



Orica Ltd

Improved document delivery via a reliable Fax Service for SAP



Orica is one of Australia's few truly global companies, with a multi-billion dollar turnover, ranks in the top 40 companies listed on the Australian Stock Exchange based on market capitalisation. Orica has 15,000 employees located in 50 countries across six continents and customers in more than 100 countries. Orica consists of four business units – Orica Mining Services, Minova, Orica Chemicals and DuluxGroup (formerly Orica Consumer Products). Each business unit is the leader in its chosen market and enjoys a world class reputation. Esker Fax on Demand proved the best choice to fax outbound directly from three SAP systems, via Lotus Notes email, and directly from business applications.

The Challenge

Orica had its own fax solution which was used by all four business units and located in a data centre in Melbourne. The overall fax infrastructure was ageing and becoming difficult to support as the faxing application had reached the end of its useful life. It also lacked the capacity to support the growing demand from the business units, consequently impacting the efficient use of faxes as a business solution. This was a significant issue especially for the DuluxGroup which receives about 1,000 sales orders as faxes per day.

"The timeliness of receiving inbound faxes is critical as a large portion of our customer base prefers to fax their sales orders to the Customer Service team. Due to challenging warehouse deadlines, it is vital to our service level that all faxes arrive as quickly as possible," says Louise St Clare, Customer Service Manager at the DuluxGroup.

This was when Orica decided it needed a modern, reliable fax solution with capacity on-demand, and a solution that also offered additional redundancy options.

"We saw that there was a single point of failure in our original fax model and we needed to remove the possibility of that failure," says Peter Snare, IT Business Analyst at the DuluxGroup.

Key Business Needs

- **Reliability and reduced delays** in delivery of both inbound and outbound faxes
- **Timely processing** of sales orders
- **Reducing the operational costs** and **providing accurate costing** for each business unit

Solution: Esker Fax on Demand for SAP

The implementation

When looking for a new solution, Orica reviewed the costs and benefits of upgrading its original fax solution. Based upon a sound relationship and previous excellent experiences, Esker was invited to submit a proposal for the Esker on Demand services.

"DuluxGroup had been using other Esker solutions in their Customer Service Centre in New Zealand for the Australasian business. This was the Sales Order Processing solution built into the Esker DeliveryWare product. The responsiveness of the Esker supplier in Australia was fantastic and this led us to review the Esker on Demand fax solution."

The solution was evaluated and ROI demonstrated a cost saving. "We liked the scalability of the solution offering, and not having to manage our own hardware or software supplier was very appealing."

Orica uses Esker on Demand in Australia & New Zealand

Orica uses Esker On Demand (EOD) for outbound faxing directly from three SAP systems, via Lotus Notes email, and directly from Applications. Power users even have access to an individual Esker On Demand account. The DuluxGroup and Orica Chemicals Group also use inbound faxing to receive around 1,500 Sales Orders per day from their customers in Australia and New Zealand.



All our expectations regarding performance and costs have been met."

Peter Snare ▪ IT Business Analyst ▪ DuluxGroup Australia

Esker on Demand provides reliability and accessibility to all the faxes we send out or receive. And we do not need to worry about lack of capacity and traffic congestion on the fax lines – the solution is very scalable.”

Ron Dean ■ Contract Manager – IT Shared Services ■ Orica Australia

Benefits

Speed, Visibility and Efficiency

“With the capacity constraints of our original solution when there was a large demand on outbound faxing, there could be significant delays in the delivery of inbound faxes. The Esker solution has significantly reduced this delay in fax delivery. Consequently this improves our efficiency in processing sales orders and increases customer satisfaction,” said Louise St Clare.

Cost Control

“DuluxGroup has been very happy with the selection of fax provider. All our expectations regarding performance and costs have been met,” said Peter Snare.

Ron Dean also noted that he was now able to accurately cross charge each business unit for the fax solution based on actual usage. *“Not only do we not have to manage ageing infrastructure but also we can easily manage our usage and allocate the actual costs against actual usage for each business unit.”*

Reliability

“Having simplified our fax solution removes a significant level of effort for the Orica people previously tasked to monitor and manage the fax infrastructure as well as providing a solid and reliable solution for our users,” noted Ron Dean.

“Esker On Demand provides reliability and accessibility to all the faxes we send out or receive. And we do not need to worry about lack of capacity and traffic congestion on the fax lines – the solution is very scalable.”

Business Continuity Assurance

Orica also finds comfort in the fact that it is no longer dependent on a single server or application for its business critical processes. In the event of any internal system failure, the Esker on Demand solution still provides it with full capabilities to continue sending invoices and purchase orders out to customers and vendors, as well as receiving sales orders from customers.

“What that means to me is, in the event of a problem with our internal servers, our backup servers can still connect to Esker on Demand service and I don't need to go and explain to all of my users why the faxing service is out of order,” said Ron Dean. *“They can carry on their usual day-to-day business in providing service and support to our customers around the world, and that's a big plus for Orica.”*

The main benefits for DuluxGroup are improved visibility of usage, the ability to charge businesses accurately, and most importantly, having a reliable fax solution for both inbound and outbound faxing.”

Peter Snare ■ IT Business Analyst ■ DuluxGroup Australia

About Esker Fax on Demand

Esker Fax on Demand combines the intelligence of patented Esker technology with a worldwide network, built by Esker and monitored 24/7/365, for sending documents via fax from company and desktop applications.

With Esker Fax on Demand for SAP, companies benefit from automatic faxing as a service fully integrated with SAP applications – without adding hardware or software.

For more information, visit

http://www.esker.com/products/fax_service.asp.