



## CASE STUDY

# Dunlop Tire Corporation Uses RightFax

## BACKGROUND

Dunlop Tire Corporation is a full line tire supplier dedicated to the manufacturing and marketing of the world's finest and most technologically advanced passenger, performance, light truck, medium truck, and motorcycle tires. Dunlop has approximately 3,500 employees. Company headquarters is in Buffalo, New York; Dunlop also operates one manufacturing factory in Buffalo and another in Huntsville, Alabama.

## THE CHALLENGE

Several years ago, Dunlop Tire replaced its outdated purchasing system with Oracle's enterprise resource planning (ERP) Purchasing application, running on an Oracle database. The company also wanted to update its purchase order processes from a manual procedure of either mailing or manually faxing purchase orders (POs) to a more automated solution that would integrate with Oracle.

"Manually mailing or faxing purchase orders was very time consuming," says Steve Vannier, Senior Business Analyst at Dunlop Tire. "By the time they had printed the orders, stuffed them in envelopes, and put postage on the envelopes, our buyers would spend a tenth of each day just mailing these POs."

Oracle didn't offer a solution, says Vannier; neither did EDI. "We have over 10,000 vendors," says Vannier, "and only the large vendors supported EDI. The smaller companies still needed hard copies." What was needed, Dunlop concluded, was a production fax solution that would enable associates to fax directly from their Oracle ERP application. According to Vannier, most of the solutions they looked at were expensive and somewhat inflexible.

## THE SOLUTION

The production fax solution powered by RightFax technology from Captaris, offered a cost-effective product that would scale to fit Dunlop's needs.

By fax-enabling Dunlop's Oracle ERP Purchasing application, Dunlop could more easily manage their mission-critical purchase order process. Dunlop associates across the company's three locations use production fax to send faxes from Oracle just as easily as they print. The Microsoft Windows NT-based production fax solution has the ability to process more than 1,000 faxes each day.

Vannier considers their production fax system a sound investment. "It was priced at less than half the cost of competitors' systems, yet it was powerful enough to grow with us. With just one server, we're able to take care of the majority of our fax needs."

Dunlop also purchased a module for faxing from workstations. This module provides easy-to-use outbound fax delivery and fax management capabilities directly from Microsoft Windows applications at the desktop—putting all the benefits of a complete enterprise-wide fax solution on a PC.

Being able to fax directly from their desktop has proved to be a time-saver for buyers, says Vannier. "It enables our buyers to attach Microsoft Office documents to their faxes," he says. "As a result, buyers fax their POs directly from Oracle with reference attachments sent from their desktop."

Dunlop customized several aspects of their purchase order process with production fax. First, they set up a filter from Captaris so that vendor fax numbers were grabbed from each PO (rather than looking for that information on the fax server). This allowed all vendor file maintenance to be done only in one place on Oracle.

In addition, they customized their fax environment to restrict this PO faxing capability to authorized users only. Dunlop wanted to ensure that POs were sent and signed only by the appropriate buyers. To accomplish this, Dunlop worked with technical support from Captaris to set up tables of buyers' names on their production fax server that were cross-referenced to buyers' signatures on the file server. When a PO is faxed, the program identifies who the user is and prints that name on the PO; then, the filter checks the other table for the signature that corresponds with the name. If the name and signature match, the fax is sent. If the name is not on the table, the fax is not sent. If the name is on the table but the name doesn't have a corresponding signature, then the fax is sent without a signature.

"This process has proven to be a very valuable security tool," says Vannier. "It's an easy, automated way of ensuring that our POs remain legally binding documents."

Dunlop has also set up their production fax server to make it easier for buyers to have a concise, printed daily report of the faxes they send. "We assigned default printer ID's to our buyers so they have a hard copy record of all the faxes they send each day," says Vannier. "It's an automatic process that happens every evening, and this gives the buyers an accurate, automatic log printed just for them." This log is saved as proof that the PO was successfully delivered to the vendor.

## THE RESULTS

Implementing their production fax solution has resulted in significant time and cost savings, reduction in the time and expense needed to deliver mission-critical documents as well as a seamless integration with Oracle applications. According to Vannier, "Now, our associates can spend more time on value-added, revenue-generating functions rather than on clerical work," he says. "And, because the system is so dependable and scalable, it's a solution that will continue to serve our purchase order needs even as the company changes."

## 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](http://www.captaris.com) or call 1.800.443.0806.

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