

# American Lawyer Media Implements Outbound Faxing

## Outbound Faxing with NET SatisFAXtion

*Here are just some of the benefits that ALM enjoys:*

- Enables seamless Print-to-Fax access from within popular applications, such as Word, Excel, PowerPoint and more
- Integrates directly with Outlook's contact manager to easily send faxes to stored numbers
- Preview documents before they are sent
- View fax progress of outgoing faxes and receive delivery confirmations
- Combine documents from different applications in one fax



NET SatisFAXtion enables ALM to send faxes directly from their existing desktop applications

### Background

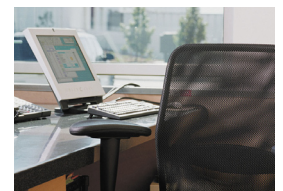
American Lawyer Media, Inc. (ALM) is the nation's leading source of news and information for the legal industry. Headquartered in New York City, ALM owns and publishes 33 award-winning national and regional legal trade newspapers and magazines, including The American Lawyer® and The National Law Journal®. ALM's law.com® is the Web's leading legal news and information network. They also provide a variety of services for the legal industry including court verdict and settlement reporting, production of trade shows and conferences, and educational seminars.

Combined, ALM's periodicals have a circulation of approximately 365,000, and a readership of 1.3 million. The nation's leading legal journalism and information company, ALM's revenues for 2003 totaled \$136.3 million.



### Challenge

Previously at ALM, the staff had to walk to shared fax machine stations that were scattered throughout the building, often having to wait in line. Not only was the existing process extremely inefficient and frustrating, but with a volume of 30,000 outbound faxes each month, it was clearly unacceptable.



“Our fax process was extremely slow. Every time someone wanted to send a fax, they had to leave their workstation, go the fax machine, and then wait for their turn,” remarked Julius Chan, Senior PC Systems Analyst at ALM. “Not only did we need to address this time consuming process, but we also wanted to reduce paper usage, storage space and other associated costs of the traditional manual faxing process.”

# “NET SatisFAXtion was the most flexible option available”

## Solution

Chan determined ALM needed an easy-to-install, flexible fax application that would increase productivity while decreasing their costs. He researched the possibilities and came up with the answer: a NET SatisFAXtion Enterprise Edition fax server with 16 ports, API, email and broadcast capabilities.

“I researched and tested other products, but NET SatisFAXtion stood out in terms of its flexibility,” said Chan. “Other companies were limited in their fax hardware options but NET SatisFAXtion didn’t have those same restrictions. We also got the performance, reliability and security we needed – at a cost that was affordable.”

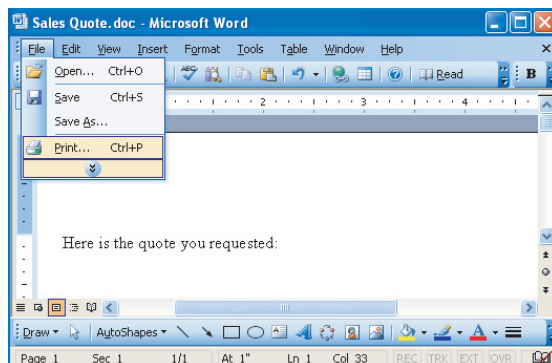
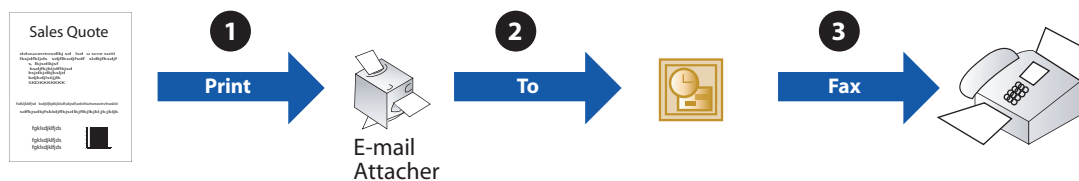
With NET SatisFAXtion, employees can now send sales materials right from their desktops, eliminating time previously spent at one of the office fax machines. Paper usage has been greatly reduced and as a result of that, storage space has increased. Moreover, one of the biggest areas to be impacted is ALM’s responsiveness. When a law firm needs a jury verdict from ALM, the company is able to deliver that information instantly.

## Result: A “Thumbs-Up” Verdict

ALM was presented with a fax challenge and used NET SatisFAXtion to rise to the occasion with quick and convenient outbound faxing, an overall reduction in associated costs and increased office space – all with minimal resource demands. And as for the flexibility that Chan was looking for: “It was incredibly easy to install--only one hour to deploy! We were pleasantly surprised how quickly we were up and faxing.” Chan concluded, “As a result of NET SatisFAXtion, we have significantly improved our fax messaging infrastructure.”

## Outbound Options with NET SatisFAXtion

With NET SatisFAXtion, you decide how you want to send faxes. One way is to select the fax recipient’s name from your public, private or shared phonebook (or just type the fax address into the recipient field); compose your message and attach whatever files you choose, then click “send” to fax the document. Another option is illustrated below:



1. Send directly from the application by opening the document you want to fax and simply choosing to print to the Email Attacher printer.
2. The document is converted to a fax image and a new Outlook email message is automatically launched.
3. Select your contact within Outlook and hit send to deliver the fax.