

Case Study

About Leydens

Leydens Ltd is a Wholesale Cash & Carry based in Dublin, Ireland. Established in 1948 they employ 40 staff with a turnover of € 60 million. Leydens have recently expanded their operation to include electrical and seasonal goods and they import directly from China to get the best deals for their customers.

Leydens sell a wide range of grocery, spirits and hardware products to local retailers, publicans, caterers and supermarkets. They are the leading importers and distributors of Christmas goods in Ireland, supplying a huge variety of decorative products.

The Problem

What used to be a paper intensive business, has now become more streamlined, relying on fax transmission and telecommunication to process orders accurately. In addition, with their expanding line of merchandise, it was imperative that they communicate with their customers more efficiently, yet inexpensively.

With a team of 40, using stand alone fax machines was very time intensive, and although this was the best means of communicating with their vendors and customers, it was becoming a cost factor in their daily operations.

It was important that they could use the least costly method of communication while making sure that their orders were the first line of business when their vendors opened the following day.

The Solution

Leydens wanted a fax solution that would be easy to install and simple to use.

They decided to implement network fax software for paper-free desktop to desktop faxing. The installation of Zetafax means that faxes are sent and received via PCs, enabling staff to benefit from huge time-savings.

Faxes can be reviewed at the desktop, there is less need to print them out and Zetafax automatically logs and archives every document sent and received, thus reducing administration.

The Result

Leydens have been successfully using Zetafax for many years as part of their order confirmation process with their overseas trading partners and to inform customers of special offers and product details.



What they say about Zetafax

“We find the product to be very reliable and easy to upgrade.”

“We also find it useful as a debt collection aid; we can get the customers immediate attention using faxes rather than email.”

Zetafax is mainly used for outgoing fax communications however Leydens are planning to replace their analog lines with ISDN which will allow them to allocate a DDI number for individual users.

“We find that Zetafax integrates very well with Microsoft Outlook and the other Office products. We like the fact that we can print directly to the Zetafax printer and it immediately pops up looking for the recipient details.”

The staff at Leydens found that they get better results when they fax a copy of their product brochures or special offers as a backup to an email. Once customers receive a copy of the fax it is already printed for them and saves them the trouble of doing this.

About Zetafax

Zetafax is proven and reliable network fax software used by over 60,000 businesses in 106 countries. It's easy to use and can be integrated seamlessly into your existing applications for fast, automated faxing. SMS messages can also be sent from the Zetafax Client.

- Fax as easy as email
Native integration with Microsoft Exchange, Lotus Domino and any other SMTP email system means you can manage faxes and emails together.
- Fully scalable
Supports from a minimum of 5 users to unlimited users so that your fax software can grow as your company's needs grows.
- Faster, more efficient faxing
Faxing with Zetafax is 80% quicker than with a standard fax machine. Inbound faxes can be routed to individual desktops along with your email.
- Fully supported
There is a rich source of advice and technical tips available from the Equisys website and phone and email support is available from our experienced support teams.

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 personalized 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.

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



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