

Laminex Avoid STD and IDD Charges Using MESSAGEmanager

The Laminex Group (www.thelaminex-group.com.au), employing approximately 3,000 people, is a leading marketer, distributor and major manufacturer of premium decorative surfaces in Australia and New Zealand and has a portfolio of market leading brands.

More information

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The Laminex Group supply materials to cabinet makers and kitchen suppliers. When customers place orders Laminex automatically respond with a confirmation with details of when the material will be delivered. **“The Laminex Group relies on fax for communication of invoices, purchase orders, quotations, EFT remittances and order confirmations as part of its total business application output.”** according to Simon Brown, Laminex Database and Server Support Officer. **“When we expanded to New Zealand there was a requirement to send faxes to customers in both New Zealand and Australia.”**

This prompted Laminex to search for a new decentralised fax solution that integrated with Adobe Output Solutions and Lotus Notes but most importantly avoided international call charges and the cost of installing a fax server in Auckland, New Zealand.

With traditional fax solutions the fax media processing and telephone network interface reside on a server making it necessary to install a fax solution in each location. In a Cisco IP configuration MESSAGEmanager fax resources reside on the server and the interface to the PSTN reside on the Cisco Router(s).

Laminex installed MESSAGEmanager T.38 IP FAX on the Laminex Cisco network. The IBM AS400 system sends output data to the Adobe Output Solutions Server once an order is placed, this data is converted to formatted PDF documents and then sent from the Laminex data center in Melbourne with routers in Melbourne and Auckland providing the interface to the PSTN.

Today, Laminex are processing 1,500 to 2,000 facsimiles per day with about 30% to 40% being delivered to New Zealand locations. MESSAGEmanager has delivered **“Cost savings and a great ROI by reducing our STD and IDSN charges,”** said Brown.



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