

# Bernard Matthews talks turkey\* with ProcessFlows

## The Customer:

Bernard Matthews Farms is synonymous with turkeys. The business began in 1950 when the Company's founder, Bernard Matthews, successfully hatched 12 turkey eggs in a second hand incubator. By 1959 the project had grown into a sustainable business and went on to become the well-known household brand we are all familiar with.



## The Challenges:

Bernard Matthews is a company who strives to make a real and positive difference to the important issues we all face in preserving our environment for the next generation.

In 1996 the Company identified that replacing high energy consuming fax machines with a computer based faxing capability would not only lower energy consumption but would also cut costs and improve efficiency.

The cost of running a fleet of fax machines can be as much as 5 times higher when the capital cost of the devices, ongoing maintenance charges, analogue phone line rental and consumables are taken into account.

OpenText RightFax was introduced to facilitate the sending/receiving of electronic fax from the desktop for all 600 PC users in the organisation and they got rid of the fax hardware.

In 2008 they again rationalised costs to further reduce their carbon footprint – this time those associated with printing and copying. Edwin Pearson, Information Systems Director, wanted to replace old print and copying hardware with fewer Multi Function Printers (MFPs) - digital copier technology which carries out printing, faxing and scanning. He calculated that for every 4 conventional devices, he would only need one MFP.

## The Solution:

- Konica Minolta MFPs are now deployed throughout the organisation They have extended the use of RightFax, integrating the software with the MFPs so that all faxing, copying and printing is initiated from the desktop
- All inbound faxes are routed into RightFax through a web browser
- Outbound faxes are sent via the MFPs
- RightFax integration with the purchasing system facilitates the sending of electronic Purchase Orders
- Further integration with the Accounts Receivable package means that staff can send Remittance Advices to suppliers by fax

## The Benefits:

- Removing stand-alone fax machines, copiers and printers throughout the organisation has cut costs – electricity, paper etc and reduced carbon footprint
- Postage costs reduced as Remittance Advices and POs are now electronically faxed
- Security is enhanced – no peeping at the photocopier or at incoming faxes

*“Integrating RightFax has not only simplified our infrastructure and improved productivity but it has also allowed us to continue with our on-going commitment to reduce our carbon footprint and ensure that all our company processes have the minimum impact on the environment.”*

Edwin Pearson, Information Systems Director

\*From the Oxford English dictionary: **talk turkey** “To speak frankly and get down to the basic facts of a matter”

**Bernard  
Matthews**  
farms