

Case study: Response Media Products, Inc.

Zetadocs PDF Gives Hassle-Free PDF Capabilities on Every Desktop

Response Media was established in 1979 by current CEO, Betty Abion. Headquartered in Atlanta, Georgia, Response Media consistently ranks as one of the top 10 brokerage firms in the United States and is quickly becoming one of the industry's most respected interactive agencies.



The Problem

As the IT manager of Response Media Products, Inc., one of the U.S.'s leading direct marketing support firms, Randy Blasch is always looking for ways to use technology efficiently and costeffectively.

As a leading marketing firm, Response Media needed to be able to provide their customers with a variety of marketing materials in a range of different formats. Emailing attachments is easy enough, but the growing challenge for Response Media had become how to combine diverse document types (Word files, spreadsheets, PowerPoint files, graphics, and database files, for example) into one email.

Emailing multiple attachments is problematic for a variety of reasons. Many corporate servers treat emails with multiple attachments as spam. Even if the attachments pass through the spam filters, there is no guarantee that recipients will have the individual software packages required to open each file. And even if they have the right software, recipients do not always know how to compile all the files into the correct package. As a top marketing firm, the presentation of their documents was doubly important.

The Requirement

The priority for Blasch was to find a solution that allowed for multiple files to be combined quickly and easily and to be sent as one great looking attachment via email. He needed a solution that was affordable, but could also be rolled out across his entire network. As the IT Manager, he also wanted a solution that could be installed and configured centrally, and that would be easy to use and maintain.

The Solution: Zetadocs PDF

After some research, Blasch realized that sending the documents as a single PDF should alleviate the problem. Initially he purchased a few copies of Adobe Acrobat to facilitate PDF creation, but

What they say about
Zetadocs PDF

"Zetadocs PDF lets us take bits and pieces and combine them into a single PDF that we can email or fax to one person or a hundred without leaving our desks. Most important, our customers love getting a single document."

Randy Blasch, IT Manager

found that, in addition to being expensive, it was technological overkill for the majority of Response Media's 70+ employees, and it didn't provide the one capability that they really needed: a simple way for users to consolidate multiple files into a single PDF.

Fortunately, Blasch's interest was piqued when he received a direct mail piece announcing the release of Zetadocs PDF, a cost-effective PDF creation tool from the makers of Zetafax. Zetadocs PDF offered the ability to take multiple attachments and consolidate them into a single PDF file, which can be emailed or faxed directly from the desktop. Blasch installed Zetadocs PDF on the desktops of virtually all of Response Media's employees, who now use it to build generic documents such as RFPs, proposals, and invoices and apply corporate templates, such as letterhead and the legal boilerplate, to ensure consistency of presentation. No matter what kind of source files they start with, employees can consolidate them into a single PDF that can be faxed or emailed individually or by using a mail merge program.

The Benefits

"Customers love it," said Blasch. "They get everything in one PDF - samples, invoices, customer correspondence, spreadsheets, whatever. They can download a single attachment and all the individual pieces are included, arranged the way they should be presented," Blasch added.

Zetadocs PDF has helped Response Media improve productivity by streamlining the document preparation process. Recipients get a single PDF document, and Response Media employees don't waste time putting multiple documents together.

"Zetadocs PDF lets us take bits and pieces and combine them into a single PDF that we can email or fax to one person or a hundred without leaving our desks. Most important, our customers love getting a single document. Zetadocs PDF helps us save money and time, while giving great customer service."

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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