



IMECOM GROUP CUSTOMER CASE STUDY:

REED RICO

Reed-Rico chooses Imecom Group's DM Fax Server for Microsoft Exchange for desktop faxing and fax delivery of invoices and statements to its customers.

Overview

Reed-Rico manufactures dies for form and thread rolling, and punches and header tooling for fastener manufacturing. Their mission is to be the leader in the manufacturing of thread rolling tools and header tooling for the worldwide fastener industry by providing their customers top quality product supported by outstanding customer service. The scope of their fax server project included evaluating and implementing a network fax server solution for desktop faxing, and faxing of invoices and statements to their customers. Their goal was to select a vendor with a proven track record and excellent pre and post sales service and support, and product that was easy to install, manage, and rollout to their end user base.

The Challenge

Reed-Rico sends day-to-day business related documents as well as invoices, statements, and acknowledgements to its customers and partners. Prior to implementing Imecom Group's DM Fax Server solution, the primary method of communicating these important documents was via standard mail. Unfortunately, this process proved very inefficient, and was simply too slow.

"Before we implemented DM Fax Server from Imecom Group, our method of communicating with our customers was purely manual," says Timothy Ohlinger, IT Director at Reed-Rico. "All of our acknowledgements, invoices, and AR statements were primarily mailed and this was resulting in slow response times from our customers."

The Solution

After several initial discussions and a conference call to finalize technical details, Reed-Rico decided on Imecom Group and the DM Fax Server with DM Fax Connector for Microsoft Exchange. "One of the main reasons we chose Imecom Group was the exceptional support and assistance we received prior to finalizing our purchase," says Mr. Ohlinger. "They sell you the product that you need, not something with all sorts of unnecessary bells and whistles, or extra hardware."

Reed-Rico installed DM Fax Server on a Windows 2000 Server and integrated it with Microsoft Exchange 2000 and Outlook. "The DM Fax Server product was extremely easy to install. It's a clean product with a simple installation, and is easy for my end users to use. And Imecom's technical support made it literally drop into place. They are excellent."

Since deploying DM Fax Server from Imecom, Reed-Rico has seen a dramatic increase in user productivity and customer response time. Outbound faxes are prepared and delivered rapidly right from end user desktop PCs using Microsoft Outlook. Faxes are also automatically sent via integration with their Reform application.

Mr. Ohlinger continues, "Reducing our mailings by almost 70% has been a huge savings in both cost and time. We have seen a faster turnaround from customers when they receive a fax almost immediately, whereas the response time with our previous process of mailed documents was quite slow. Any errors are caught much more quickly as well. Our whole process of customer communication has been streamlined. Without a doubt, I would be say that we had recouped our initial investment within the first year."



Summary

Imecom Group provides fax server and e-document delivery solutions that are simple to install and manage, and easy for end users to use. Reed-Rico was able to implement a network fax server solution in a short period of time. By choosing Imecom Group's DM Fax Server solution for Microsoft Exchange, Mr. Ohlinger and his IT staff were able to deploy faxing to the desktop without having to touch their end user PCs or train their end users. And by choosing Imecom Group as their vendor of choice for network faxing, they are assured of quality customer service and support.

"We are very pleased with our decision to work with Imecom Group for our faxing needs. They sell you the product you need, without unnecessary bells and whistles, and keep in contact after the sale is complete to see how things are going. You feel like they really care for their customers."

Reed-Rico is currently looking to expand the roll of DM Fax Server to integrate with their ERP application for automated outbound faxing.

About Reed-Rico

Reed-Rico, founded in 1916, manufactures dies for form and thread rolling including flat dies, cylindrical dies, and planetary dies. They produce thread rolls, knurls and attachments for automatic screw machines and CNC lathes. Reed-Rico also manufactures punches and header tooling for fastener manufacturing including: punches, cut-off knives, knock-out pins and slotting saws. The company, with operations in Auburn, MA and Bristol, RI is believed to be the oldest and largest dedicated to this business.

The Reed-Rico mission is to be the leader in the manufacturing of thread rolling tools and header tooling for the worldwide fastener industry by providing its customers top quality product supported by outstanding customer service.

Visit www.reedrico.com for more information.

About Imecom Group, Inc.

Imecom Group, Inc., founded in 1989, develops and sells fax server and e-document delivery solutions, and image conversion/printer driver software. Our DM Fax Server and Print-2-Image solutions help organizations of all sizes automate the processing and flow of business information and documents throughout. This includes capture, processing, conversion, delivery, reception, and archival of faxes, images, and electronic documents. The bottom line - our products and support services introduce newer, more efficient ways to process and delivery mission-critical information, resulting in improved productivity and increased cost savings.

Imecom is headquartered in New Hampshire and is a member of the Prologue Software Group. Together, Imecom Group and Prologue Software Group have established a customer base that includes 2,100 development partners and 5,300 value added resellers, which in turn have established 650,000 installations across the globe. There are now more than 2,200,000 users of Prologue products worldwide.

For more information, please contact us at: www.imecominc.com or call 1.603.569.0600.

