



# Kerry Ingredients Streamlines Communication with Zetafax

## Case Study



### Kerry Ingredients

Kerry Ingredients Ireland is the flagship dairy and specialist ingredients division of The Kerry Group, which supplies Europe's leading food retailers with its branded foods. Kerry Ingredients Ireland produces thousands of products for the world's major food processors and food service companies. The company has manufacturing sites across Ireland, UK and Europe.

#### The Problem

In common with many organisations, Kerry Ingredients Ireland has always used faxing as a vital means of communication. As the company expanded, the sheer volume of faxes received into the company reception grew to an unmanageable level. On receipt, faxes were manually stapled, collated and distributed to multiple recipients, and the process has become highly time-consuming, prone to delay and inefficient.

#### The Requirement

Kerry Ingredients Ireland expected that it would continue to receive a large proportion of communications, especially from smaller organisations, via fax. But receiving the faxes on a fax machine and manually distributing them to recipients was inefficient.

The company realised that it needed a network fax solution that could automate the receipt and distribution of faxes, leveraging the existing Lotus Notes email technology to streamline the communication process. They wanted to be able not only to speed up the whole process of getting inbound faxes to the correct internal recipient, but also to help employees send faxes more quickly and efficiently too.

#### The Solution

After trying out a number of possible fax server software solutions, Kerry Ingredients Ireland chose the Zetafax Corporate Edition from Equisys. They replaced the two stand alone fax machines previously used in reception with a single DDI number to support a defined group of 35 networked users.

All faxes sent to this number are now received directly into a Lotus Notes Inbox and are then forwarded to the correct recipient's email inbox. Kerry Ingredients Ireland also used the Zetafax API to integrate its Zetafax solution with its entire ERP (Enterprise Resource Planning) order system for Shipping, General Stores, and Maintenance Stores. This has helped them to automate the order placement process, and means that the Accounts Payable department can send out all statements automatically via this solution.

**Rory Lehane,**  
**Assistant System Manager**

*“Our customers are happy because they can get their orders quickly and we're happy because we can provide an efficient service, which is great for business!”*



Rory Lehane, Assistant System Manager, from Kerry ingredients Ireland commented:  
 “Being able to integrate Zetafax with our ERP system means we can get orders out in half the time it used to take. The Zetafax archive facility means we have a full record of all orders placed and they can easily be retrieved. Our customers are happy because they can get their orders quickly and we’re happy because we can provide and efficient service, which is great for business!”

## The Benefits

The main benefit that Zetafax has brought to Kerry Ingredients Ireland is the huge saving in time - approximately 80% of the time used to process faxes, when compared to sending and receiving faxes manually using a fax machine.

The significant time saving for reception, shipping, stores and account payable staff has meant that they can all immediately become more productive and efficient, because they do not have to spend time printing, dialing and waiting when faxing.

Instead, inbound faxes can be received into designated email inboxes, and can be forwarded quickly and easily, meaning that business critical information reaches the right person as quickly as possible.

At the same time, information generated from key operational line of business systems can be faxed automatically, again drastically reducing the time taken for the whole end to end communication process.

Finally, because faxes arrive at their internal destination more quickly, they can now be auctioned more immediately, which means that the originators of requests for information can receive a faxed reply quickly, helping to improve Kerry Ingredient’s overall levels of customer service.

## About Equisys

*Equisys produces software packages for document production and delivery, including the award winning Zetafax® network fax server and newly acclaimed Zetadocs® PDF software that creates and emails personalised PDF documents. Equisys software products are designed for small and mid-market businesses, and for departmental use at multinational companies. They stand out from the competition by being simple to install and manage, reliable and great value-backed by outstanding service and support. Equisys has over 60,000 customers, in more than 100 countries, who are served through an international partner network of distributors, VARs, resellers and ISVs.*

*The company’s market leading fax server, Zetafax, speeds the flow of critical business documents by enabling users to send and receive faxes on their PCs. It integrates with ERP, CRM, accounting and other applications for automated faxing from those systems, providing auditable records of fax communications. Zetadocs helps users work smarter by creating and emailing PDF documents, streamlining business processes to remove tedious manual procedures and help companies improve the service levels they offer.*

*Equisys was founded in 1987 and has offices in London, UK and Atlanta, GA USA.*



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