



faxing simplified. anytime. anywhere.

Case Study - Brookfield Power



"In the old model, employees always had to keep an eye on the fax. Now nobody has to spend time to make sure the process is working."

Michel St-Coeur
IT Support Co-coordinator
Brookfield Power

Utility companies require a dependable faxing solution due to the time-sensitive nature of the information they process. The provision of "call before you dig" services, emergency notification, meter reading and billing all depend on a speedy turnaround. As well, utility companies often experience spikes in fax usage, requiring a solution with scalable capacity to support high volumes of inbound and outbound faxes during these peak times. Much of the information transmitted has to be tracked, catalogued and integrated into customer relationship management systems or document management systems. The ideal fax solution must integrate seamlessly into an existing technical infrastructure, be simple to deploy, and require low maintenance.

The Customer

Brookfield Power (formerly Brascan Power) comprises the power generating, distribution and marketing operations of Brookfield Asset Management. Brookfield Power has developed and successfully operated hydroelectric power facilities for nearly 100 years and is one of the lowest cost producers of hydroelectric power in North America. Operations encompass 132 power-generating plants with a capacity of more than 3,300 Mega Watts, primarily in North American markets.

The Challenge

For Brookfield Power – a company that generates, trades, and resells energy – sending and receiving faxes is a vital link between an internal purchasing system and the company's external supplier base.

Previously, faxes were sent using a dedicated PC-based fax server with associated software. The company received faxes on a traditional fax machine. Not only were two dedicated telephone lines required, but the system also required the watchful eyes of purchasing department employees who would need to review the fax log to verify transmissions were sent correctly and collect paper-based faxes as they were received.

By the fall of 2003, Brookfield Power upgraded its purchasing package to Microsoft's® Great Plains® software. Unfortunately, this new software did not support their fax server solution. Company officials began to evaluate options for an external faxing alternative that would meet their requirements.



The Solution

MyFax® is for utility companies that require a low-cost, reliable faxing alternative to fax machines and fax servers. MyFax is an Internet-based faxing service that allows users to send and receive faxes using existing email accounts and the Web. It has the capacity to manage high volumes of faxes, enabling a quick turnaround on vital communications. MyFax can also be integrated into existing technology infrastructures. The service eliminates fax machines, fax servers, and the recurring costs that go along with them, like supplies, maintenance, dedicated lines and long distance charges.

MyFax enables Brookfield Power to automatically send fax transmissions from its purchasing system as emails and receive fax transmissions from its suppliers as electronic PDF files. As part of the MyFax service, Brookfield Power receives detailed, real-time reports, as well as delivery confirmations and auto resends for failed transmissions. What's more, MyFax is always 'on', never runs out of paper, and faxes are received in private email accounts ensuring confidentiality.

"MyFax eliminates the reams and reams of paper."

Michel St-Coeur
IT Support Co-coordinator
Brookfield Power

The Result

The MyFax managed service model works extremely well for Brookfield Power. They no longer have the expense of maintaining a fax machine, two fax lines, a PC-based fax server with associated software. They've also eliminated the significant long-distance charges associated with day-to-day business communications. MyFax uses existing technical infrastructures: email and the Internet. There is no added hardware or software to install.

Paper is another area where costs are down since inbound faxes are only printed if required. Most of the time fax documents are stored and filed electronically. The MyFax service is completely scalable, so as Brascan's fax activity increases, the service supports the increased demand.

- Staff has been freed from manually managing the paper flow of incoming and outgoing faxes. Channeling faxes directly to the user's email has eliminated lost faxes.
- All fax activity is logged digitally and archived for more effective management of people and processes.

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 and Europe, including the United Kingdom, to industries recognized among the fastest growing adopters of internet fax including finance, insurance, real estate, healthcare, transportation and government. More than 20,000 new customers subscribe to MyFax each month. Additional information is available at www.myfax.com and www.myfax.uk.com.

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