Customer Profile

SHARED MARKETING SERVICES
LOCAL SOLUTIONS. GLOBAL RESULTS.

Industry

- Marketing
- Advertising
- Trade Fund Programs Administration

Company

Shared Marketing Services, Inc.
www.sharedmarketing.com

The Situation

It was determined that the current solution was both expensive to maintain and did not provide the features and customized solution SMS required for full automation of their client response system. SMS concluded that an alternative solution was needed.

Solution

FaxCore 2007

FaxCore and ShoreTel Resolve Critical Fax Needs for Shared Marketing Services

"A software solution is always a combination of different aspects: product, support, transparency of configuration. Many products hit a single one or two of these, but FaxCore hits all three and then some. I couldn't be more pleased."

— Jim Stack, Vice President, Shared Marketing Services, Inc.

Background

Chicago-based Shared Marketing Services (SMS) specializes in the holistic management of Trade Fund Programs. In addition to solid Program administration they also offer Branding, Creative, and Media services to ensure a Program's success.

As a full service company SMS covers all phases of a program lifecycle:

◊ Marketing
◊ Advertising
◊ Analysis

SMS has evolved from standalone PCs to integrated voice/data network integrated with web solutions to both meet the needs of their customers and also lead them into the future.

SMS started with legacy fax machines. They later implemented a fax server solution to facilitate the processing of prior authorization requests for customer advertising and other critical and time-sensitive processes.

The Challenge

SMS determined that their current solution did not provide the features and customization capabilities SMS required and was expensive to maintain. SMS decided to look for alternatives.

They needed to replace their current fax server solution with one that was less expensive to maintain and easy to customize. SMS also needed a solution that was simple to deploy and would integrate with their ShoreTel phone system using Brooktrout's SR140 FoIP drivers.

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The Solution

After reviewing several solutions, including upgrading their current solution, Shared Marketing Services chose FaxCore 2007. The Web interface, logical structure, solid platform, superb support and flexible technology were some of the key features cited by SMS as driving the decision. Full integration with their ShoreTel Release 10 phone system was also a critical requirement.

The Benefits

Shared Marketing Services receives prior authorization requests for advertising from customers and uses an automated system of response for the prior approval task. SMS employs FaxCore to return the authorization/denial if the customer faxes their request.

"FaxCore is employed to FaxCore to return the authorization/denial for customers that fax in their requests", added Vice President Jim Stack. "With the installation of the Dialogic SR140 drivers, we are able to receive faxes through our ShoreTel phone system. ShoreTel receives all calls, differentiates fax calls via DNIS, then routes to FaxCore."

"FaxCore delivers smoothly and flexibly where our previous solution was quite rigid and non-transparent. FaxCore's smooth operation and predictable configuration during setup and maintenance saves time and, therefore, money."

"FaxCore Support has been exemplary. The responsiveness of FaxCore's support engineers and taking on a project "as their own" has been paramount. "