



# 7 Million fax pages: SAGA enterprise group confides in contemporary IP solutions

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Between both communication worlds, the UC and fax specialist  
Ferrari electronic acts as translator for the estate company

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Case Study | Ferrari electronic AG

# Abstract

The cease of ISDN for telephony communication is at hand. As the migration to IP is carried out step by step, Hamburg's dominant estate company was already forced to act: Their entire communication platform -19 locations and 140 workstations altogether- was switched to IP within six weeks. Thanks to their partners Ferrari electronic and Konica Minolta, the project was carried out successfully, even in that rather short period of time given.

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"Fax is one of our most prioritised form of communication", Achim Allenberg, CEO of SAGA enterprise group's IT subsidiary SAGA IT-Services, explains. "Our caretakers use fax to communicate with technicians or with people on various subsidiaries. Altogether, we easily exceeded an amount of about 7 million fax pages, including contracts, protocols and confirmations." SAGA enterprise group used to rely on classical faxing machines that incorporated ISDN for message transmission. As caretaker offices are not fitted with a stationary IT equipment, yet documents requiring a signature need to be transferred on a daily basis, fax is the only useable communication form for exchanging documents between caretakers, SAGA enterprise group branches and contracted crafting companies. Communication via fax has many benefits: They can be used to reach out to companies around the world regardless on their size and IT knowledge; a notification of a successful/ unsuccessful transmission is displayed and an end-to-end encryption prevents them from being intercepted.

### 1. Saying farewell to ISDN within six weeks

October 2015 was a key turning point for SAGA enterprise group: Their network provider informed Martin Bielfeldt that, in December 2015, their phone line would be switched to the internet protocol (IP). Hence, Bielfeldt and his team had to find a quick and swift solution, otherwise the new year would commence with revenue losses. Apart from the fact that the new fax solution should essentially support IP, further necessities arose: A seamless integration into the existent hardware environment plus the completion of hardware installations in test locations by Christmas 2015. Once all these requirements would be fulfilled, a rollout across all Hamburg locations- about 140 contact points in total- needed to be executed and concluded by mid-January.

### 2. Ferrari electronic and Konica Minolta proved adequate project partners

The Hamburg company approached Ferrari electronic, a Berlin-based UC specialist and pioneer in computer fax. Ferrari electronic managed to establish the basic configuration fast enough to commence rollout just after the ordered MFD's (Multi-function Device) had been delivered. Today, two OfficeMaster Gates as well as the software OfficeMaster Suite and 140 MFD's by Konica Minolta are in constant use. These hardware devices reliably convert Fax signals into IP. Hence, the transmission of Faxes is mainly independent on large-scale IT equipment, which benefits caretakers and other employees alike. Ferrari electronic facilitated the handling of

faxes by integrating online mailboxes into the workflow for fax procession. They could now be received and processed within a user's mailbox.

### 3. Fax over IP is a matter of technology

According to Martin Bielfeldt, the migration was a success: "We are very happy with the execution considering the relatively short project duration and high volume given. We actually had to shift some minor tasks into 2016 but together with Ferrari electronic, we were able to complete the migration to IP on time." Their caretakers and employees have adopted the new solution quite well. Yet he remarks that "We have noticed an increase in faulty fax transmission since using fax over IP." To ensure a faultless fax over IP transmission, the relevant solution has to be faultless as well. Johann Deutinger, CSO at Ferrari electronic AG approves of this:

If errors occur during a fax transmission, the cause is likely to be due to a communication issue between the recipient and the sender. "Ideally a digital stream ensures a transferral of data with a constant bit rate which is almost lag-free. However,

#### JOHANN DEUTINGER, CSO FERRARI ELECTRONIC

» A message transferred via IP and a message transferred via ISDN are two entirely different things. We have realised this and have optimised our products accordingly.



due to network restructuring, this way of data transmission has become rather uncommon," Mr. Deutinger acknowledges. Fax communication via IP in real time is a scenario that is present at SAGA enterprise group. He continues: "Technically, fax over IP is either transferred via G.711 Pass-Through procedure or via T.38 FoIP procedure. Both procedures have their advantages and disadvantages. However, the most universal procedure is the T.38 FoIP solution."

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#### **4. T.38 real-time via fax over IP is gaining more relevance**

This procedure recognises/demodulates all sounds and modulated information, converts them into UDP data packets and transfers them to the destination devices. The interfaces on the destination device interpret these signals, convert them into audio signals and transfer them to a fax device. By using this procedure, the bandwidth usage is kept at a minimum. Furthermore, T.38 supports Forward Error Correction (FEC), which, in case of package losses, reconstructs missing information from fellow packages. Hence, this procedure solves all failures that essentially would have led to package losses and an unstable fax solution. Ferrari electronic's OfficeMaster is capable of processing the fax data in a way that guarantees a use in the respective scenario and contributes to a stable fax solution in an IP environment.

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#### **5. Fear not: A move to All-IP can be a comfortable one if a competent manufacturer is aboard**

Companies such as the SAGA enterprise group that greatly rely on fax - quick, reliable and legally secure - often fear that a migration to All-IP is a death sentence for fax and well-established communication processes. However, this is not the case. Specialised gateways and software, such as those offered by Ferrari electronic, ensure that a reliable communication between these two worlds is continually possible in the future.



## **6. SAGA NON-PROFIT HOUSING COMPANY: ECONOMICAL SUCCESS AND SOCIAL BALANCE:**

The SAGA enterprise group lets 132,000 flats and 1,500 business realties. Hence, they invest in development of Hamburg's quarters and essentially contribute to an improved urban quality and asset protection. As a municipal group, SAGA enterprise group endeavours to enhance the economic performance and

to achieve a socially even distribution of flat quarters as well as improved climate protection. This balance between economical growth and social responsibility is key to a successful existence as property owner and lease retainer.

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# Ferrari electronic

## **ABOUT FERRARI ELECTRONIC:**

Ferrari electronic is a leading German manufacturer of hard- and software for Unified Communications. The OfficeMaster range integrates fax, SMS and voicemail into all existing email and application systems. The hardware seamlessly connects a company's telecommunications infrastructure with the existing information technology. Customers benefit from greater efficiency and streamlined business processes. In August 2014, Ferrari electronic acquired innoventif Ltd. and thereby expanded their portfolio by the CallRecording solutions. Thus call recording becomes an integral part of Ferrari electronic Unified Communications solutions. Companies can optimize their sales department, service quality and other processes with a wellrounded system. With this move, Ferrari electronic gains new opportunities and customers gain additional value.

Research, development and support of Ferrari electronic AG are located entirely at the company's headquarters in Teltow near Berlin. A pioneer in computerfax since 1989 with the product „ferrariFAX“, Ferrari electronic remains market and technology leader in this area to this day. Today, more than 50,000 companies with approx. 5 million users utilize Unified Communications products by Ferrari electronic. The customer base includes companies of all sectors and sizes. Some of the more notable companies include Allianz Suisse, Asklepios Kliniken, Boehringer Ingelheim Pharma GmbH & Co. KG, EUROVIA, European School for Management and Technology, Griesson - de Beukelaer, Österreichische Kontrollbank AG, Stadthalle Wien and Techniker Krankenkasse.