

Case Study - Marketing

Big Brain Ltd.

"Our search for a fax service that would deliver results in terms of time savings and reduced costs led to MyFax as the only viable option."

Jason Dainter
Managing Director,
Big Brain

The early 2000s witnessed an explosion in online incentive marketing sites. With the UK being a major business hub, those that started life in this market, gained clients from a wide range of countries across the globe. The early sites grew rapidly in popularity and profitability and those in their infancy needed to move quickly and send contractual agreements back and forth frequently, with multiple client sign ups coming in daily. Typically, the standard procedure for the exchange of such documents was the sending and receiving of faxes for each agreement.

Due to speed of signing new contracts being a critical business factor in order for each company to commence work and therefore invoice, the online incentive marketing industry was faced with a challenge. Stick with the archaic and unreliable fax machine or find an alternative. One such company was Big Brain Ltd.

Big Brain Ltd did not have a fax machine during its initial stages of operation; the Directors were forced to use the regular postal system. This proved both costly and slow at a time when they were eager to sign off contractual clauses and agreements as quickly as possible in order to get clients up and running.

This provided a challenge for Big Brain as the company strove to control costs and deliver rapid service provision. While the company had built its business base using 'snail mail', the fax option proved too expensive and time-consuming. That is, until it moved to an Internet fax service that provided direct transmission of electronic documents to and from any PC or laptop - anywhere with an Internet connection.

The Customer

Big Brain was founded in 2005, specialising initially in online Internet marketing with the online incentive marketing site eurogiveaways.com. Since then the company has evolved, trading in a range of different areas. Today the main focus of its business is DesignerIsland.com, a website design business providing Internet solutions for small and medium-sized businesses.

Having researched and tested a number of Internet fax service providers, the Directors chose MyFax because it met with their key needs, which were ease of use and the low ongoing running costs which is of particular benefit to small start-up businesses.

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The Challenge

As with any rapidly growing start-up, much of the day-to-day business for Big Brain involved sending and receiving contract documents to and from existing and new clients. Faxes are used particularly when a written signature is required for authorisation of an action, and the large numbers of contracts requiring signatures following dispatch was expanding rapidly in the initial period of business.

Typically faxing involves taking a piece of paper, dialling a phone number, making a connection, scanning the paper through the machine, and then having a second piece of paper print out at the other end. This methodology, while the industry standard, has several breaking points built into it. The fax machine on the sender's end may be unavailable because others are using it, which creates a delay. There may be a busy signal on the receiver's end, which means the sender either has to wait and re-dial later, or trust an automatic redialling function to work. The receiving machine may be out of paper or toner and thus unable to print the fax. Even if the entire mechanical process works correctly, it is still dependent on someone on the receiving end seeing the fax and either delivering it or notifying the recipient of its arrival.

Big Brain's search for a fax method that would complement its digitally-centric business led initially to one of the start-up fax companies that had emerged at the time. After a month the Directors started looking elsewhere because firstly it was charging high rates, and secondly the interface was of a very poor standard and involved a lot of time spent working out how to execute even the most basic functions. This proved to be a major sticking point when attempting to send contracts to important clients in a hurry.

Jason Dainter, Managing Director of Big Brain determined that he needed a fax service that could allow the Directors to relax in the knowledge that if an important client requested a fax, they could respond quickly, easily, and cost out.

The consequences of not having such a service provider would be severe. On the client side, without quick responses to client needs, confidence would be lost and long-term opportunities dented whilst financial implications would be incurred through the Directors not being able to bill clients until they received signed confirmation.

The Solution

"Our search for a fax service that would deliver results in terms of time savings and reduced costs led to MyFax as the only viable option", Dainter says. "Agreements and contracts sent to the other side of the world normally take days, and in those days this could essentially mean money down the drain. Aside from this crucial factor, MyFax has saved us the significant cost and hassle of buying a fax machine capable of handling the quantity of contract sign-ups we were winning."

At the time, MyFax was one of the best of new breed Internet fax service providers. Big Brain started a trial with MyFax and realised it fitted its needs for usability and was proving more competitive on price than most of the competition. The functionality was also ideal for Big Brain's needs and, crucially allowed them to:

- Send and receive faxes online
- Send and receive in different formats
- Change inbound email addresses
- Send and receive faxes to more than one address
- Receive faxes by encrypted email
- Set a fax identifier for outbound faxes
- Receive confirmations of fax results by email
- Schedule faxes for specific times, and
- Assign billing codes to specific jobs.

MyFax saved a considerable amount of time from the moment it was set up. Faxes were sent and received as electronic documents right to the Directors' desktops. No paper was involved unless someone chose to print out a document. Sent faxes were automatically archived into the system with no additional handling or conversions required, making it fast, simple, and painless.

Direct sending and receiving of faxes has helped improve the productivity of the Directors and the staff base as a whole. Staff are no longer required to leave their desks to send a fax, and no longer have to wonder if a fax they are expecting has arrived. Staff and Directors receive faxes in their own e-mail inboxes and are notified that the fax can be accessed in the group e-mail inbox.

"We were instantly able to get a signed agreement back from them to our MyFax account and get their advert live on our site within 24 hours."

Jason Dainter
Managing Director,
Big Brain

"MyFax proved invaluable on numerous occasions when we were out of the office also", says Dainter. "One client we worked with on eurogiveaways.com had their main office based in Israel. After they made initial contact with us requesting us to promote their services we were instantly able to get a signed agreement back from them to our MyFax account and get their advert live on our site within 24 hours."

The Result

While there is no exact figure available, Dainter estimates that Big Brain has been able to reduce its monthly costs due to items such as paper, toner, and dedicated phone lines by 89 percent. More important than that figure, though, are the productivity gains the company has achieved since moving to MyFax. Service levels are up, and company morale is high, as employees no longer feel as though they are wasting time on mindless tasks.

Big Brain has been able to realise another benefit as well - arresting the growth of storage space required for paper faxes. The number of file cabinets, as well as the space devoted to them, has remained relatively flat over the past year.

"Most important to us though is the mobility aspect of the service. Another client wanted to turn around a new project ASAP. Unfortunately I was out of the office, but because I had my laptop and MyFax, I was able to send the fax, sign the contract and start the team on the project. Something that would have been an impossibility with a regular fax machine."

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About MyFax

MyFax is the fastest growing Internet fax service used by individuals, small, medium and large businesses to send and receive faxes using existing email accounts or the web. MyFax offers services in North America, Europe and the UK to industries recognised among the fastest growing adopters of internet fax including finance, insurance, real estate, healthcare, transportation and government. More than 10,000 new customers subscribe to MyFax each month. Additional information is available at www.myfax.uk.com

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