



American Red Ball Transit Co., Inc.

Automating report delivery by replacing antiquated systems



American Red Ball Transit Co., Inc. (<http://www.redball.com>) is an international moving and storage company located in Indianapolis, Indiana. Founded in 1919, American Red Ball Transit Co., Inc. is recognized as a pioneer in the long—distance moving industry and as one of the top van lines in the nation for performance, innovation, and commitment to service. A Certified Van Line with the American Moving & Storage Association (AMSA), American Red Ball is the recipient of major industry awards.

William Horton is the Director of Information Technology for American Red Ball.

Challenge: Eliminating manual printing, mailing and faxing throughout the report delivery process

American Red Ball Transit Co., Inc., (AMRB) had a desire to improve its operation by advancing their printing and document delivery methodology. "The majority of printing and report delivery was being done on rather antiquated equipment of dot-matrix line printers with complicated and expensive multi-part forms," said Horton.

In order to progress toward a more efficient process, AMRB established a set of goals. These goals were used as basic requirements during their search for a vendor:

- Being able to send a document via email as a PDF attachment, rather than printing and mailing reports or faxing via a fax server.
- Migrating from slow and problem-prone dot-matrix printing to modern, fast and efficient laser printing.
- Replacing complicated 6-page government public voucher forms and 5-part custom invoices with document overlays and sending them directly to a laser printer using a document delivery system.
- Gaining the capability to store and retrieve documents through a web-based document archiving method.

Solution: Esker DeliveryWare

Horton and the IT team evaluated several companies and products to achieve their goals. Esker DeliveryWare showed the most promise in achieving all of the goals. Already familiar with Esker as a fax server vendor with the product VSI-FAX, Horton and the IT team were confident in all of the capabilities of Esker DeliveryWare.

Esker DeliveryWare was installed on June 25, 2007. Esker provided both on-site and remote support and training, which helped the AMRB staff get up to speed.

By June 30, 2007, documents that were previously being faxed were now routed through Esker DeliveryWare and converted to a PDF using the patented rules engine to send an email attachment.

By July 31, 2007 the complicated government voucher forms and custom invoices were now automatically created and printed by Esker DeliveryWare.

Benefits/future plans

"Esker DeliveryWare may not be a 'button push' application, but it is a very powerful system which can do a large variety of tasks with ease," said Horton. "American Red Ball Transit Company's needs were simple and focused, and Esker DeliveryWare helped us achieve our goals within the first 45 days of use."

Future plans for Esker DeliveryWare within AMRB include the expansion of their network storage limits and implementing on-line document storage and retrieval, providing even more return on investment.

"We are already trying to think up ways to further utilize Esker DeliveryWare for future needs," said Horton.

"The IT staff was able to greatly improve document delivery and efficiency, and reduce long-term costs associated with the cumbersome printing of the detailed forms required in the transportation process," said Dave Combs, AMRB CFO and co-owner.

“Thanks again to the Professional Services staff for helping to get us launched.”

William Horton ▪ Director of IT ▪ AMRB

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