TMC ITEXPO

www.itexpo.com

Case Study – Subscription Hybrid

A true "paperless office" Is Actually
<u>Possible</u>

Real life example:
1st Guard Corporation of Venice, Florida

1St Guard Corporation

Background

- 1st Guard Corporation is unique to the Trucking Industry in that they are a direct writer of insurance

- Company chairman, Ed Campbell II believes that technology delivered and applied correctly gives them an advantage

-

1St Guard Corporation

Background

- Trucker deals directly with his insurance company resulting in better pricing, better service and a company dedicated to Truckers

- Ed Campbell, III also understands the need for "Green" solutions and 1st Guard is completely paperless

Unique Requirements

- 1st Guard's approach to faxing does not utilize typical "network fax" methods like end-user desktop printing systems.

- The 1st Guard paperless environment, all faxing happens in the primary business system called ATHIA or it's extended apps

- Integration with ATHIA was critical

The Hybrid Solution

- 1st Guard deployed the Faxcore/EtherFAX solution

- FaxCore's SDK & API used exclusively to fully integrate with ATHIA and extended apps.

- The inherent FaxCore/etherFAX DR functionality met 1st Guard's DR requirement

The Hybrid Solution

We do a lot of research and only pick companies that fit the 1st Guard model. We're unique in the truck insurance industry, and products like FaxCore are what our customers expect from us as 'The Truckers Insurance Company".

— **Dan Ribar, CIO, 1st Guard Corporation**

The Hybrid Solution

Result

SMS does not look to simply buy and implement technology. The ultimate goal is improved efficiency and productivity. The FaxCore and ShoreTel solutions allowed SMS to eliminate redundant services through tight integration and brought us to the next level.

--   Jim Stack, Vice President, Shared Marketing Services, Inc.

White Board

White Board