



## Kenseal Construction Products Corp.

Supplying fax speed, efficiency and reliability



Founded in 1977, Kenseal Construction Products has established itself as the Mid-Atlantic region's foremost distributor of sealants, concrete repair, masonry restoration, waterproofing, glass & glazing and firestopping products. Kenseal has grown into one of the largest specialty construction product suppliers in the country, with over 120 dedicated employees throughout 15 stocking warehouse locations along the East Coast from Boston to South Carolina. The company's IT department is located in Baltimore, Maryland.

### Highlights

- On-demand faxing without multiple phone lines
- Server mirroring for disaster recovery and business continuity
- Integration with Infor ERP FACTS running on IBM RS/6000

## Challenges

### Find a better way to fax

Kenseal Construction Products sends out hundreds of invoices each day, most of which are faxed from the company's Infor ERP FACTS system. The company also faxes statements, purchase orders and other documents to vendors and customers, all through its RS/6000 server located in Baltimore.

Seeing a steady increase in its fax traffic, Kenseal wanted to get faxes out faster and more reliably — also because people were butting heads. "Purchasing needed to get their documents out but billing had already been done, invoices were sitting in the queue, and there was a big backlog of faxing that would really only take care of itself overnight," said Amy Missel, IT Manager at Kenseal.

At the time, Kenseal had multiple analog phone lines dedicated to modems connected to the server in the Baltimore office, which would send out all of the faxes. "We had a lengthy queue and lots of faxes that would just wait and wait," said Missel. "Sending all the statements overnight disallowed sending any purchase orders or other documents that needed to go out right away. We knew we could do better getting faxes out more quickly, and we didn't want to be paying for multiple phone lines. That monthly recurring cost can be a real killer when you consider the long distance costs of having 15 regional locations send everything from the local Baltimore fax number."

### Mirror the ERP server for disaster recovery

With a second project that came up during this time, Kenseal wanted to mirror its ERP server for disaster recovery purposes. In the event of a disaster, Kenseal would need to be able to access the ERP information in order to run its daily business. It was imperative that they lose absolutely no information or any capabilities of the ERP software, including being able to fax.

"We also knew that we didn't want to pay for one phone line to be up at all times for failover," said Missel. "And even if we only put one phone line in, we had the lag in getting faxes through with multiple phone lines. So we needed a twofold solution for both of these problems."

### Solution: Esker on Demand

Kenseal's ERP solution provider, Earnest & Associates, mentioned Esker as a source for the speed and efficiency that Kenseal needed. Esker offered the capability to set up a solution on both the existing server and the mirrored server to be ready during uptime and failover.

"We did some searching, but we really could not find any alternative to the Esker solution that would give us the results we were looking for," said Missel. "And because we knew the Esker solution worked with our ERP system, it made sense for us to move forward."

Kenseal first implemented the Esker VSI-FAX fax server solution with the option to send fax traffic through Esker-hosted infrastructure. Today, all of Kenseal's FACTS outbound fax traffic goes through the Esker on Demand service.

**“We really could not find any alternative to the Esker solution that would give us the results we were looking for.”**

Amy Missel ▪ IT Manager ▪ Kenseal Construction Products

“The Esker on Demand solution has improved the processes within Kenseal that involve faxing; so in our eyes it has lowered the costs associated with doing business. We have more confidence in the fact that customers are getting their invoices or their statements.

Amy Missel ■ IT Manager ■ Kenseal Construction Products

## Benefits

### Speed and visibility

According to Missel, “The ability to see the faxes that have gone through and to monitor — by user, online — the faxes that have gone through is fantastic, as is the speed with which it gets the faxes through. We have never noticed a lag when it comes to sending faxes out. A fax doesn't sit in a queue for more than 30 seconds before we can see its progress online and the fact that it's already on its way. We've had a really good experience with the Esker on Demand service.”

The Esker solution also provides Kenseal with a web interface to check the status of sent faxes. “Our purchasing department finds this especially helpful,” said Missel. “They have up-to-the-minute info on whether their priority purchase orders have gone through.”

### Cost control

Missel also noted that the per-use cost of the Esker on Demand service is offset by the accessibility that they get from the web interface access, as well as the speed with which all of their documentation that is being faxed goes through. “The cost is under or close to what Kenseal would be spending for the phone lines and the long distance charges. Plus, we have the added benefit of reliability and accessibility to the information that we are sending out.”

“We definitely like the fact that we don't have the recurring monthly cost from the phone lines,” said Missel. “That's fewer lines that we have to deal with the phone company on, which can be problematic, so we've lost the aggravation of having to maintain so many lines.”

### Reliability and accessibility

Missel added, “I don't even think about our faxes anymore. It would be a rare occurrence for somebody to come to me and say ‘I have a fax and I'm not sure it's not going through.’ In that case, all I would have to do is go to the web interface and look at what that person has sent out today and I can see it's being processed.”

### Business continuity assurance

Kenseal also finds comfort in the fact that if there is a disaster of some kind that takes down the main server, they have full capabilities to continue getting bills and purchase orders out to customers and vendors, as well as any other documentation. “What that means to me is, in the event of a problem with our main server, I don't need to go and explain to all of my users that faxing isn't going to work,” said Missel. “They can go about their usual day-to-day business without any affect whatsoever, and that's a big plus for Kenseal.”

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