

# Industry Solutions

## Knowledge Management

### Solution Overview

#### Company Profile

Telstra is Australia's leading telecommunications and information services company with fiscal 1999 revenue of more than A\$18 billion. It is one of Australia's largest corporations and has one of the best-known brands in the country. Telstra offers a full range of services and competes in all telecommunications markets throughout Australia.

#### Situation

Telstra wanted to replace manual, paper-based faxing to its customers with a desktop-based fax service. The company's goal was to achieve greater efficiency and productivity, while improving customer service and reducing costs. More specifically, it wanted a fully integrated fax service to complement its corporate messaging platform, Microsoft Exchange.

#### Business Solution

Telstra chose the fax server by Microsoft Certified Solution Provider, GFI - FAXmaker for Exchange - as the product to meet its new fax communication goals. This native Exchange fax connector offered seamless integration with both Microsoft Exchange and Microsoft Office, allowing users to send and receive faxes directly from their desktop.

#### Benefits

Using FAXmaker for Exchange, Telstra was able to save an estimated A\$1.1 million in labor costs in the first year alone. Considering that Telstra averages about 3,000 faxes a day, automating the faxing process makes it a lot easier to respond to customers, especially to confirm orders—and that translates into improved customer service. Because FAXmaker integrates seamlessly with Microsoft Exchange, user administration can be done from the Exchange administrator, resulting in increased efficiency and a lower total cost of ownership.

## Telstra

*Telstra, the leading telecommunications company in Australia, leveraged its investment in Microsoft® Exchange as its core messaging platform by deploying FAXmaker for Exchange by GFI, Microsoft Certified Solution Provider. By automating the fax transmission process, FAXmaker saved Telstra about A\$1.1 million in labor costs in its first year.*

The customer comes first, according to Telstra, Australia's leading telecommunications and information services company. At the center of Telstra's corporate culture, this emphasis on customer service permeates the organization and inspired the motivation to switch from manual faxing to fax server software.

"There was a business demand to replace a manual, paper-based faxing of responses to customers with a desktop-based fax service," says Bill Dahl, Manager, Messaging Technologies. "This was required to achieved greater efficiency and productivity, improve customer service and reduce costs. We had recently deployed Microsoft Exchange as our corporate messaging platform, and we were looking for an fully-integrated fax service."

#### Choosing GFI and Microsoft

Telstra chose FAXmaker for Exchange by Microsoft Certified Solution Provider, GFI as the product to meet its fax communication goals. "We liked FAXmaker for its ease-of-use, and it fit our requirements for seamless integration with Microsoft Exchange," says Dahl. "The product appeared easily deployable and could be integrated with mainframe systems. FAXmaker has minimal support demands, and is highly reliable."

FAXmaker for Exchange ratified Telstra's commitment to Microsoft Exchange Server as its messaging infrastructure platform. This native Exchange fax connector is an example of a leading-edge product that lowers the cost of a company's IT investment through integrating with an industry standard platform.

Says Dahl, "Telstra selected Microsoft Windows® operating system and Exchange as its platform to achieve cost-cutting and greater efficiency. We reduced operational costs due to a centralized support model, as well as increased functionality that can be leveraged as a result of using the Microsoft-based system functionality such as FAXmaker itself."

#### Seamless Integration

FAXmaker can be installed on Microsoft Windows NT® Server 4.0 and Windows 2000. FAXmaker's tight integration with Exchange means that fax-related user settings, such as fax resolution, personal cover pages or customized headers, desktop routing and receiving options can be configured from the Exchange administrator. The result for Telstra is increased efficiency and a lower total cost of ownership.

FAXmaker's compatibility with Microsoft Office offers additional convenience and functionality to Telstra users. Users can send and receive faxes directly from Microsoft Outlook® or Microsoft Exchange-based client systems. User familiarity with these desktop productivity tools makes this an easy system to learn. In fact, faxes can be sent directly from any Windows application, such as Word or Excel, by printing with the FAXmaker printer driver.

#### The Business Benefits

Considering that Telstra generates on average around 3,000 faxes a day—a rate that's growing at about 50 percent per month—Telstra's new software had to prove itself pretty quickly. And it did, by improving on customer service, saving

on overheads and enhancing communication efficiency.

“The first year savings have been estimated at A\$1.1 million in labor costs,” says Dahl. “This is based on the cost of temporary contract staff that were employed to gather, send and file paper faxes.”

Dahl also cites productivity gains by staff through electronic storage and retrieval of faxes as a business benefit delivered by FAXmaker.

“Another key benefit is the faster output of customer order confirmation, resulting in increased customer satisfaction,” he says. “This is of prime importance to Telstra, as our corporate centers around the main value that ‘The customer comes first’.

“The product is deployed to customer-facing staff on their desktops,” he continues. “An integration icon allows the order confirmation advice to be faxed directly to the customer on completion of the order details. This does not require the generation of any other documentation or any additional time.”

Consequently, as a result of using FAXmaker, Telstra is assured of prompt fax replies to the customer, to show that their order has been received.

Previously, this system depended largely on the employment of temporary contract staff whose job was to gather, send and file paper faxes—a rather laborious process.

Now, with the installation of FAXmaker, users can perform their fax-sending duties right from their desktops, saving invaluable time. Besides, users receive a transmission report in their email inbox, once a fax is sent.

### Retiring the Manual Machines

The FAXmaker for Exchange solution is working so well that Telstra intends deploying it to all staff who currently use fax. “Currently, there are 2,400 active users and we are continuing deployment,” says Dahl. “The product will ultimately be deployed to all staff, although not all staff will use it actively. We intend to retire dedicated facsimile machines.

“Based on the business benefits Telstra has enjoyed, it is worth automating the faxing process using a solid, reliable product that integrates seamlessly with Microsoft Exchange,” he concludes.

*“GFI’s FAXmaker has helped Telstra meet its goals through faster output of customer order confirmation, resulting in increased customer satisfaction and productivity gains by staff through electronic storage and retrieval of faxes.”*

### Bill Dahl

Manager, Messaging Technologies  
Telstra

## For More Information

### About Microsoft

Call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (800) 563-9048. Outside the 50 United States and Canada, please contact your local Microsoft office.

For more information about Microsoft server products-based solutions, visit the Microsoft industry home page on the World Wide Web, at <http://www.microsoft.com/business/km>

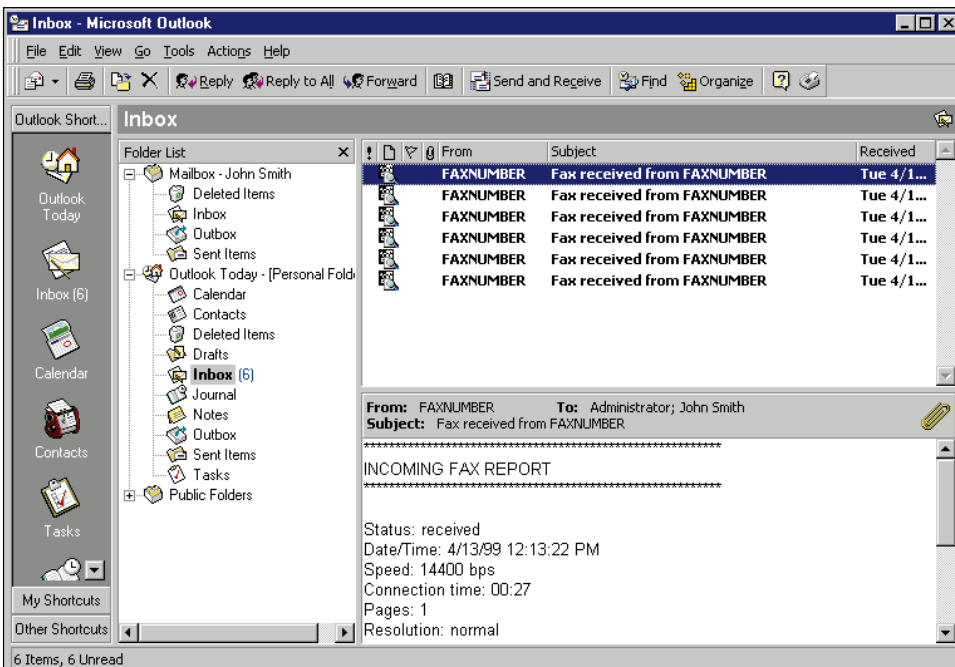
### About GFI

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GFI is a leading worldwide supplier of Internet and Communication tools for Windows NT and Windows 2000 administrators. GFI’s product range includes FAXmaker fax server software, Mail essentials email security, content checking and anti-virus software and LANguard Internet access control and intrusion detection software. Founded in 1992, GFI has offices in USA, Germany, France, Australia, Malta and UK. It is privately held and employs 60 people.

### Microsoft Software Used

Microsoft Exchange  
Microsoft Office 2000  
Microsoft Visual C++®  
Microsoft Windows NT 4.0



FAXmaker’s seamless integration with Microsoft Exchange makes it easy to install, maintain and use.

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