

Rooms To Go

Nation's Leading Furniture Retailer Automates PO Delivery, Lowers Costs, Accelerates Service, and Streamlines Workflow

The Challenge

- Accommodate high volume of faxed purchase orders
- Ensure fault-tolerant delivery
- Provide suppliers with choice of e-mail or fax delivery
- Migrate to Microsoft Windows 2000 platform
- Integrate with custom-designed P.O. systems



The Solution

Genifax provides:

- Centralized fax administration with message tracking and notification
- Easy configuration/deployment and scalability
- Fax or e-mail delivery options
- Simplicity for users and IT administrators
- Default searchable PDF format
- Automated for high volume, unattended faxing

The Strategy

Rooms To Go is the largest furniture retailer in the United States, operating both traditional and online storefronts and delivering furniture from four distribution centers in the U.S. and Puerto Rico. The company keeps overhead down and inventory stocked so consumers can benefit from low prices and immediate availability. Pursuing this business strategy requires a constant focus on achieving a streamlined and cost-efficient purchase order process.

The Challenge

Rooms To Go is a long-time user of Omttool Fax Sr. to fax more than 300 purchase orders weekly. Fax Sr. was customized to enable Rooms To Go to eliminate paper and reduce costs by automatically generating purchase orders using the software's Filescan feature. Fax Sr. streamlined the P.O. process significantly and provided a cost-effective and more efficient alternative to standard post.

Sensitive to supplier requirements and eager to further simplify the P.O. process, Martin Brandt, director of IT at Rooms To Go, began looking for a way to automatically delivering purchase orders as either e-mail or fax, depending on a supplier's preference. Brandt learned that upgrading to Omttool's Genifax would be an ideal fit for his company's needs.

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Since 1991, Rooms to Go has changed the way people buy furniture. By offering stylish furniture at everyday low prices, original room packages (including colors, fabrics, and accessories), superior service, and fast delivery, Rooms To Go has grown into America's No. 1 furniture company with the nation's largest furniture inventory. Rooms To Go has also structured its distribution centers – holding hundreds of thousands of pieces of furniture ready for immediate delivery. The company operates more than 100 display showrooms in nine states in the Southeastern U.S.

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Martin Brandt, Director of IT
Rooms to Go

The Next Step

Omtool Genifax – the only network fax package built exclusively for the Microsoft Windows 2000 platform – features an enhanced Filescan system. This enables Rooms To Go to satisfy its new requirements because the code that allows automatic P.O. delivery as fax or e-mail is not available on Fax Sr. Genifax's native Windows 2000 architecture means that Rooms To Go does not rely on a product that is built around outdated technology.

Although Genifax's setup and configuration requirements differ from Fax Sr., Genifax speeds and streamlines the setup and configuration process through features such as an installation wizard. “Upgrading to Genifax and the new Filescan system was easy because Genifax's installation wizard walked me right through the process,” said Brandt.

The Solution

Genifax enabled Brandt to link Rooms To Go's e-mail, fax, and custom-designed purchase order systems together. In addition to managing delivery of purchase orders by e-mail or fax, Genifax also automates “confirmation delivery” messages to buyers, which is critical for Rooms To Go because of its high P.O. volume.

According to Brandt, Genifax is reliable and easy to manage, building on the positive experience the company had with Fax Sr. In addition, when a problem with a delivery does arise, the reporting features incorporated into Genifax makes troubleshooting and resolution almost effortless. In addition Brandt is particularly impressed with the technical support for Genifax, provided by Omtool and CPI, an authorized Omtool reseller. “The quality of the support we receive is almost as good as having a tech rep on site.”

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