



CUSTOMER PROFILE

**INDUSTRY** Food producer—pasta, sauces

**EMPLOYEES** Approximately 200

**LOCATIONS** Barilla America corporate offices in Bannockburn, Ill.; manufacturing plant in Ames, Iowa is among largest in US

**WEB SITE** [www.barillaus.com](http://www.barillaus.com)

SOLUTION SNAPSHOT

**CHALLENGE** Fax machines were slow, unscalable and unreliable; fax documents could not easily be integrated into central enterprise systems

**SOLUTION** RightFax Enterprise Server, RightFax Microsoft Exchange module, PDF module

**INTEGRATION** Xerox MFPs, Microsoft Exchange, Cisco CallManager, Oracle's JD Edwards ERP, DocuSphere imaging

**RESULTS** Reduced order processing time from half a day to less than half an hour; sped response to customer by hours; cut costs by saving over 600 man-hours per week

## Barilla America Finds Perfect Fit in Captaris RightFax

*Integrates Faxing with MFPs, Imaging, Email, IP Telephony and ERP systems*

Launched in 1996, Barilla America, Inc. is the US-based division of The Barilla Group, Italy's largest food producer with more than 125 years of history. By 1999, Barilla became the No.1 brand of pasta in the US.

### The Challenge

Employees at the Barilla America corporate offices manage checks, invoices and other supporting documentation. Professionals at the plant handle quotes, maintenance issues and orders—including wheat purchasing documents directed to small farmers in North and South Dakota, Arizona and Canada. Previously, office and plant employees relied on fax machines to send and receive these business-critical documents. A dozen fax machines along with printers and copiers were scattered throughout buildings and departments.

Handling faxed papers consumed supply and time resources. For instance, heavy users often spent up to an hour each day by fax machines to send or receive files, according to Vince Danca, infrastructure manager with Barilla America. Accounts receivable team members often printed checks and supporting documentation—up to 20 pages—that could amount to 60 pages once they made three copies to be filed, mailed and faxed.

Because paper documents were not secure or conveniently located they could be easily missed or misplaced. "Faxes could sit waiting on the machine for half a day," Danca explained. "Then, customers would call to complain, 'Didn't you get my order?'" Barilla America also faced productivity loss since machines were aging and not reliable. The older machines did not hold much paper, and offered less speed and memory—often choking on just 10 pages.

In early 2003, Barilla America moved to its current offices featuring common area spaces that would support plans to replace numerous machines with centralized Multifunction Products (MFPs). "We were also working on document imaging," Danca said. "We wanted to find the right fax product that would integrate with our infrastructure and move things to the consolidated units."

## The Solution

"RightFax is the perfect fit," Danca reported. "We looked at other solutions, but they seemed make-shift, not as simple or seamless as RightFax." The best faxing solution needed to work with Barilla America's Xerox MFPs, DocuSphere imaging solution, Oracle's JD Edwards ERP system, Cisco CallManager IP telephony, and Microsoft Exchange email—even a future transition to SAP. "RightFax was the only one left standing, it was an easy choice."

Using RightFax, Barilla America employees now have the option to send and receive electronic images and documents via fax from their desks. They may also send paper documents from one of the centralized Xerox MFPs. Rather than stacking up on a fax machine, inbound faxes and confirmations sent via the Xerox machines are delivered to public folders in Microsoft Exchange inboxes. "Each department has its own folder along with security settings to ensure integrity," Danca said. While RightFax offers the capability to create Direct Inward Dial (DID) numbers for every employee, Barilla America prefers managing and storing electronic documents in public folders—anyone in the department may access the files and carry the workload when others are out of the office.

Accounts receivable employees no longer print multiple copies of check images and supporting material. Instead, they fax Portable Document Format (PDFs) and Tagged Image File (TIF) images directly from the Enterprise Resource Planning (ERP) system along with electronic documents from Microsoft Word and PowerPoint. Once transmitted, the files are automatically entered in to a searchable fax history. "It's a great solution for centralized faxing and seamless integration," Danca said. It even supports internet-based transmission. "Instead of additional cost on the telco side, for IP telephony we were able to include a card to tie RightFax directly to our existing Cisco CallManager phone system," he added.

## The Results

"RightFax has completely revolutionized communication for our accounts receivable team and other staff members," Danca commented. He pointed to paperless, immediate accessibility that streamlines responsibilities and workflow. Orders that may not have been noticed and processed for up to half a day are immediately and electronically accessible via RightFax and usually processed within a half hour, according to Danca. Efficiency enhances employee productivity and customer service. "In the past we were tying up printers, copiers and fax machines and hoping to get back to our desks to take customer calls," he explained. "Thanks to RightFax, we can spend more time on the phone with customers on a personal level!"

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Faxing is no longer a burden, according to employees. RightFax saves heavy users close to 600 man-hours per week and provides them with the ability to avoid administrative busywork and focus on more profitable tasks. Time- and cost-savings are also a result of less faxing overall. "It's not a decreased need for faxing," Danca pointed out, "it's just more efficient with RightFax." With tracking and delivery, documents are easier to locate and re-send, when needed. Also, users only receive images or pages they need, then they have the option to forward the information via email.

Danca also reported RightFax to be reliable—virtually maintenance-free—and priced within budget. "Comparatively, for what we were looking for to fit our need and what the cost came out to be...it worked!"

## For More Information

Captaris, Inc. is a leading provider of software products that automate business processes, manage documents electronically and provide efficient information delivery. Our product suite of Captaris RightFax, Captaris Workflow and Captaris Alchemy Document Management is distributed through a global network of leading technology partners. We have customers in financial services, healthcare, government and many other industries, and our products are installed in all of the Fortune 100 and many Global 2000 companies. Headquartered in Bellevue, Washington, Captaris was founded in 1982 and is publicly traded on the Nasdaq National Market under the symbol CAPA. For more information please visit [www.Captaris.com](http://www.Captaris.com).

Exucom Systems, a Platinum-level Captaris reseller headquartered in Chicago, Ill., is a single source provider of Captaris fax, document management and workflow solutions. It provides a unique combination of objective business analysis, project management and technical expertise to address clients' strategic business needs. For more information please visit [www.exucom.com](http://www.exucom.com) or call +1.847.854.5686.

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