



CUSTOMER CASE STUDY

 Captaris®



ROSEN HOTELS & RESORTS

CUSTOMER PROFILE

INDUSTRY Hospitality

EMPLOYEES 4,200 with Rosen Hotels;
50 within Millennium Technology Group

LOCATION Orlando, Fla.

WEB SITE www.rosenhoteles.com

SOLUTION SNAPSHOT

CHALLENGE Employee productivity and customer communications were hampered by manual fax processes using stand-alone fax machines; company faced the high cost of faxing and printer hardware when opening a new hotel

SOLUTION Captaris® RightFax®

INTEGRATION Microsoft® Exchange Server, Cisco CallManager, Canon MFPs, eCopy

RESULTS New hotel uses paperless fax processes, saving money and time; faster response to customer requests leads to a better guest experience; more than 870 employees now use RightFax for desktop faxing, enhancing their productivity and eliminating hours of fax-related paperwork every day.

Luxury Hotel Corporation Takes Next Step Towards a Paperless Business with Captaris RightFax

Rosen Hotels & Resorts in Florida Integrates RightFax with Enterprise Applications to Improve Document and Message Management

Rosen Hotels & Resorts is the largest independent hotel company in Florida. It operates seven luxury hotels in the Orlando area totaling 6,335 rooms. The corporation maintains two subsidiaries: an insurance agency, ProvInsure and Millennium Technology Group (MTG), a networking company that specializes in providing telecommunications and IT services to the hospitality industry.

The Challenge

Rosen Hotels & Resorts opened Shingle Creek, its newest luxury hotel, in the fall of 2006. While developing an IT architecture for the 1,498 room facility, Rosen's IT team at MTG recognized an opportunity. As a "green field" location, Shingle Creek could be built to suit without the worry of integration with existing legacy applications, explained Jim Bina, MTG president and director of IT for Rosen.

If the company were to use manual faxing at Shingle Creek, it would require "countless personal laser printers and an abundance of stand-alone fax machines," Bina said. The desired alternative: a contemporary, paperless environment with centralized document management. Though the initial focus concentrated on automating paper processes for the new hotel, MTG projected the use of digital fax and other paperless capabilities throughout the entire Rosen organization. Rosen locations sent and received files via more than 45 fax machines. Sharing vital business documents internally and with clients is key to efficient operations, according to Bina. Files include reservation confirmations, banquet event orders, even patient records that must meet HIPAA privacy standards since Rosen manages its own medical clinic that serves employees, their dependents and enrollees in Rosen's school of Hospitality Management at the University of Central Florida. When another location needed information, staff members typically printed the files, then carried the papers to fax machines or placed them in inter-company mail envelopes.

Some departments manage critical documentation for several areas. The central reservation desk maintains records for four hotels and processes hundreds to thousands of faxed pages every day. "Faxes would come to one machine and stack up until employees had the chance to sort and divide them by location," Bina said. To confirm reservations, employees entered data into the appropriate reservation system, and then wrote confirmation numbers on the original requests before faxing them back to clients. "Faxes could not be sent while the fax machine was busy receiving reservations, so there was usually a back-log of incoming versus outgoing documents," Bina noted.

“Going paperless increases accuracy and speed of document retrieval.”

The Solution

Since opening its doors, Shingle Creek has relied on RightFax to provide networked electronic fax services. Following the successful implementation at Shingle Creek, MTG introduced RightFax to other areas. The RightFax Server at Shingle Creek serves seven hotels, the medical center, insurance agency, IT team at MTG and even a telecommuter who works from a home office. “Now, they couldn’t live without it,” Bina said. The company plans to expand the use of RightFax and continue the elimination of stand-alone fax machines.

Bina referred to RightFax as “the next step in our process for a paperless office” due to its integration with Microsoft Exchange, Cisco CallManager, Canon MFPs and eCopy. Rosen installed RightFax at the recommendation of IKON Office Solutions, Inc., a Captaris partner and Rosen’s trusted vendor, for maintenance of the hotel’s business centers. More than 870 employees now use RightFax for desktop faxing. Documents are delivered and accessible within Microsoft Office Outlook® where the faxes are displayed in the inbox alongside voicemails and emails.

Employees now send faxes from virtually any software application or from one of the eCopy computers. “Each department’s need for RightFax is based on a business need,” Bina said. For reservation confirmations, employees in the reservation center display faxed requests on their screens making it easier to enter information. Then, using eCopy, they record comments and confirmation numbers on the documents before faxing them back to clients. All the tasks are completed without touching paper. Clients receive their reservation verifications as needed. “Since the confirmation numbers are not handwritten, they are easier to read and arrive faster,” Bina said.

RightFax is also used for processes that still require a portion of paper-based tasks. The medical center generates referrals in eCopy or Microsoft Office Word. Employees manually fill out necessary data, then use eCopy to scan the files and fax electronically via RightFax. Rosen also uses Microsoft Office SharePoint® Server 2007 for collaboration and sharing documents. Since the faxes now arrive as scanned computer files, employees can easily file them in SharePoint where they can be accessed by the guest’s hotel and by the finance department.

All message types are remotely accessible thanks to the RightFax integration with Cisco CallManager. “It comes back to maintaining messages in one place regardless of location,” Bina said. Cisco Unified Messaging enables employees to create and manage voicemails, emails and faxes from one inbox via PC, telephone or mobile device. For instance, an employee of the medical center telecommutes from a home office. “Cisco CallManager uses IP or cell phone so she connects via VPN and calls as if she is in the medical center to perform any automated office function.” Other staff members rely on the immediate notification capabilities of RightFax to inform them that important documents have been received when they are out of the office. Convention banquet event orders are generated in the Rosen sales and catering system, saved to PDF, then emailed or faxed to clients for approval. “I have to receive a signed contract in order to install services when and where they are needed,” said Kevin Drinan, convention technology manager with Rosen. Sometimes these approvals are received at the last minute so when he is

out of the office it is essential for Drinan to receive immediate notification of incoming fax documents. “Thousands of dollars are involved in servicing these events,” he said. “Now, with RightFax I receive immediate notification on my Blackberry. We can implement the work orders right away.”

The Results

RightFax is an integral component of Rosen’s digital document management system. “Going paperless increases accuracy and speed of document retrieval,” Bina said. Central, electronic fax management automatically creates more legible files and supplies a reliable audit trail for referencing deliveries and receipts. Easy access to documents enables reservation employees to cut several hours of fax-related paperwork every day. “It leads to a better guest experience,” Bina noted. “Employees aren’t chasing down documents or so concerned with filing papers. They provide a faster response to customer requests.”

Communicating via RightFax also enhances information security. Rosen’s medical center must comply with HIPAA privacy guidelines for transmission of patient records. “Now faxes are secure within the desktop computers as opposed to lying exposed on a fax machine,” Bina said.

For More Information

Captaris, Inc. is a leading provider of software products that automate business processes, manage documents electronically and provide efficient information delivery. Our product suite of Captaris RightFax, Captaris Workflow™ and Captaris Alchemy® is distributed through a global network of leading technology partners. We have customers in financial services, healthcare, government and many other industries, and our products are installed in all of the Fortune 100 and many Global 2000 companies. Headquartered in Bellevue, Washington, Captaris was founded in 1982 and is publicly traded on the NASDAQ Global Market under the symbol CAPA. For more information, visit www.Captaris.com.

IKON Office Solutions, Inc. (www.ikon.com) is the world’s largest independent channel for document management systems and services, enabling customers worldwide to improve document workflow and increase efficiency. IKON integrates best-in-class copiers, printers and MFP technologies from leading manufacturers, such as Canon, Ricoh, Konica Minolta, Kyocera Mita and HP, and document management software and systems from companies like Captaris, Kofax, EFI, eCopy and others, to deliver tailored, high-value solutions implemented and supported by its global services organization - IKON Enterprise Services. With fiscal year 2006 revenue of \$4.2 billion, IKON has approximately 25,000 employees in over 400 locations throughout North America and Western Europe.

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