

# Case study: Millstream Associates

Millstream saves money and impresses customers with Zetadocs PDF

Millstream Associates Limited is recognized as a market-leading provider of solutions in public procurement. Tenders Direct is their core service and provides a tailored lead generation tool to organizations targeting the public sector. In excess of 40,000 organizations are registered to use their services



## The Problem

When dealing with prospects, Millstream found they were sending increasing amounts of sales and marketing materials, mainly proposals and brochures, by post. They had recently started to send these documents by email in a bid to reduce costs, but were not entirely satisfied with the results.

“Our proposals contain a number of different standard documents which were stored all over our network in many different file formats. For example, company accounts would be stored in Excel, while Terms and Conditions were in Word format” explained Neil Thompson, Business Development Manager at Millstream. “It was taking our sales team up to 20 minutes to locate and combine these documents before sending them by email or post to their prospects. The overall length of this process was unacceptable.”

As standard documents were stored in different locations on the network, there was a risk that they were not the most recent version. And to cap it all, Millstream acknowledged that emailed proposals often did not have the same positive impact as printed material.

## The Requirement

Millstream’s requirement was to create high-quality selling documents that would deliver a consistent, persuasive message, quickly and efficiently. At the same time, they wanted to eliminate the complexity of creating documents for their sales people to reduce costs.

Millstream wanted a solution that they could deploy company-wide that would meet the demands of several different departments. This had cost implications, and their chosen supplier would have to deliver on each of these benefits within their proposed budget.

## The Solution: Zetadocs PDF

Millstream had been considering sending marketing materials and proposals as PDFs by email for some time. When they heard about Zetadocs PDF, they quickly realized that it could satisfy all of

What they say about  
Zetadocs PDF

*“The costs of printing and posting colour brochures and proposals can really add up. Zetadocs PDF started saving us money as soon as we installed it.”*

**Neil Thompson, Business Development  
Manager**

equisys  
**ZETA**DOCS®  
Capture. Deliver. Share.

their requirements.

Neil Thompson, Business Development Manager, explains, "Most of our customers and prospects use email, and PDF brings the full-colour glossy printed page to life on the reader's screen, at a fraction of the cost of mailing a printed document. It was the obvious next step.

"Because it is a network PDF product, Zetadocs PDF stores common documents in a central location, so that all users have access to them." continued Thompson.

"Millstream looked at other PDF software, but only Zetadocs PDF provided the versatility and time savings we were looking for in the production of our proposals. Zetadocs PDF stood out due to his ability to merge multiple document types together, apply a personal touch and distribute our proposals automatically by email."

## The Benefits

Millstream operates in a highly competitive environment, so winning business and reducing costs are both extremely important. Zetadocs PDF has dramatically reduced the time Millstream's sales team spends producing proposals, without reducing their effectiveness.

Neil Thompson explains, "My sales team was spending far too long gathering the information needed for proposals, and this was stealing from our bottom line. Zetadocs allows me to manage company documents centrally, saving time and ensuring that the correct information is always included.

"The PDFs look as good as a printed proposal but cost us next to nothing to produce. And the prospect receives them sooner, which means we've got a better chance of winning the business."

In addition, Zetadocs has dramatically reduced the costs associated with printing and posting documents throughout the company.

"Our call centre was sending out a lot of brochures in the post which was costing us a lot of money. Zetadocs PDF allows everyone in the call centre to create and send personalized PDFs in seconds. This means our customers are happy because they receive the information quickly, and we're happy because we've saved money and have more time to answer calls!

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## About Equisys

Equisys produces software packages for document production and delivery, including the award winning Zetafax® network fax server and newly acclaimed Zetadocs® PDF software that creates and emails personalized PDF documents.

Our software products are designed for small and mid-market businesses, and for departmental use at multinational companies. They stand out from the competition by being simple to install and manage, reliable and great value - backed by outstanding service and support.

We have over 60,000 customers, in more than 100 countries, who are served through an international partner network of distributors, VARs, resellers and ISVs.

Our market leading fax server, Zetafax, speeds the flow of critical business documents by enabling users to send and receive faxes on their PCs. It integrates with ERP, CRM, accounting and other applications for automated faxing from those systems, providing auditable records of fax communications.

Zetadocs helps users work smarter by creating and emailing PDF documents, streamlining business processes to remove tedious manual procedures and help companies improve the service levels they offer.

Equisys was founded in 1987 and has offices in London, UK and Atlanta GA, USA.

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