



SIMPLIFYING THE SAP LANDSCAPE WITH CLOUD FAX SERVICES

As a worldwide leader in identification solutions, Brady Corporation receives a steady stream of customer orders each day, with nearly half coming in via fax. Seeking a way to optimize order fulfillment, Brady selected Esker Cloud Fax Services to minimize the amount of manual tasks involved in receiving and processing fax orders into its existing SAP system.

The Challenge

Brady wanted an alternative solution to fax machines, scanning equipment, third-party imaging software and manual data entry that could automate the process of routing faxes based on whether the order was a stock order, a custom order or a rush/urgent order.

Brady was experiencing growth, which meant an increasing number of fax orders. "We recognized that faxing technology can bring complexity to the landscape," said James Vander Heyden, IT Value Manager at Brady. "And that could have a direct effect on business processes."

Brady's fax infrastructure included a fax server software product and several secondary components. Costs associated with this infrastructure could be difficult to predict and bill back to the business.

"Along with the fax server we also had underlying faxing technologies for desktop faxing and functions like converting inbound faxes to email addresses," said Vander Heyden. "We wanted to consolidate fax technology based on our business usage, and we didn't want to have to replace or rebuild servers and modem boxes as dictated by the vendor."

Solution: Esker Cloud Fax Services

Vander Heyden and others at Brady gained familiarity with Esker through SearchSAP web seminars and the SAP TechEd conference. "In enterprise architecture we're always looking for the most efficient and cost-effective IT offering that we can come up with for standardization, simplification, reuse and retirement of legacy applications," said Vander Heyden. "We saw great value in the Esker on Demand platform and cloud fax solution."

With no interruptions in service, Brady made a smooth transition to Esker Cloud Fax Services for:

- SAP enterprise resource planning applications
- GETPAID receivables applications
- Desktop and web-based email



Clearly what Esker provided us was infrastructure as a service to standardize and normalize our faxing technologies. It was a huge architectural win.

James Vander Heyden — IT Value Manager

Along with enhancing the return of information back to business users on the status of faxes, the Esker platform added a variety of functionality to support faxing. "Even something as simple as being able to copy and paste out of a fax makes getting information into our systems much easier," said Vander Heyden. "It sounds like a small thing, but it was a big benefit to some of our business units."

In phase 1 of the solution, Esker would capture all of the faxed orders and link each one to the SAP transaction, passing the electronic image to the SAP system based on order number.

Benefits

Without paper handling, scanning and manual routing of orders to customer service representatives, Brady is able to provide same-day processing of fax orders. Orders can be retrieved immediately to answer customer questions or for auditing purposes.

Key outcomes with Esker Cloud Fax Services include:

- Saved \$100,000 in infrastructure costs
- 9 hours labor saved per day
- Immediate access to orders
- 99% reduction of average turnaround time for entry of incoming fax orders into SAP

Other Esker projects Brady has taken up include workflow for electronic versions of faxes to multiple work queues to be entered into the SAP system with a document attached to the fax image, and forwarding of captured faxes to a shared email inbox.

Going Forward

Phase 2 of the project will be to add document capture and extraction of data from orders. "We're on a solid footing now for a whole range of business process improvements that go well beyond standard faxing and order processing," said Vander Heyden. "With Esker we have the foundation for OCR technology, workflow tools and workflow outside of our ERP system."

Mail services for SAP

Continuing to look at ways to simplify the architecture within the organization and create highly scalable components in the IT landscape, Brady also worked with Esker to automate postal mailing processes for business units that have moved onto SAP. With Esker Mail Services, Esker delivered what Brady was looking for — an integrated way to mail collection letters, remittances and invoices from the SAP system.

Printing of outbound invoices was becoming a challenge as the business grew. Scaling output volume was driving investments in printers, staff and processes to handle higher volumes of print and mail. Brady recognized that by using Esker Mail Services, a standard for mailing could be deployed throughout the organization. Esker Mail Services brought landscape simplification and gave Brady the ability to easily scale up on invoice print and mail when needed.

Brady Corporation

Brady Corporation is an international manufacturer and marketer of complete solutions that identify and protect premises, products and people. Its products help customers increase safety, security, productivity and performance, and include high-performance labels and signs, safety devices, printing systems and software, and precision die-cut materials. Founded in 1914, the company has millions of customers in electronics, telecommunications, manufacturing, electrical, construction, education, medical and a variety of other industries. Brady is headquartered in Milwaukee, Wisconsin, and employs more than 6,500 people at operations in the Americas, Europe and Asia-Pacific.

www.bradycorp.com