



CASE STUDY

CARFAX Uses RightFax

BACKGROUND

CARFAX Vehicle History Service is the leader in providing used vehicle history information to automotive dealers, auto auctions, financial institutions and consumers. CARFAX has the only comprehensive, nationwide database that can deliver information on prior titles (including "problems" such as salvage, junk and manufacturer buyback "lemon" titles), odometer readings, vehicle use (rental and lease) and emission inspection records. This information allows buyers of used cars make better purchasing decisions. CARFAX reports are available by phone and via the Internet at www.carfax.com.

CARFAX provides individualized reports on virtually every used car and light truck built since 1981 and also offers a free "lemon check," which is available to anyone who supplies a vehicle identification number (VIN). This service tells whether a vehicle has been totaled in an accident, salvaged or returned as a lemon.

At its headquarters in Fairfax, VA faxing is an integral part of business. Christopher Weakley, Help Desk Manager, estimates that CARFAX associates transmit more than 1,000 faxes (a total of 18,000 to 25,000 pages) a month.

THE CHALLENGE

CARFAX had a fax server system in place, but Weakley was unhappy with its performance and the support that came with the product. Employees at CARFAX were too, evidenced by their continued reliance on stand-alone fax machines to take care of business. Employees spent hours daily standing at fax machines to send out reports to car dealerships. Because transmission of standard-size documents is central to the way CARFAX does business, and the fax server system in use didn't offer adequate library facilities, Weakley knew that finding a new and more robust fax server solution was a high priority for the company.

"Our old system was 'clunky' in every way," he explains. "Taking care of the library had become a nightmare. I sometimes spent up to eight hours revising and updating a single document, much too long considering the number we keep in our files." Weakley researched on the Internet, industry publications and trade shows for information about alternative products. After he visited the Captaris Web site to request information on their enterprise fax and e-document delivery solution, a sales representative in his region convinced him to try RightFax, which CARFAX purchased and implemented in February 1998.

THE SOLUTION

Weakley installed a four-line system operating with a Gammalink CP4-LSI fax board, which he integrated with Goldmine and Eudora Pro Email. He's extremely happy with his choices.

"Installation and implementation were almost a dream," he says. "RightFax technical support was just great. They're so patient! They walked me through the rules I needed to set up phone-routing protocols. I also needed instruction on how to run reports, and they gave all the information necessary. We never received anywhere near that kind of quality technical support from the (fax server) company CARFAX was using before."

CARFAX saw a quick return from its investment in the new system. "I removed every fax machine from the sales department the first day," Weakley recalls. "The time and dollar savings were immediately apparent. Our people send lots of reports to dealers. It used to take them two to three hours a day per person—but now they fax from their desktops in minutes, and there's no down time while their faxes go out. Because of the central server, we also cut way back on telephone lines, and eliminated modems and digiboards."

"Three days after we started using RightFax, I initiated a fax campaign to about 9,000 of our customers. This included both a customized cover page and customized text in the message. We were up and running in half an hour." Not only that, he continues, there was no learning curve for employees. "(RightFax) Fax Util looks just like an email package, so everyone knew what to do."

Weakley is most satisfied with the RightFax document library system, where documents already converted to fax form are stored for easy retrieval and transmission.

"With the RightFax system, if I need to change a library document, it takes me ten minutes, tops. Life is much easier around here." —Christopher Weakley, Help Desk Manager, CARFAX

THE RESULTS

CARFAX is now planning to upgrade to RightFax Enterprise Suite, which offers enhanced library features, advanced administrative benefits and built-in maintenance and backup. Weakley is especially interested in three modules that come with the Enterprise Suite: RightFax Web Client, which connects remote users to their RightFax mailboxes via the World Wide Web so they can view all sent and received faxes; RightFax Documents on Demand, which allows people calling from fax machines request that one or more documents be faxed to them; and RightFax Email Gateway, which allows users send, receive and manage faxes through their email boxes. With the RightFax Email Gateway, remote users can also access their mail boxes and use them as a universal collection points for email, voice messages and faxes.

People at CARFAX feel that the way they deliver information to customers, as well as time management and cost control in the company, have improved dramatically since the installation of RightFax fax server software. "We consider RightFax mission-critical to our business," states David Silversmith, Vice-President of Corporate Services at the company. "We can't live without it."

FOR MORE INFORMATION

Captaris Business Information Delivery solutions help organizations of all sizes automate the information and document flow throughout the information lifecycle (capture, process, archive, deliver). With a comprehensive suite of software and services, Captaris helps organizations to grow revenues and increase profits while meeting compliance goals. Through a global distribution network of leading enterprise technology partners, Captaris has installed more than 90,000 systems in 95 countries in companies of all sizes, including the entire Fortune 100. For more information, visit www.captaris.com or call 1.800.443.0806.

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