



➤ CASE STUDY: ANNODATA BUSINESS COMMUNICATIONS

➤ Annodata deliver the best solutions by partnering with the best solution providers

Annodata, the print, document, data and communication technology specialists bring together the very best in the marketplace, which is why they work with ProcessFlows to deliver unbeatable solutions to Public and Private Sector organisations.

Experts in voice, data and document communication

Annodata Business Communications specialise in all aspects of voice, data and document communications. The Company works with a broad portfolio of partners, including ProcessFlows.

This enables them to offer customers a wide range of products, from reprographics, post room equipment, document management solutions and telecommunications, through to IT Hardware & Software, all backed up by nationwide support. Annodata clients have included large organisations such as The Hilton Group, GlaxoSmithKline and Compass Group.

Improving communications for mobile workers

It is important to Annodata that they are confident in any product's capabilities

and fully understand the functionality and benefits from a prospective customer's perspective before they add it to their portfolio. As a Channel Partner of ProcessFlows, it seemed logical to implement the ProcessFlows business solutions 'in house'.

With 9 offices nationwide and a mobile sales and service force, ensuring communications are received effectively and efficiently is a key priority, but often difficult to enforce. Annodata wanted to find solutions that would complement their business objectives both internally and for clients:

An SMS communication solution that would simplify two way communication to a mobile work force, that was easy to implement and install and would be up and running quickly.

A solution to manage fax communication efficiently, eliminating the need to wait by the fax machine for status reports.

Electronic fax and text messaging

Integrating ProcessFlows' Text Message Server (TMS) and OpenText RightFax into their communications strategy has enabled Annodata to eliminate many of the issues previously encountered through traditional means of communication.

TMS offers an easy user interface and a simple installation – a very positive selling point for any reseller.

As Sales Executives at Annodata typically spend a lot of time either on the phone, driving, or meeting with customers and suppliers, their instant availability to receive and respond to important calls or emails is not always



possible. Annodata recognised the potential for an SMS solution which would allow field staff to be contacted discreetly, allowing for important messages to be received with minimum fuss or effort.

RightFax allows organisations to significantly reduce costs by integrating with core business applications and automating the flow of faxes, paper, electronic documents and data.

Any organisation still employing stand-alone fax machines is potentially wasting money. Fax servers do the job faster, more accurately, and at a much lower cost. For example, a company sending 25, 2 page faxes daily, which take 10 minutes to send by someone earning £10 an hour, would give a return on investment in just 5½ months.

ProcessFlows text solution

Annodata comment that the TMS solution is of particular benefit for communicating with their Sales team who may not have internet access or be able to take a phone call. As text messages are sent from an Exchange mailbox, the Sales Manager is able to send a text message to a group of people simultaneously and instantly, receiving the responses to his inbox in the same way as any email.

Service Engineers are sent information about their next appointment – address,

machine model, what the problem is, along with a contact name etc and number. In reverse, engineers text the office to sign off jobs, which enables an accurate report on progress to be maintained. The Service Engineers can simply text prospective leads they become aware of to Telesales Executives for follow up, maximising opportunities for the company.

Fault alerting is another area where TMS has proved valuable. The solution has enabled real time management of the service department, maximising the actual time spent at customer locations by minimising wasted time waiting for instructions on where to go next.

“To provide our business communication solutions we choose the best partners who will enhance our offerings and deliver significant value. Products such as RightFax and TMS fill niches in our communications delivery, and we have ensured that ‘we use what we sell’”

Andrew Harman
Managing Director, Annodata

OpenText RightFax

RightFax has allowed Annodata to significantly reduce their paper flow for faxing, negating the need to print a document as it is sent straight from the desktop PC.

Purchase orders can now be faxed from the desktop and a copy is stored in the sent items and on the RightFax server, thus easily retrievable. In-bound faxes are no longer misplaced or lost as they are received in the mailbox of the recipient.

RightFax eliminates the need for remote workers to have a fax machine at home as they are able to send and receive faxes directly from the desktop via their VPN.

Because RightFax integrates with Multi-Function Devices and eCopy ShareScan (another ProcessFlows Solution), Annodata have been able to facilitate users to scan and send directly from the MFD to RightFax. This maximises their original investment and eliminates the need for a fax board and additional analogue line in the MFD. With tight integration, a copy of the fax is sent to the user's mailbox.

Integration of TMS into the CRM strategy

A text from Sales: “Thank you for your time spent with me this afternoon. I will be in contact again soon, but should you have any further questions, please don’t hesitate to call.”

A text from the service department: “Your MFD is nearing the end of its lease. We will be in contact with you shortly to discuss upgrade options.”