

### Sony's switch to SAP triggers an urgent search for a compatible faxing solution

**Sony Australia Ltd is the world leader in consumer electronics and the name behind the Walkman, the world's single best-selling consumer electronic device ever made. The company has operations in 70 countries and is number one for consumer electronics in the Australian market. It is a large worldwide operation and uses fax messaging to communicate with a vast number of retailers and service centres. Always looking for smart technology to enhance internal and external communications, Sony sought a comprehensive automated faxing solution.**

*"Esker's Faxgate is 100% reliable and we are very comfortable with the high level of accuracy."*

Nigel Essex, Manager Planning & Control, Sony Australia Ltd

In 1999, Sony chose SAP as the platform to achieve Y2K compliance for their heavily customised AS/400 systems, and to provide the functionality they required immediately and into the future. Unfortunately, they discovered that the desktop faxing system that was in place had no SAP capability – so the hunt was on for a SAP compatible system. Graeme Read, Manager I.S. Operations, explains the dilemma, "Plans were already in place to automate fax communication business wide, starting immediately with Finance. Remittance advices were still being manually printed and posted so we were under enormous internal pressure to come up with a fax solution quickly."

# SONY

*"I never hear of any problems. No news is good news. Faxgate just gets on with the job."*

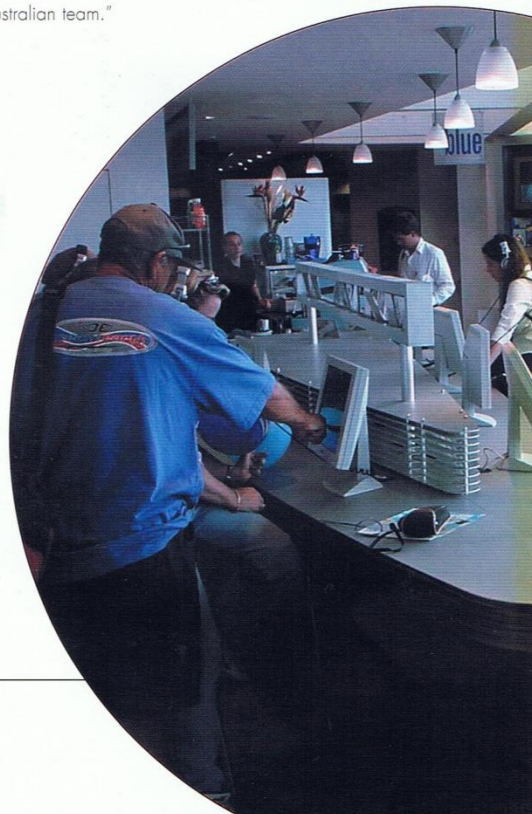
Graeme Read, Manager I.S. Operations, Sony Australia Ltd

### Esker deliver a solution to satisfy the highest criteria

Graeme continues, "Our users are very PC literate, have the highest expectations and are stringent in their requirements. We didn't want to run multiple solutions and be stuck with all the maintenance and upgrades it would entail. We needed a '1 stop shop' solution. Our criteria were:

- SAP connectivity
- Scalability to extend across all divisions to handle large volumes of fax
- A comprehensive tool to support and extend our faxing capabilities
- Superior product knowledge
- Solid skills set, support and responsiveness
- Ability to resolve any issues quickly to minimise down time.

Faxgate from Esker Software offered the best match to our needs. We were already using another Esker product and were confident of the support offered by the Australian team."







*"Whatever issues we faced, we found the local Esker team supportive and keen to achieve a solution. Faxgate runs so well we have never had to call on the Esker support staff."*

Graeme Read, Manager I.S. Operations, Sony Australia Ltd

## Implementation of Faxgate

Graeme explains, "Faxgate sits on a dedicated fax server and links to the SAP environment. Implementation went smoothly and the Esker technical team displayed an impressive working knowledge of their product. They assisted us in the initial testing to ensure the system was running perfectly before it went live for the Finance Division, where we obviously can't afford to make mistakes.

The SAP connector means we have the complete spectrum of Faxgate capabilities and it performs brilliantly. It is very easy to operate. From any converted SAP module, users can create a message, attach files from any Windows application (as required using SAP Office), select the fax device, enter the number and send. For our high volume remittance advice runs, the numbers are set up to run automatically.

Documents get through quickly, the success rate is very high and we are able to identify what has not transmitted and why (e.g. incorrect fax number). If we need to we even monitor the status of a document with Faxgate's dynamic status update function."

*"As we automate the vast number of reports being manually faxed, we will dramatically improve the flow and management of information and free up staff to focus on their core responsibilities."*

Graeme Read, Manager I.S. Operations, Sony Australia Ltd

## Immediate productivity savings for Sony's Finance Division

First to implement Faxgate and a driving force behind the project was Nigel Essex, Manager Planning & Control, which includes the Finance Division: "We pay our 1,800 suppliers by EFT (electronic funds transfer) and used to print and mail the remittance advices, which was very time consuming. Faxgate now automatically transmits the advices, speeding up the entire process, especially for our monthly high volume runs. It also takes care of transmissions to our 300 service centres Australia-wide."

Graeme confirms, "Cost containment is very important at Sony. If we can support staff with smart technology they get the job done faster. Faxgate enables our Finance Division to be more productive. We also save costs in terms of reduced fax machines, lines and calls."

*"By using it to transmit remittance advices alone we save 30 hours of staff time every month."*

Nigel Essex, Manager Planning & Control, Sony Australia Ltd

## Multiplying the benefits throughout the organisation

Graeme continues, "Other departments are already clamouring for Faxgate. Document management and workflow are key areas Faxgate will help us with in Sales and Marketing, Customer Service and reporting procedures to Sony's Tokyo head office.

With Faxgate we will be able to deliver back-order reports quickly to our 1,800 dealers (retailers) and transmit time critical information to our 300 service centres, improving our service and efficiency."



France, Australia, USA,  
Great Britain, Germany,  
Italy and Spain.

Esker Software  
The Newtown Business  
Centre, Level 2,  
Suite 204,  
1 Erskineville Road  
Newtown NSW 2042

## Esker Software Background

Since its inception in 1985, Esker Software has grown into the world's fourth largest fax vendor, developing an exciting range of software products to help customers improve the link between people and information. Esker Software's Australian subsidiary was created in 1997 and provides a vital, local link for service and support in a rapidly growing Asian Pacific market. Esker Software is now pioneering the development of Intelligent Information Delivery (IID) technology, allowing enterprises to deliver documents and information in the right way, at the right time, to the right place, at the lowest possible cost.

Call us for more information on 02 9565 5688 or visit our website at [www.esker.com.au](http://www.esker.com.au).