



## The Swiss Colony

Faxing with financial efficiency through FlyDoc



**E**stablished in 1926, The Swiss Colony was the very first mail-order cheese business in the United States. Today, the company has grown to be one of the largest premier catalog and Internet retailers in North America. Located in Monroe, Wisconsin, The Swiss Colony specializes in food gifts, such as fine cheeses, meats and pastries and non-food gifts, such as upscale home goods and apparel.

### Challenge: To deliver customer communications via an on-demand hosted fax solution in place of a traditional fax server.

For more than a decade, 200 Swiss Colony employees used a homegrown standalone fax server to deliver critical business documents. These documents, directed through the SC Data Center, consisted of customer orders, customer service letters, logistics communications and supplier notices. After a series of difficulties with the aging technology, The Swiss Colony decided it wanted to transition off the old fax server, but not eliminate faxing all together.

"It was becoming too costly to maintain the fax hardware and at the same time we were noticing a decrease in the number of faxes we were delivering each day. Instead, more of our customers were choosing email as their preferred method of communication," said Andrew Sefcik, Sr. Application Development Manager for Swiss Colony. "At the same time we also know that many of our customers will always prefer a fax. The challenge we faced was to find a solution that would allow us to retain the ability to communicate via fax while avoiding large hardware replacement expenditures."

### Solution: FlyDoc Online Mail and Fax Service

After evaluating several offerings from other document delivery vendors, The Swiss Colony selected FlyDoc, a web-based, desktop document delivery service that provides users with the ability to send electronic documents via fax, postal mail and email distribution directly from the desktop. The documents enter the FlyDoc worldwide network of mail and fax facilities, where they are transformed into postal mail and faxes and sent automatically. Users can monitor progress via a web interface available 24/7/365 and can call upon live technical support at no additional charge.

By implementing a hosted solution, The Swiss Colony is able to eliminate prohibitive setup charges, volume minimums and ongo-

ing costs associated with fax hardware while still providing the fax option to those customers who prefer it, through a flexible, on-demand, "pay-as-you-go" offering.

"Internally, each individual department utilizes the service when needed, and gets visibility into the costs for which it is responsible. In contrast with the expenses associated with fax boards and servers, FlyDoc is a solution that will help our bottom line," added Sefcik.

### Benefits/future plans

Currently, The Swiss Colony only has 70 employees, of the original 200, still using the incumbent fax technology for outbound customer communications. As the transition continues to move along, the company plans to eliminate the use of the fax server altogether and shift everyone to using FlyDoc.

Immediate benefits for The Swiss Colony included:

- Create efficient customer communications while accommodating customer delivery preferences
- Cost savings with a more economical, efficient solution
- Eliminate internal support issues associated with client hardware and software
- Pay-as-you-go model provides visibility to how much each department is spending on fax

FlyDoc has comprehensive functionalities that are easy to use. It's great for non-techy people.

Andrew Sefcik ■ Sr. Application Development Manager, Swiss Colony

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