

# venali

Smart Messaging. Smart Business.

CASE STUDY | SHIPPING/TRANSPORTATION

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## Delivering Concrete Solutions that Improve Cost-Management and Operational Efficiency

**Venali Internet Fax... replaced the company's standard fax machines, resulting in time savings by eliminating the printing and manual faxing of documents, and in cost savings through the elimination of paper, toner, dedicated phone lines, and maintenance expenses. Employees are able to send faxes directly from their desktops and save these documents electronically in their email inbox.**

### THE COMPANY

Venali's client is the world's leading provider of IT-supported logistical services for consumers and businesses. A recent strategic merger, combined with its experience and extensive network, have

Outsourcing IP fax through Venali helped the company accommodate its customers' demands for flexible communications while increasing company revenues and realizing bottom-line results.

made this company the #1 provider of worldwide air and ocean freight, and freight forwarding services. Most recently, the company has been expanding through acquisitions into Latin America and Mexico.

The company is organized into three business units: Eurocargo (European overland transport), Intercontinental (worldwide air and ocean freight, plus global project forwarding services), and Solutions (warehousing and logistics for consumer and industrial goods).

A global organization of over 45,000 employees and 800 company-owned offices in 150 countries, the company has worldwide sales of over US \$8 billion and is based in Basel, Switzerland.

### THE CHALLENGE

The transportation industry has been stifled by increasing costs, such as fuel and delivery expenses. All segments of this industry share common needs to improve operational efficiency, develop closer business partnerships, build strong brands based on customer loyalties, and grow

### BENEFITS

- Zero capital cost, installation expenses and operating overhead
- No changes to existing IT infrastructure required
- A single global IP-based fax solution is easy to deploy and implement for multiple locations and platforms, company-wide
- Infinitely scalable fax capacity without any additional hardware, software, or maintenance
- Company confidentiality is enhanced with secure delivery, ensuring that only intended recipients receive and view message content
- Venali Network Operations Center (NOC) is staffed 24/7 to ensure continual uptime and successful transmission of documents
- Venali Account Management Center provides real-time fax reporting and account administration online

efficiently to increase revenue and profits. Industry analysts predict that communications technologies may be the most powerful differentiator for transportation companies to thrive in this economy. Aware of these issues, Venali's client has been proactive in gaining a competitive advantage by adopting new technologies. Specifically, the company has set up e-business service centers in Europe, Asia, and the U.S., and

**Industry:** Shipping/Transportation

**Needs:** Internet Fax Desktop Solutions

has invested in advanced Internet applications for the purposes of ensuring timely delivery of goods, improving inventories and streamlining processes.

**THE VENALI SOLUTION**

Due to the nature of the transportation business and the need for efficient communications, Venali’s client was an early adopter of IP fax. A customer since 1997, the company has effectively implemented Venali’s Internet Fax Desktop Solutions to communicate within their multiple global offices and with their suppliers and customers.

Internet fax replaced the company’s standard fax machines, resulting in time savings by eliminating the printing and manual faxing of documents, and in cost savings through the elimination of paper, toner, dedicated phone lines, and maintenance expenses. Employees are able to send faxes directly from their desktops and save these documents electronically in their email inbox. Retrieving these documents electronically versus manually is a substantial improvement operationally.

Because pricing continues to be a major issue and is at the forefront of buying decisions, a FoIP solution proved cost-efficient while maximizing the company’s existing IT infrastructure. Since the initial deployment within the U.S. operations,

Venali’s client has rolled out IP desktop fax solutions to its offices within Europe, Asia and Latin America.

Venali has deployed a proprietary global fax server network specifically designed to provide secure, uninterrupted global document transmission services. By building and maintaining a highly flexible and secure network, customers are guaranteed superior reliability and stability. The ability to integrate highly reliable and proven IP routing and services is enabling the company to profit from breakthrough applications that improve productivity and enhance customer service.



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