

Laminex Group Reduce Call Costs with MESSAGEmanager IP FAX

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.

The Laminex Group has 12 production facilities and over 8000 marketing and information display centres in independent outlets across Australia and New Zealand.

“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.”**

Laminex selected MESSAGEmanager IP FAX integrated with Adobe Output Solutions and Lotus Notes. As the Laminex network covers the east coast of Australia and Auckland, New Zealand, MESSAGEmanager Solutions was able to leverage the IP network and avoid international call charges and the cost of multiple fax solutions.

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 PSTN location. In an IP configuration the fax resources reside on the server and the interfaces to the PSTN reside on routers and gateways.

Today, Laminex are processing 1,500 to 2,000 facsimiles per day with about 30% to 40% being delivered to New Zealand locations. Messages originate on an IBM AS400 system in the Laminex Melbourne data center with routers in Melbourne and Auckland providing the interface to the PSTN.

MESSAGEmanager has delivered **“Cost savings and a great ROI by reducing our STD and IDSN charges,”** said Brown.

More information

Ivor Livingston
MESSAGEmanager Solutions
61 2 8448 8800
ilivingston@mmanager.com

Dialogic
Application Partner
Innovator

Ready for
IBM | Lotus.
software

 **MESSAGEmanager**
Solutions

Level 8, 9 Help Street, Chatswood, NSW 2067, Australia
www.mmanager.com info@mmanager.com

AUSTRALIA Tel: +61 2 8448 8800 Fax: +61 2 8448 8811
UNITED KINGDOM Tel: +44 1727 730022 Fax: +44 1727 730023
NEW ZEALAND Toll Free: 0800 445 308
CANADA Toll Free: 1877 3701 261
UNITED KINGDOM Toll Free: 0800 169 8226
USA Toll Free: 1877 8841 664