

# Santa Cruz Operation

Case Study

## Santa Cruz Operation's Sales Team Handles 25% More Sales Calls with VSI-FAX

"People are not the measure for what VSI-FAX saves us; calls are," says Phil Neuman, Manager of IS for The Santa Cruz Operation, developer of SCO Unix. "The biggest users of our automatic faxing system are our Telesales and Support departments. VSI-FAX gave them the capacity to handle up to 25% more calls," explains Neuman, "That means customers, prospects, and distributors receive a quicker response to their inquiries, and that's much more important to us than what we might save in clerical time."

SCO doesn't sell its operating system products direct to end users, but its Telesales group does sell them upgrades, support contracts and training, as well as work with SCO's many distributors. Incoming calls from either group may be for sales literature, price lists, or technical information, and enough calls come in for SCO to need 25 people full time to handle them.



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— Phil Neuman, Manager of IS,  
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The company's Support department is much larger. It requires 100 people on-line to help callers understand how to install and operate their software, reboot it in case of problems, hook up modems, etc. Much of the time literature, price lists, and written instructions are faxes in response to the calls. In SCO's old system, the staff member would note the caller's needs, pull out the sheets, and fax them after their conversation was concluded.

With VSI-FAX, what sometimes took hours now takes minutes, and in fact can happen before the call is concluded. Any SCO employee can send faxes from their local server environment. In the case of sales literature, the caller can confirm that what he received is what he needed, or can order from a faxed list of choices. In the case of receiving installation or operating instructions, the staff member can walk the caller through written instructions they both can see.

In some cases, it may be even easier. Users who have signed up for SCO's "Info-FAX" support service can call in to an unmanned number and have information faxed to them automatically. Approximately 10% of the calls can be handled this way, without tying up a sales or support staff member. To make this work, SCO has tied VSI-FAX running in a 486-based Unix server (running SCO Unix, of course) to an Automatic Call Director, an especially effective integration.

VSI-FAX has also made "mass faxing" feasible. For example, SCO wished to offer a new service to more than 2,000 of its existing customers, and did so with relative ease using its Santa Cruz server and its eight modem lines. "We simply couldn't have done that before VSI-FAX," says Michael Thornburgh, the programmer who did SCO's fax integration.

"Automatic outgoing fax is now available to all of our departments and used in most of our business areas-- Purchasing, Accounts Payable, etc.-- here in Santa Cruz and worldwide," says Neuman. "We have servers here, in Toronto, Singapore, and Watford, England, and at least a thousand known users across the net. All any of them have to do is enter 'fax' on their keyboard and the screen will prompt them to do the rest. None of them would ever want to go back to the old way."

Why VSI-FAX? "We chose it due to the fact that its commands were like Unix, because it could be integrated into a Unix environment easily, and because we knew we wouldn't have to retrain our users," Neuman explained. "Ease of understanding is terrifically important, and VSI-FAX is easy for Unix users."



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