



## ZD Events

Sixty worldwide expositions, conferences and trade shows a year for more than two million technology buyers, users, vendors, and resellers translates into thousands of daily registrations. ZD Events must handle each one rapidly and accurately.

# Fax Helps The Shows Go On

## **The Problem: 56 Fax Machines Can't Keep Up**

Terry LaRock, ZD Events division managing director, spotted an interesting phenomenon: people complete online registration forms on the Internet but then, surprisingly often, print out and fax back the completed form.

For ZD Events, that means almost 400 faxes per hour, every day. Registrations for their largest show, Fall COMDEX, can triple that number. With those volumes, keeping telephone lines open, paper loaded and fax machines humming was becoming a real problem. Fifty-six fax machines couldn't keep up, often shutting out potential attendees.

## **The Solution: Zetafax**

ZD Events needed a way to handle the steady stream of incoming faxes with ease and without overburdening company resources. "We considered a number of fax products before selecting Zetafax," said LaRock. "It was the one product that could handle our requirements successfully."

## **Ziff Davis Events**

### What they say about Zetafax

"Zetafax hasn't just met our expectations, it's far exceeded them."

"Zetafax loaded up easily and worked perfectly from the start."

The answer for ZD Events was configuration that included Zetafax on a single server with 256K of memory, a 16 gigabyte hard drive and eight internal, 6-port RocketModem cards that provide the equivalent of 48 modems. LaRock himself handled the installation and needed minimum technical assistance.

The new system directs incoming faxes to a high-speed printer. Every 12-15 minutes the printed forms are taken to the company's data center and entered into the event registration database. Each attendee then receives an email confirmation.



"Customers don't mind receiving confirmations by email. They will print forms from the Web, but when it comes to sending us their registrations, they just seem to feel more confident that it will get here when they fax it." LaRock says.

**The Results: More Faxes, Fewer Busy Signals**

With Zetafax on the job, ZD Events experiences fewer calls from frustrated customers. Busy signals are few and far between. Even with high volumes, Zetafax and the fax server keep up easily. Maintenance and overall fax expenses are also down. The 56 separate fax machines and their associated problems— from jamming to loading paper— are history. In their place stands a single high-end, desktop fax server and one high-speed printer.

Zetafax can keep your company from drowning in paperwork and allow you to focus on your business mission. To learn more about the many features and benefits of Zetafax, simply call 770 772 7201.

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