

# NET SatisFAXtion Improves Inbound Faxing at Phipps

## How has the PDF Convert Module helped Phipps?

- Automatically converts inbound fax images to PDF file format
- No manual intervention required
- Phipps staff saves received faxes in PDF format for easy, reliable retrieval later
- Provides Phipps with familiar PDF attachments that are easily forwarded to other users
- Email Gateway option supports receiving faxes from Microsoft Outlook, Lotus Notes, GroupWise or any SMTP Internet mail application
- Workflow (Fax Export) option supports exporting faxes as PDF files for off-server archiving or importing into other systems

**The PDF Convert Module boosts productivity for Phipps Houses by routing faxes as PDF's — right to the desktop!**

## Background

Created in 1905 by Henry Phipps out of concern for NYC's poor living conditions, the Phipps Houses Group is among the nation's oldest developers of affordable housing. In addition to their real estate endeavors, they also strive to build communities through their many human services programs. These programs reach 15,000 individuals and include after-school programs, employment services, and even community supported agricultural programs.

Phipps Houses Services Inc. (PHSI), a wholly owned subsidiary, is a full-service property management firm and one of the largest managers of assisted housing in the nation. Currently PHSI manages a portfolio of over 13,000 affordable housing units throughout New York City, oversees combined annual operating budgets of approximately \$140 million, and has a pipeline of new development projects with costs approaching \$100 million.



## Challenge

Considering the volume of accounts they handle and importance of timely communications, a major concern at Phipps was how to streamline processes and increase employee productivity. Harry Singh, Network Administrator for PHSI, had a few goals in mind when choosing a fax server solution: "We wanted to reduce employee dependence on the office fax, eliminate their need to wait by the machine for an incoming fax, and prevent the incidence of lost or misplaced faxes."

"Phipps Houses Services is primarily a nonprofit organization, so cost was definitely an issue for us. But I didn't feel that I should have to compromise quality for affordability," stated Singh. Based on this belief, Singh carefully researched his options and decided to go with FaxBack's NET SatisFAXtion solution, citing its long history as a leader in the faxing industry and many documented successes.

*“Our goal at Phipps was to increase productivity at a cost that was affordable. With FaxBack’s NET SatisFAXtion, we were able to achieve that goal.”*

## Solution

In addition to Singh’s research, his experience with FaxBack’s knowledgeable sales team solidified his choice. “Pre-sales support was a key factor in my decision to go with NET SatisFAXtion. My account manager and engineering support were always available to answer my questions,” he said.

PHSI deploys FaxBack’s Small Business Edition fax server. Employees are now able to conveniently have faxes delivered to their desktop as PDFs using Microsoft Outlook, thereby eliminating the cumbersome task of waiting by the fax machine for their incoming faxes.

## Result

No longer are PHSI employees spending their valuable time waiting by the fax machine, trying to track down lost or misplaced faxes, or calling to request a re-fax. Now all their faxes are routed directly to the intended recipient, resulting in an overall improvement in the way Phipps Houses does business.

Said Singh, “Our goal at Phipps was to increase productivity at a cost that was affordable. With FaxBack’s NET SatisFAXtion, we were able to achieve that goal. We have all the functionality of a high-end product, without the high-end price.”

## How does NET SatisFAXtion’s PDF Convert Module enable Phipps to receive incoming faxes as PDF’s?

Using Outlook, Notes, or any SMTP internet mail client, and whatever method of inbound routing you choose, NET SatisFAXtion’s PDF Module converts incoming faxes to PDF’s and requires no manual intervention. Here’s how it works:

