# DOCUFIRE SERVER PROTECTS CLIENT FROM HURRICANE DAMAGE

*When hurricane Wilma struck Florida, **Qzina's** phone systems were down and the company was without power for 2 weeks. Instead of losing the ability to process hundreds of orders a day, **Qzina** leveraged **DocuFire Server**, a multi-user document management and communications system from MK Software……….and weathered the storm.*

DocuFire Server for Sage BusinessVision
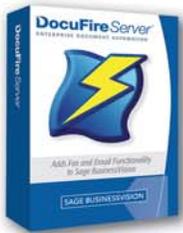
Rob Shearer, Corporate Controller at Qzina, was introduced to MK Software's productivity solutions for Sage BusinessVision after a colleague attended a product seminar in Toronto.

He quickly realized that DocuFire Server offered significant added value for Qzina's Sage BusinessVision system.

DocuFire Server provides Sage BusinessVision users with a fully integrated solution for faxing, emailing and/or printing Invoices, Statements, Purchase Orders, Direct Mail and other Sage BusinessVision documents directly from the desktop. When his colleague introduced him to DocuFire Server, Rob immediately saw two significant benefits:

1. DocuFire Server could streamline Qzina's statement distribution process, which was becoming very time consuming and labour intensive.

2. Qzina could use DocuFire Server to kick off some targeted Direct Marketing activity, delivering timely messages to its customers.

Thousands of Dollars Saved

Qzina was sending out about 500 statements per week across its 5 locations using a fully manual process. By using DocuFire Server to automate Qzina's account statement dispatch, Rob saved the company thousands in mailing costs and even more in increased efficiency. Combined hard and soft savings meant that the product paid for itself in just a few months.

Rob explains, *"DocuFire Server helped us improve our overall statements dispatch process, allowing us to send everything by fax or email, and its unique ability to sort overdue accounts by aging date meant we could send out friendly reminders before accounts became overdue. Through this proactive approach alone, we were able to significantly reduce the number of accounts more than 60 days over due date, lower our total days' sales outstanding and improve our overall cash flow. This was a real thumbs up for DocuFire Server."*

Rob is so pleased with the positive effect DocuFire Server has had on the statement dispatch process that he is now looking into ways to use it to implement electronic dispatch of Qzina invoices.

The Customer

Founded by Richard Foley in 1984, operating out of his basement with a small delivery van and a lot of determination, Qzina (CUISINE-AH) has since grown to be the largest distributor of gourmet chocolate in North America. Purchasing over 7 million pounds of chocolate annually from leading suppliers, Qzina distributes gourmet chocolate and pastry ingredients to the specialty food market. With a client list of thousands, Qzina now operates from 5 strategic locations in Toronto, Edmonton, Vancouver, San Francisco and Miami.

Sage BusinessVision

Qzina has been a Sage BusinessVision user for many years, selecting the product originally for its exceptional price/performance ratio. According to Qzina's Corporate Controller Rob Shearer, C.A. "It's a very robust and well-priced accounting package that delivers a comprehensive feature set fo organizations like Qzina, who are involved in volume distribution." Qzina runs two 10-user Sage BusinessVision 32 systems (v5.4 & 5.5); one in Vancouver and the other in Miami. He is planning to upgrade both to Sage BusinessVision 7, to take advantage of all the new features and functions it offers.

Direct Marketing at Qzina

DocuFire Server also offers an easy to use and very effective Direct Marketing capability, which allows users to send out targeted direct mail messages, with attachments, by email or fax to selections of their Sage BusinessVision customer database. Because it is fully integrated with Sage BusinessVision, DocuFire Server works with a company's most up to date customer data, in real time. If a user wants to send messages to prospects, DocuFire Server also offers an easy to use data import tool.

Rob tells us, *"We run a pretty lean staffing model at Qzina, which has typically meant there was never enough resource to do all the marketing we wanted. Now, with DocuFire Server, it's just so quick and easy to put together a campaign, and get it out to a targeted customer base. We send out all sorts of communications including price promotions, end of line specials and new product announcements".*

Rob says he's only scratched the surface, and sees lots more opportunity to use DocuFire Server to help increase the spread of Qzina's direct marketing initiatives in the future. *"At the end of the day, the easiest people to sell complimentary and new products to are your existing customers. With DocuFire Server's tight integration into our Sage BusinessVision Customer Database, the process of communicating with our customers couldn't be simpler."*

DocuFire Server is part of a suite of Productivity Solutions for Sage BusinessVision from MK Software, which also includes:

- **MK PowerTools:** A powerful combination of 18 essential database management applications that help Sage BusinessVision users change, merge, move and purge inventory, customer and supplier codes and reorganize their database for better sorting, browsing and lookups.

- **MK Database Doctor:** A database analyzer that does a full check-up on Sage BusinessVision accounting data to identify inconsistencies and missing information that could be costing thousands of dollars.

DocuFire Server Outruns Hurricane Wilma

DocuFire Server really came into its own when Qzina's Miami office faced the might of Hurricane Wilma. When the storm passed, the power was out (for 2 weeks) and all telecommunications were down for nearly 8 business days. Qzina Miami processes hundreds of orders daily, receiving most by phone, email and fax. Without power and telecommunications, business would grind to a halt. Thinking quickly, Rob got a copy of his Miami office customer list to Qzina's Vancouver office and used DocuFire Server to let all affected customers know that although the Qzina facility in Miami could not be reached by phone email or fax, it was still fully operational (thanks to a generator powering their computer systems). They asked customers to redirect their orders to the Vancouver office, which in turn delivered them to Miami by cell phone. The day after sending the DocuFire Server broadcast, Vancouver relayed over $100,000 worth of business to the Miami office.

"DocuFire Server's ability to broadcast a proactive message to a complete Sage BusinessVision customer database so quickly kept the orders coming in, despite the catastrophic circumstances brought about by Hurricane Wilma" said Rob. *"We put an announcement on our web site, explaining where to redirect orders, but this was only of use if our Miami customers actually looked there. It was DocuFire Server that allowed us to communicate proactively with our customers to let them know what was happening and how we were going to provide them continued service. It was not only good for business but also a great customer service exercise."*

Because some customers were also without telecoms, Qzina couldn't reach everyone immediately but in the days that followed the storm, they managed to broadcast messages to well over half of their Miami customers, including over 90% of their top clients, preventing significant lost business and increasing overall customer satisfaction in spite of the weather.