2000 companies. Headquartered in Bellevue, Washington, Captaris was founded in 1982 and is publicly traded on the NASDAQ Global Market under the symbol CAPA. For more information, please visit www.Captaris.com.

About Avanquest

For almost 20 years, Avanquest UK has been supplying, implementing and supporting corporate solutions designed to speed-up and enhance business processes, deliver tangible benefits to the bottom line and dramatically improve day-to-day work experience. For more information, visit www.avanquest-solutions.co.uk.

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