

Kennicott Brothers Company — Replacing Old Hardware with a Streamlined Cloud Fax Solution



Kennicott Brothers Company is a floral wholesaler that specialises in fresh flowers, green and blooming plants, and floral supplies. With 12 locations, and the ability to ship across the United States, Kennicott provides the absolute best in fresh flower, floral supplies and plants to florists, wedding specialists, event designers and many more.

A 100% employee-owned business, Kennicott Brothers Company has a long and successful history as one of the oldest continuous businesses in Illinois, serving florists in the Chicago area (and eventually large portions of the Midwest and South) since 1881.

www.kennicott.com

Wholesale & Distribution

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Dan Walsh ■ IT Director ■
Kennicott Brothers Company

Kennicott Brothers Company addressed the rising number of processing failures and bottlenecks brought on by its aging fax hardware by transitioning to an on-demand solution — Esker Cloud Fax Services — helping to save time and money, improve productivity, and set the stage for more opportunities for growth in the future.

Previous Problems

As the third largest floral wholesaler in the United States, the majority of Kennicott Brothers Company's faxes are inventory promotions (e.g., daily specials, etc.) sent to any number of its 12 branches. Since many of the smaller "mom and pop" vendors prefer faxes, it continues to be a necessary part of business for the company.

Antiquated fax hardware

Kennicott recently upgraded to a Windows server to streamline the faxing process, but ongoing issues caused by its legacy hardware system prompted the company to seek an alternative. "We were having more and more issues with our old hardware falling on us," said Dan Walsh, IT Director at Kennicott Brothers Company. "It was a choice between upgrading the hardware or going with a cloud-based solution."

Solution: Esker Cloud Fax Services

Esker Cloud Fax Services proved to be a well-suited solution for Kennicott, offering automatic faxing as a service with no additional hardware or software. Prior to implementation, the company was sending out 500-600 document batches per week. Now, that has risen to as many as 1,500, and Kennicott foresees that doubling.

"It's precisely the solution we needed as our company continues to grow," said Walsh. "Currently, there are five users on the new system and that will move to around 10. The best part is, all of this progress is being done without adding hardware."

The Benefits

One of the largest benefits Kennicott has seen via Esker is improved visibility. Instead of searching through logs and taking numerous extra steps to locate failing faxes, it can all be done instantly. "It's been working out just as we'd hoped it would," said Walsh. "With Esker, I only spend a few minutes per month on maintenance rather than worrying about trying to keep all of the hardware up and running."

Strong support

Not only has Kennicott been impressed by the solution's results, the Esker support staff brought a sense of stability and reassurance to the initiative. Adding Walsh, "Whatever issues came up along the way, Esker seemed as though they were always on the ball. We've had a great experience."

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