



➔ CASE STUDY: Bernard Matthews

➔ Bernard Matthews talks turkey with ProcessFlows

Bernard Matthews Farms is synonymous with turkeys. The business began in 1950 when the Company's founder, Bernard Matthews, successfully hatched 12 turkey eggs in a second hand incubator. By 1959 the project had grown into a sustainable business and went on to become the well-known household brand we are all familiar with.

Reducing their carbon footprint

Bernard Matthews is a company which strives to make a real and positive difference to the important issues we all face in preserving our environment for the next generation.

The Company identified that replacing their fleet of energy consuming fax machines with a computer based faxing capability would not only lower energy consumption but would also cut costs and improve efficiency.

The cost of running a fleet of fax machines can be as much as 5 times higher when the capital cost of the devices, ongoing maintenance charges, analogue phone line rental and consumables are taken into account.

OpenText RightFax was introduced to facilitate the sending/receiving of electronic fax from the desktop for all PC users in the organisation and they got rid of the fax hardware.

Costs associated with printing and copying were rationalised to further reduce

their carbon footprint. Edwin Pearson, Information Systems Director, wanted to replace old print and copying hardware with fewer Multi-Function Devices (MFDs) – digital copier technology which carries out printing, faxing and scanning. He calculated that for every 4 conventional devices, he would only need one MFD.

Multi-Function Devices

- MFDs are now deployed throughout the organisation. They have extended the use of RightFax, integrating the software with the MFDs so that all faxing and printing is initiated from the desktop
- All inbound faxes are routed into RightFax through the RightFax Web Client
- Outbound faxes are sent via the MFDs
- RightFax integration with the purchasing system facilitates the sending of electronic Purchase Orders
- Further integration with the Accounts Receivable package means that staff can send Remittance Advices to suppliers by fax

“Integrating RightFax has not only simplified our infrastructure and improved productivity but it has also allowed us to continue with our on-going commitment to reduce our carbon footprint and ensure that all our company processes have the minimum impact on the environment.”

Edwin Pearson
Information Systems Director

Cost reductions

- Removing stand-alone fax machines, copiers and printers throughout the organisation has cut costs – electricity, paper etc and reduced carbon footprint
- Postage costs reduced as remittance Advices and POs are now electronically faxed
- Security is enhanced – no peeping at the photocopier or at incoming faxes

➔ For more information on Electronic Fax, please email sales@processflows.co.uk or contact **ProcessFlows**, Gateway House, Tollgate, Chandlers Ford, Southampton, SO53 3TG Tel: 01962 835053 Fax: 01962 835100 www.processflows.co.uk

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