



## **Bank Administration Institute**

Today's banks share an increasingly crowded marketplace with non-bank financial services companies.

Education and research help banks stay ahead

of the game. Bank Administration Institute delivers

what they need, when they need it most.

# Hands-Free Global

## **The Problem: Drowning in paper; sinking productivity**

Bank Administration Institute (BAI) is committed to helping financial services companies keep up with the ever-changing industry environment. In addition to providing a full range of educational services, including conferences, seminars, and custom education, as well as strategic research, the Chicago-based organization answers hundreds of daily information requests, much of it by fax.

BAI Information Services Manager Jim DiNapoli knew he had a problem. "Employees were spending a big portion of their day sending multi-page, glossy brochures by fax," he said. "Imagine feeding a 12-page brochure through a fax machine 30 times in a row. That's how we used to do it." Not only were valuable staff resources being wasted, but response time was not as good as it should have been. BAI needed a way to respond quickly and effectively to help turn information inquiries into sales revenue.

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### **What they say about Zetafax**

"Zetafax has one of the cleanest applications I've seen; it doesn't affect any other applications running on our server."

"Our sales force sends a brochure request and Zetafax does the rest, allowing them more time to focus on their customers' needs."

## **The Solution: Zetafax**

When DiNapoli began evaluating fax server software in 1994, he wanted a solution that would enable BAI to centralize fax communication on a single server, be easy to install, and wouldn't interfere with other applications running on the server. He also wanted to give BAI's highly mobile sales force the ability to access and fax information remotely. Zetafax fit the bill.

## **The Results: Simplicity, flexibility, productivity**

When he picked Zetafax, DiNapoli knew he had found a tool that would facilitate the way BAI does business. Zetafax is installed on the server and on more than 100

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employees' desktop and laptop computers. When BAI developers create brochures and collateral materials in-house, they can now send them directly to Zetafax. From there, the server sends them out on command. Should a customer request multiple copies, Zetafax can deliver them all, and broadcast faxing— whether to hundreds or thousands of recipients, can also be completed by Zetafax.

What's more, BAI's sales force can dial into the server, access the latest materials and, easily, have Zetafax send them to customers or prospects. Zetafax also enables those same sales executives to store the latest information on their laptop-based server, which automatically kicks in and uses the local computer modem when the network service is not accessible.

But it's not just brochures that BAI uses Zetafax to send. Business letters, spreadsheets, presentations, and administrative paperwork are all being distributed using Zetafax. "We're working with so many vendors, being able to fax a common form, such as a request for the vendor's tax ID number, directly from the server, for example, is a big time-saver."

The results? Using Zetafax, in conjunction with Internet technologies, BAI can respond to its internal and external customers with greater efficiency and BAI's sales force can work more effectively. Jim DiNapoli's staff can concentrate their efforts on enhancing current and developing new information technology services for BAI.

See how Zetafax can help your company stop drowning in paperwork and focus more on its business mission. To learn more about the many features and benefits of Zetafax, simply call 770 772 7201.

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