

Franke Artemis Group Opts for Global Fax Communication with Esker Cloud Computing

Focusing on core business: save time and money with Fax Services for SAP®



The Franke Group is a global leading supplier of intelligent systems for domestic kitchens, professional food service, coffee preparation, beverage delivery and hygiene solutions. The group has a global presence, employing some 10,000 people in 80 subsidiaries in over 40 countries.

www.franke.com



Manufacturing

The benefits at a glance:

- Use-based payment model
- No investments in hardware, software or upgrades
- No internal operational costs
- Reliable and secure service, 24/7 availability
- Every single fax message can be traced through status reports in the SAP system

Swiss-based Franke Artemis Group, a global leading supplier of intelligent systems for domestic kitchens, professional food service, coffee preparation, beverage delivery and hygiene solutions, recently outsourced its fax communication — keeping with the group’s corporate philosophy of focusing on its core business to the greatest extent possible. Franke chose Esker Fax Services for SAP®, a secure, transparent and cost-saving solution that supports global fax communication for business-critical documents such as purchase orders and delivery confirmations.

Founded in 1911, Franke is based in Aarburg, Switzerland. It employs around 10,000 people in 80 subsidiaries in over 40 countries worldwide, and in 2011 achieved sales of 2.5 billion Swiss francs.

“The number of business-critical documents we were sending and receiving every month was in high five figures, and when we introduced SAP, our diverse and aging fax communication infrastructure just couldn’t cope. Without having to invest in hardware, software, countless interfaces and expert knowledge, we now have a flexible and intelligent cloud computing solution for fax communication from both SAP and other systems.”

Alen Sulejmanagic ■ IT Project Manager ■ Franke

A number of industry-leading vendors expressed interest in providing the new fax communication solution for Franke — Esker’s global presence and wide range of on-demand solutions made them an immediate favourite. *“We were looking for an integrated global solution that could optimise the document workflow and outsource maintenance, servicing and administration,”* said Sulejmanagic.

Fax in the cloud: only pay for what you use

With its expertise in cloud computing, Esker was the ideal choice: a partner who could optimally respond to Franke’s current and future requirements. *“More and more businesses are considering outsourcing parts of their IT infrastructure and leveraging processing power, storage and software as a service over the Internet. You only pay for the functions and services you actually use,”* explains Esker CEO Jean-Michel Bérard. *“Our on-demand solutions have been fulfilling this need for many years, which is shown by the fact that cloud services make up a large proportion of Esker’s business.”*

The technology

Once the contract was signed, the Professional Services team at Esker cataloged Franke's exact requirements and implemented them with the help of the customer and an international project team. Esker Fax Services for SAP is now seamlessly integrated in Franke's SAP applications, allowing faxes to be sent directly from SAP without any additional hardware or software. They can also be sent from other applications (e.g., Word) with the help of a virtual printer driver. The documents, mostly order confirmations, are automatically sent to the nearest fax hub to achieve the lowest possible costs (a process known as least-cost routing).

The communication interface is SAP Remote Function Call (RFC) — a secure, encrypted link between SAProuters. SAProuter is an autonomous program in the SAP system that establishes network connections and serves as a firewall that only permits certain connections. The use of SAProuter-to-SAProuter communication eliminates the need to install extra software in order to integrate the fax service into an SAP system.

Incoming faxes, mainly for complex parts orders, are also an essential element of Franke's fax communication. With fax as a service, the fax documents for each order can be received at the addressee's own workstation in either TIFF or PDF format. The solution allows local incoming fax numbers from over 40 countries, with thousands of prefix ranges or international service numbers, to be activated in seconds. This means that fax messages can be easily forwarded to a group or department by email.

Status reports and billing for each user group

As a further benefit, detailed transmission reports provide absolute transparency. The user can track the fax status in real time and, on request, immediately view detailed reports on processing time and volume in the SAP system. No fax can get lost, and any bottlenecks in fax communication are detected immediately.

One of the key factors that won the Franke contract for Esker was the option of use-based billing for each country after the international rollout. Although the Franke companies in different countries are all linked to the same SAP system, each company is billed separately for the on-demand service based on the volume used.

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