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# Case Study: The K Club

5 star hotel and Ryder Cup host chooses Zetafax as its faxing solution

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Mojtaba Akbari, IT Manager, The K Club.



## Background

The K Club is home to 2 Championship Golf Courses - The Palmer Course, venue for the 2006 Ryder Cup, hailed among Europe's greatest courses, and The Smurfit Course, host to the European Open from 1995 to 2007, a challenging Links-inspired course. In addition, The K Club offers two 18-hole championship golf courses.

The K Club also hosts the luxurious 20,000 sq-ft K Spa that is recognised among the finest spas in Europe and certainly the best in Ireland. It has the finest luxury standards and has been the proud holder of AA 5 Red Star status since 1994.

## The challenge

The K Club comprises of accommodation, restaurants, retail outlets, spa and golf facilities each of which has its own suite of software applications and other IT systems.

This diverse set of demands presents a number of challenges to the IT team. As a leader in its field, The K Club's IT infrastructure must be able to support rigorous requirements in the fast-moving and highly competitive hospitality sector, which is based around providing excellent service.

As such, the IT team need to ensure that any software systems they purchase will allow the wider team at the club to communicate and interact with clients, partners and suppliers seamlessly and efficiently.

Mojtaba Akbari, IT Manager at The K Club comments: “We rigorously research and test any new software and other systems before we invest, because it's vital for us to have reliable and efficient infrastructure to support our business and service ethos.

When we started to look for a new fax server system, we quickly realised that Zetafax would fit the bill.”

## Why The K Club chose Zetafax:

“I have no doubt that Equisys - and Servaplex as their representative - will continue to show total dedication and professionalism towards us as an organisation. I'm confident that we will benefit from a high level of technical support and expertise into the future with our fax communications.”

Mojtaba Akbari, IT Manager.



## The solution

After considering a number of competing solutions, the IT team at The K Club selected the Zetafax Business Edition as their new fax server solution.

## The benefits

The K Club knew that Zetafax would enable faster, more efficient faxing of both outgoing and incoming fax traffic.

Zetafax delivered on the promises made by Servaplex, the Zetafax distributor in Ireland, and The K Club was soon able to phase out 25 fax machines.

Replacing all this hardware, with its attendant ongoing costs of paper, ink and fax lines has produced a significant cost saving. Zetafax now enables the sending and receiving of faxes in a way that is as effortless and reliable as email.

With Software Assurance provided by Equisys, The K Club's Zetafax system also receives regular updates, and version upgrades with new platform support.

Concludes Mojtaba Akbari, "I have no doubt that Equisys - and Servaplex as their representative - will continue to show total dedication and professionalism towards us as an organisation. I'm confident that that we will benefit from a high level of technical support and expertise into the future with our fax communications."



**Servaplex** specialises in providing IT related software solutions for small to large customers.

Based in Co. Dublin in Ireland, Servaplex offer the IT sector reliable, proven and best of breed products and can provide the expertise to implement and support the solutions required to ensure IT infrastructure reliability.



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**DocumentDynamics**

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.