

# Smorgon Steel Improves Efficiencies by Standardising Faxing Throughout the Organisation with MESSAGEmanager

Australia's largest vertically integrated producer of steel, Smorgon Steel, operates in approximately 170 locations in Australia, as well as in New Zealand and Asia, with around 5,500 employees and 30,000 customers.

The Smorgon Steel Group produce in the order of 450,000 invoices, 110,000 statements, 2 million delivery dockets and 650,000 accounts payable vouchers per year. A vast majority of these documents are required to be faxed internally and externally.

It is vital to the Group that internal and external documents are accurately and quickly distributed across divisions and locations.

Such high demands on the previous fax system had resulted in service times increasing to unacceptable levels, with bottlenecks increasing delays in peak periods with no redundancy. This exposed Smorgon's to risk of non-delivery of business critical documents such as order acknowledgements, advanced shipping notices, and quotations.

Smorgons also recognised that faxes were required to be generated from a number of different applications, current and legacy. The new faxing solution needed to integrate to all applications, to eliminate completely the need for manual faxing.

The major fax volumes originate from the Smorgon JD Edwards, SAP and SYMIX ERP systems. Messages are also generated from Microsoft Office, Citrix, ManageEzy Document Management and Archiving, the Recycling Weighbridge system and Bentley ProjectWise Document Management System.

## Success Strategy

Smorgon Steel Group required proven faxing software that would resolve these issues, was cost effective and compatible with legacy applications.

In implementing a new system, Edward Steinberg, IT Project Manager wanted to centralise the process and implement a solution that would cope with the large faxing volumes. His first step was to consult with the business units about their specific faxing requirements. He then prepared a user specification and sought vendor proposals.

Edward initially spoke with Smorgon's current suppliers and then four other potential suppliers. The MESSAGEmanager proposal submitted by MESSAGEmanager Solutions Partner Xcellerate IT was identified as the easiest to work with and most cost effective, with an implementation plan which was understood and addressed Smorgon's needs and vision.

## Smorgon Steel Group

Australia's largest vertically integrated steel producer. Leading supplier of steel products to major construction, development and mining companies.

Three operating divisions with locations throughout Australia, NZ and Asia.

More than 5,000 employees and 30,000 customers.

Headquarters: Melbourne, Australia.

Listed on the ASX February 1999.

## Challenges Faced

Faxing software which could deal with large volumes and resolve problems associated with a conglomeration of hardware and software.

## Business Benefits

The MESSAGEmanager solution is an easy to use, reliable and robust system, with no bottlenecks.

Electronic faxing has saved the company considerable resources, not least employee time spent dealing with errors and delays.

# MESSAGEmanager CASE STUDY >>>

**“We were very demanding of Xcellerate IT and MESSAGEmanager Solutions. The solution had to address all problems, across all the different systems.**

**MESSAGEmanager Solutions and Xcellerate IT came back with a very rigorous approach. They pulled every string to satisfy our requirements.”**

MESSAGEmanager helps Smorgon Steel Group improve efficiencies by standardising faxing throughout the organisation, removing paper-based faxing and significantly decreasing time spent on producing and distributing information for customers and suppliers.

Xcellerate IT involved the users in designing the system, incorporating user preferences. MESSAGEmanager is now used to fax a range of business documents, including remittance advices, delivery dockets, invoices and credit notes as single document run or batch jobs.

## Business Benefits

For Smorgon Steel Group, the most important benefit of the MESSAGEmanager solution is an easy to use, reliable and robust system, with no bottlenecks. The solution also has to address an environmental complexity. Electronic faxing has saved the company considerable resources, not least employee time spent dealing with errors and delays. Further benefits include:

- Improved business efficiencies and cost savings through prompt faxing, with no delays.
- Reduced administration through integration with existing applications and quality technical support.
- Minimised IT burden due to prompt implementation and central administration.
- Improved service and workflow through the provision of timely information.
- Significantly reduced employee frustration caused by system breakdowns and bottlenecks.

## More information

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