

Reduce Costs and Improve Efficiency by Automating Oracle Document Distribution

Open Text Fax and Document Distribution Group
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Introduction

Today's business and economic climate present enormous challenges to organizations. Companies are under increasing pressure to cut costs, streamline processes, and improve efficiency while also improving customer loyalty and strengthening vendor relations. Demands for speed, security, and reliability in communications as well as regulatory compliance requirements turn up the pressure. To remain competitive and profitable in this environment, companies have invested in Oracle products to improve business processes and bring them closer to their customers and suppliers.

Oracle systems generate a high volume of information in the form of transactional documents. These documents are the basis for interactions with customers and suppliers, dictate business cycles, and can determine profitability or failure. As a result, it is crucial for organizations to efficiently and cost-effectively distribute critical business documents to customers and suppliers in a timely and reliable manner. Companies that take advantage of production fax and electronic document distribution capabilities to distribute documents can further extend the process efficiencies of an Oracle infrastructure while reducing costs and improving response times, thus significantly impacting overall business performance.

This white paper examines how companies can extend the business process efficiency gains achieved with Oracle by automating Oracle document distribution. It presents production fax and electronic document delivery as a powerful tool for automating information delivery while improving efficiency, supporting compliance, and reducing costs. This white paper also presents the innovative line of scalable Open Text Fax Server, RightFax Edition solutions, showing how they integrate with Oracle applications and provide certified, low-cost, real-time, automated document delivery via fax, email, certified email, and encrypted PDF with options for Short Messaging Service (SMS).



The Challenge: Efficiently Distributing Information Generated in Oracle Applications

Oracle solutions provide the foundation to enable end-to-end business processes so companies can perform at top efficiency. They allow organizations to connect and automate the flow of business processes across an organization to streamline areas such as procurement, order fulfillment, marketing, sales, manufacturing, financials, and human resources. All these business processes generate volumes of valuable information in the form of documents—purchase orders, invoices, bills of lading, and confirmations—to name a few. This information is vital to running business operations, maintaining customer loyalty, and ensuring a healthy bottom line.

While Oracle solutions are designed to automate core business processes and improve the efficiency of generating data for business documents, they are not designed to distribute documents to customers and suppliers. Instead, organizations revert to printing documents and manually delivering their business information to their customers and suppliers across multiple communication channels. These methods, including mail, overnight services, and manual fax are costly, time-consuming, unsecure, and inefficient. They drag on company resources and do not fully take advantage of Oracle or the latest technologies for streamlining Oracle document distribution and receipt.



The Solution: Automating Oracle Document Distribution

To fully leverage vital business information, companies need to be able to quickly, securely, and efficiently disseminate business documents to customers and suppliers in a cost-effective and accessible format.

Production fax and electronic document distribution technology provides an automated method to cost-effectively exchange information via fax, email, or over the Internet. Production fax and electronic document distribution solutions for automating document delivery bridge the gap between generating information within Oracle systems and disseminating information so that it flows directly to the people who need it, when they need it, and in the format that is right for them. This eliminates time-consuming, error-prone manual processes and enables organizations running Oracle to:

- Shorten business cycles and recognize revenue more quickly
- Extend and enhance Oracle process automation benefits through integrated fax and electronic document distribution
- Eliminate labor, equipment and supply costs associated with manual document delivery and recipient methods
- Respond more quickly to customers, suppliers and trading partners
- Ensure security and reliability of communications
- Support regulatory compliance goals



Fax Server: Proven Oracle Electronic Document Delivery Solutions

Fax Server provides low-cost, production fax, and electronic document distribution from Oracle applications. It extends the process automation and efficiency gains of Oracle by enabling companies to distribute documents automatically and instantaneously to customers and suppliers via fax, email, certified email, encrypted PDF, and SMS. The impact on companies that integrate Fax Server with their Oracle systems can be substantial, including:

- Oracle document delivery cost reductions of up to 90 percent
- Document processing time reductions from almost nine minutes per page to seconds
- Improved workflow, transactional and communications efficiency and accuracy
- Reduced Days Sales Outstanding (DSO) and quicker revenue recognition
- Improved Just-in-time (JIT) delivery capabilities
- More timely information access for customers and suppliers
- Met regulatory compliance goals
- Reduced management and maintenance of equipment and supplies

Fax Server achieves these gains for organizations by providing reliable and intelligent production fax and electronic document delivery tools that leverage Oracle and other existing enterprise applications. It takes advantage of proven technologies as well as the latest innovations for ultimate interoperability and flexibility. This yields companies reduced costs and improved responsiveness with minimal investment or risk.



Fax Server Advantages for Oracle Document Delivery

Fax Server solutions are an ideal component of a company’s strategy to increase performance and extend process automation efficiencies by automating Oracle document delivery. Some of the advantages of implementing Fax Server:

Certified and proven technology from a Certified Solutions Partner

As the industry leader and recognized innovator, Open Text Fax and Document Distribution Group has been providing proven and reliable document delivery capabilities for Oracle users since 1994. As an Oracle Certified Partner, Fax and Document Distribution Group is the only software company in its category with a joint development relationship with Oracle. In fact, integration code for Fax Server is included the Oracle E-Business Suite foundation to allow for seamless integration with Oracle Purchasing 11i. The extensive collaboration, testing and integration between the two companies ensure that Fax Server implementations are technologically sound investments today and in the future.

Return on investment

Fax Server is designed to reduce overhead costs by providing flexible production fax and electronic document distribution options that eliminate the costs associated with manual delivery and receipt processes. In addition, Fax Server intelligent Least-cost Routing, along with scheduled and Internet delivery options can further enhance the savings potential by reducing or eliminating long-distance phone charges. The table below illustrates the cost savings companies can realize.

Cost savings in US dollars using Fax Server to automate document delivery from Oracle*					
Number of pages faxed	100	200	300	500	1,000
Mail cost per page	\$1.20	\$1.20	\$1.20	\$1.20	\$1.20
Cost if mailed	\$120.00	\$240.00	\$360.00	\$600.00	\$1,200.00
Fax Server cost per page	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10
Cost if faxed	\$10.00	\$20.00	\$30.00	\$50.00	\$100.00
Monthly savings	\$2,200.00	\$4,400.00	\$6,600.00	\$11,000.00	\$22,000.00

*Based on averages of intrastate and interstate phone rates at various times during the day.



Improved efficiency enabling faster communications

The table below highlights how Fax Server can dramatically improve efficiency and speed communications with customers and suppliers.

Standard business documents generated from Oracle applications	Traditional document delivery methods	Automated Oracle document delivery with Fax Server
<ul style="list-style-type: none"> • Bills of lading • Change orders • Confirmations • Invoices • Purchase orders • Rate sheets • Requests for quotes • Sales orders • Other Oracle-based documents 	<ul style="list-style-type: none"> • Manually generate documents • Process documents manually for delivery • Print on preprinted forms • Burst • Insert documents in envelopes • Apply postage and mail or manually fax documents 	<ul style="list-style-type: none"> • Documents are generated from Oracle and automatically sent to recipients via fax or email • Deliver documents electronically and unattended • No labor, forms, stationery, postage, postal machines, or stand-alone fax machines required
	<p>Processing time per page: Approximately 9 minutes*</p> <p>Delivery time: From 1 to 14 days with no confirmation</p> <p>*Source: COM Group</p>	<p>Processing time per page: Seconds</p> <p>Delivery time: Instantaneous with confirmation of receipt</p>

Seamless Integration with Oracle

Fax Server provides built-in integrations with Oracle, as well as a host of intelligent data recognition tools that enable organizations to automate information delivery from virtually any Oracle application.

Facsimile Command Language (FCL)

Fax Server provides highly flexible FCL to make fax- or email-enabling Oracle applications fast, simple and straightforward, without modifications to the application code. In fact, Oracle incorporated Fax Server FCL into the Oracle Purchasing 11i application of the Oracle E Business Suite to electronically deliver purchase orders, change orders, and releases. This is an exclusive distinction due to the superior electronic document delivery capabilities provided by Fax Server and the longstanding relationship between Oracle and Fax and Document Distribution Group.



Support for XML and Java

Fax Server provides the option to extend the Fax Server using the Fax Server XML Interface and the Fax Server Java API for companies that want ultimate flexibility. These technologies provide powerful, flexible tools for integrating or customizing solutions specific to an organization's document delivery needs and environment. They also allow more rapid implementation.

The Fax Server XML Interface allows organizations whose applications produce XML to integrate production fax and electronic document delivery capabilities with these applications and enable queries, notifications, and other actions.

Advanced Notification

Fax Server is equipped to dynamically notify senders of the status of their documents. Fax Server provides numerous host notification options depending on the Fax Server package and customer requirements. For example, notifications can be sent to the document originator whether that is a host system, email address, or other application. Notification methods include email (Microsoft® Exchange Server, IBM Lotus Notes SMTP), File Transfer Protocol (FTP), Line Printer (LPR), WinPopup, TCP/IP sockets, HLLAPI and IBM MQ Series, directly to Oracle via Open Database Connectivity, among others. Notifications can also be customized to include a variety of information.

Security

Traditional delivery methods (postage, overnight services, and manual fax) all risk noncompliance to a host of regulatory guidelines. They also jeopardize information confidentiality, since information must be printed and can be lost, misrouted, or viewed by an unintended recipient. For companies that take advantage of Fax Server, confidential documents are sent in real-time directly from the application to the intended recipient in whatever format the recipient requests. This eliminates many security concerns associated with error-prone manual processes and supports regulatory compliance.

Fax Server also provides options that make it possible for users to transmit confidential documents to customers and partners as certified email or as secure encrypted files. Documents digitally encrypted require passwords to access them, so they cannot be read if intercepted on the network. In addition, a certified delivery feature is available that allows users to verify the receipt of a sent document and the time it was accessed by the recipient. This functionality is included with Open Text Fax Server, RightFax Enterprise Integration Edition.

Internet Delivery

Fax Server can deliver documents via the Internet to eliminate long-distance phone charges. The Fax Server Enterprise Integration Server package provides



Internet delivery capabilities as part of the package bundle; with other packages the Fax Server InternetLink Module is required.

A Modular and Scalable Solution

Highly scalable and modular, Fax Server provides a broad set of electronic fax and document distribution alternatives that can be leveraged across the enterprise, including email modules for IBM Lotus Notes and Exchange that extend fax delivery to the end-user's inbox. Companies can start small and add more capability and capacity to expand beyond their Oracle implementation to provide faxing and electronic document distribution from desktops and other enterprise applications.

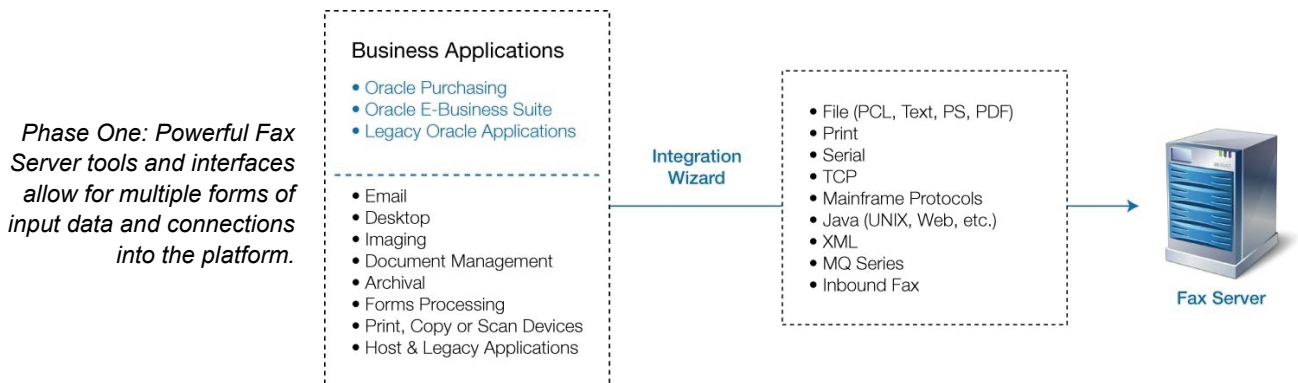


Overview: How Fax Server Works to Automate Document Delivery from Oracle

Fax Server utilizes a four-phase workflow process for automating Oracle document delivery.

Phase one: Data capture

The first phase involves capturing and recognizing the Oracle data. Fax Server is able to recognize and receive data through an extensive list of data recognition tools regardless of how customers prefer to send data from their Oracle environment. These include powerful FCL production embedded codes, a data recognition filter, XML, COM, and Java interfaces.



Phase two: Document assembly and preprocessing

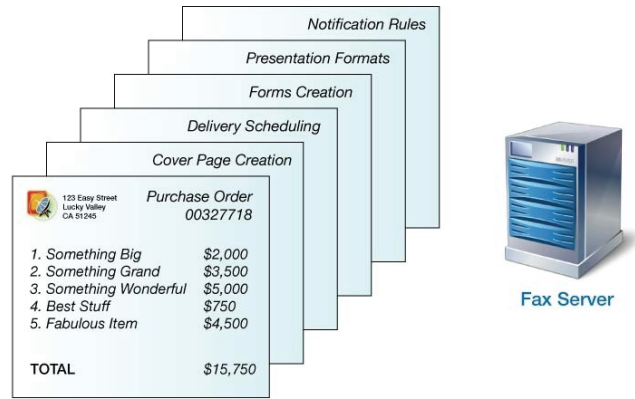
The second phase involves processing the captured Oracle data and converting it into deliverable documents. This phase also determines the unique rules governing how a document is delivered. This can include scheduled delivery, alternative recipients, notifications, and various formatting rules.



Phase Two: Using various tools like FCL, filter, embedded codes, or integrations to forms packages, Oracle data is transformed into documents based on content, transactional rules, and predefined templates.

Business Applications

- Oracle Purchasing
- Oracle E-Business Suite
- Legacy Oracle Applications
- SAP Legacy Applications
- Email
- Desktop
- Document Management
- Archival
- Forms Processing
- Print, Copy or Scan Devices
- Host & Legacy Applications



Phase three: Document distribution

The third phase offers multiple redundant and automated methods of delivery. Depending on the implementation and requirements, documents can be sent as fax, email, to print devices or routed over the Internet during the third phase. In addition, certified and encrypted delivery options are also available.

Business Applications

- Oracle Purchasing
- Oracle E-Business Suite
- Legacy Oracle Applications
- Email
- Desktop
- Imaging
- Document Management
- Archival
- Forms Processing
- Print, Copy or Scan Devices
- Host & Legacy Applications

Phase Three: Multiple methods of information delivery, working in redundancy ensure reliable communications.



Phase four: Reporting, Tracking and Monitoring

Fax Server provides a variety of tracking and monitoring tools that can report on the status of business communications. Depending upon which Fax Server package is implemented and the notification requirements, there are different levels of notification capabilities available. Fax Server management tools can be customized for all aspects of message reporting and tracking. Delivery confirmations can also be presented in many forms, depending on success or failure of the sent document(s).



Phase Four: Reporting, tracking, and monitoring tools allow delivery confirmation, internal auditing for accounting purposes, and real-time status of document messages.

Business Applications

- Oracle Purchasing
- Oracle E-Business Suite
- Legacy Oracle Applications
- Email
- Desktop
- Imaging
- Document Management
- Archival
- Forms Processing
- Print, Copy or Scan Devices
- Host & Legacy Applications

- Document-based Host Navigation
- End-user Notification
- Management Reporting



Fax Server



Fax Server Offerings

Fax Server provides several solutions to meet diverse business needs and the best implementation method for different Oracle environments. Packages include:

Open Text Fax Server, RightFax Enterprise Integration Edition

An enterprise-wide solution ideal for companies seeking electronic fax and document distribution capabilities (including secure and encrypted email, fax, and Internet delivery) from multiple applications across their enterprise including Oracle, desktop, email, supply chain management, sales force automation, forms, and imaging systems. It includes the Open Text Fax Server, RightFax Enterprise Suite as well as advanced notification capabilities for dynamic document delivery status.

Integration Module

A midlevel production fax and electronic document distribution module that adds-on to the Fax Server Enterprise Server for organizations that need to automate document delivery from multiple Oracle applications but do not require integration with other enterprise applications.

Open Text Fax Server Business Integration Module

An entry-level production fax and electronic document distribution solution for organizations with low-volume transactions that want to automate document delivery of business-critical documents from a single Oracle application.



Conclusion

As a means to increase process automation efficiencies and improve overall business performance, extending the Oracle infrastructure to automate the exchange of information with customers, suppliers, and employees is proving to be an ideal method of leveraging efficient, cost-effective business communications. It provides automated, low-cost, real-time electronic document delivery directly from Oracle, enabling organizations to streamline communications and effectively deliver information to customers and suppliers. By incorporating Fax Server into their document delivery strategy, organizations can extend their process automation efficiencies to improve productivity, speed information exchange, and dramatically reduce the costs of document delivery from Oracle applications.



About Open Text

Open Text is a leader in Enterprise Content Management (ECM). With two decades of experience helping organizations overcome the challenges associated with managing and gaining the true value of their business content, Open Text stands unmatched in the market.

Together with our customers and partners, we are truly The Content Experts,[™] supporting 46,000 organizations and millions of users in 114 countries around the globe. We know how organizations work. We have a keen understanding of how content flows throughout an enterprise, and of the business challenges that organizations face today.

It is this knowledge that gives us our unique ability to develop the richest array of tailored content management applications and solutions in the industry. Our unique and collaborative approach helps us provide guidance so that our customers can effectively address business challenges and leverage content to drive growth, mitigate risk, increase brand equity, automate processes, manage compliance, and generate competitive advantage. Organizations can trust the management of their vital business content to Open Text, The Content Experts.

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