



Case Study: Mark Anthony Brands Optimizes Fax Infrastructure with T.38

*Achieves over \$6000 in Annual Fax
Cost Savings*



ORGANIZATION: MARK ANTHONY BRANDS

“With help from LANslide Integration Services and babyTEL, we upgraded RightFax from a PRI-based solution to a SIP trunk-based solution realizing cost savings of over \$6,000 per year. By utilizing SIP trunks for faxing, we were able to virtualize the RightFax server on our existing VMware cluster giving us better performance, scalability, disaster recovery and management capabilities. With the old PRI solution, we were unable to add local fax numbers for offices outside of head office where RightFax is situated. Now with babyTEL SIP trunks, we have the ability to provide users with local fax numbers in virtually any city in North America.”

Cheng Ngan | Senior Network Administrator | Mark Anthony Brands

Case Summary

Mark Anthony Brands is a leading privately-owned importer and distributor of fine wine, premium beer and specialty beverages in Canada. The company has 3 office locations; the head office, located in Vancouver, and corporate offices in Toronto and Montreal.

Due to the fact Mark Anthony Brands locations are geographically diverse, the company needed to virtualize their fax service, centralize fax administration, improve fax communications and reduce fax-related costs.

Mark Anthony Brands eliminated the physical RightFax server and PRI they then upgraded to RightFax 10 with Dialogic SR140, using babyTEL T.38 trunks.

Challenges

- Reduce or eliminate existing legacy fax lines and related costs.
- Virtualize RightFax: eliminate the physical RightFax server with 8 channels, a digital fax board and a PRI circuit.



- Reduce fax-related costs: Total annual telephony charges for faxing, including PRI charges, DID phone numbers and long distance charges and support for the 8-channel digital fax board was over \$16,000 per year.
- Centralize fax administration for growing enterprise: With offices in multiple cities in North America, the company not only needed to centralize fax administration, but also provide users in these cities with local fax numbers. Using fax boards and paying for multiple fax numbers in these cities was a technical challenge and costly to implement.

Solution

- Virtualize RightFax
- Eliminate the physical fax board and associated maintenance costs
- Upgrade to RightFax 10 with Dialogic SR140 software
- Implement babyTEL T.38 trunks and in so doing, eliminate the PRI and all associated costs

Results

- ✓ \$6,000 in cost savings per year
- ✓ Ported 250 local DID fax numbers and added 30 new numbers in Toronto and 100 new numbers in Chicago – all centralized on a single RightFax server thanks to babyTEL
- ✓ Greater flexibility in managing users and their fax numbers in any city, virtually anywhere Mark Anthony Brands grows
- ✓ Improved Disaster Recovery - The “virtual” nature of babyTEL’s T.38 trunks allows Mark Anthony Group to recover from a disaster much more rapidly than with legacy fax lines, saving time in restoring a business critical application
- ✓ Consolidation of support - Mark Anthony Group no longer has to call multiple companies for fax support; whether it’s software, hardware or fax lines. All fax server support is now consolidated through LANslide.



About Mark Anthony Brands

We are the leading privately-owned importer and distributor of fine wine, premium beer, and specialty beverages in Canada. Our company is built upon a foundation of true entrepreneurial spirit, innovation, and a deep respect for brand building. We proudly represent many of the world's leading brands, providing seamless service from producer to consumer, from coast to coast.

www.markanthony.com

About LANslide Integration Services Inc.

LANslide is a leading reseller of software products that automate document-centric business processes. LANslide specializes in document capture, recognition, routing, workflow and delivery and are an Open Text Premier Partner.

www.lanslide.com

About babyTEL

Within its Technology as a Service (TaaS) framework, babyTEL develops advanced communication technologies to provide cutting-edge voice communication services. babyTEL provides feature rich VoIP home phone, business phone, SIP Trunking, mobile and fax services across the U.S. and Canada. babyTEL has over 15 years of experience providing carrier-grade communication services and SIP/T.38 Trunking to Small to Large businesses, Fortune 100 companies and government.

www.babytel.net