Emirates Aluminium deploys Kofax Communication Server as a flexible and scalable solution for management of fax traffic.

Solution offers ability to fax directly from email client or an MFP device, as well as potential advanced integration with SAP and SMS management (for system monitoring purposes).

The Challenge
As one of the world's largest aluminum producers, EMAL processes hundreds of inbound and outbound communication documents/fax messages each day. Previously, office personnel had to manually print and send fax messages from the SAP system on fax devices, a method that is inefficient, slow and highly vulnerable to human error considering that there are, on average, 300 fax messages being sent daily by EMAL. Therefore, it was imperative for EMAL to adopt an integrated solution that would automate the entire process and limit human intervention to a minimum. The right solution would help boost productivity by streamlining the process of sending fax messages and by also making fax from email client and MFP devices available to management level executives.

"Communication is an essential component of our business so it is crucial that we implement the most effective solution that will boost efficiency and productivity in processing the documents and the entire process of sending fax messages," said Siva Sankaran, Manager, IT PMO & Governance, ICT dept. EMAL.

The Solution
EMAL's initial requirement was for a start-up production fax solution that can accommodate up to 50 users and 25 MFP devices. The solution needed to be integrated with the SAP processes to remotely print and send fax documents. EMAL processes an average of 300 outbound fax messages a day.

“We looked for a solution that satisfied all our present technical requirements and that is also scalable and flexible enough to be integrated with existing systems. We did not want to settle for anything less,” said Sankaran.

“Kofax Communication Server provides greater scalability for future requirements, enhanced stability as well as redundancy capabilities, keeping all sensitive documents safe and secure.”

– Siva Sankaran, Manager, IT PMO & Governance, ICT dept. EMAL

Emirates Aluminium Company (EMAL), a strategic joint venture between aluminum producer Dubai Aluminium Company (DUBAL) and Mubadala Development Company (MUBADALA), was established in 2007 by H.H. Sheikh Khalifa Bin Zayed Al Nahyan, President of the UAE, through Emiri Decree Number 7 of 2007. EMAL is making history as one of the largest Greenfield aluminum smelters ever built, and one of the largest industrial projects in the UAE outside the oil and gas sector. The $5.7 billion development project is the flagship of Abu Dhabi’s industrialization and diversification strategy. Once fully completed, EMAL will have a production capacity of 1.5 million tons annually, making it the most productive single-site aluminum smelter in the world, and the fifth largest aluminum producer in the world.

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Upon learning of EMAL’s technical requirements, Kofax® offered a solution developed around Kofax Communication Server™, a communication solution that ensures the reliable exchange of business-critical messages among applications, devices and people. Kofax Communication Server supports the automation of all business processes, regardless of location, device or media type, and helps to accelerate business processes and reduce costs. The solution also tracks and stores all messages as well as the identity of anyone accessing the system. Furthermore, it offers different user security levels to prevent unauthorized access to information.

The solution also offered a range of other strategic advantages for EMAL, including:

- Highly reliable business communication
- Tight integration with SAP
- Fast response to customer queries
- Increased customer satisfaction

The Results

Upon implementation of Kofax Communication Server, EMAL immediately enjoyed a tremendous boost in productivity as well as enhanced security and reliability in processing documents. Moreover, the solution delivered a considerable impact on maintenance costs and related issues as it features a centrally manageable architecture that significantly reduces administration expenses, while requiring no server restarts or down-time in case of hardware replacement.

“The solution had an immediate impact on our operations by increasing productivity in the processing of fax messages. The entire process is now fully automated with no human intervention required, allowing us to do away with the time-consuming and cumbersome manual printing and sending of fax messages. Moreover, Kofax Communication Server provides greater scalability for future requirements, enhanced stability as well as redundancy capabilities, keeping all sensitive documents safe and secure,” said Sankaran.

The new solution currently allows up to 50 users to access 25 MFPs to send and print fax messages remotely through a mail client. As EMAL continues to expand its operations, Kofax Communication Server offers the flexibility to accommodate up to 500 users in the future.

“Kofax Communication Server is certainly an invaluable asset that has enhanced our operational efficiency and productivity. Moreover, we are extremely pleased with the excellent value-added customer support services being provided by Kofax, which has been crucial in ensuring a smooth transition. This is a solution that I would highly recommend and I would definitely love to share our positive experiences with Kofax Communication Server,” concluded Sankaran.

About Kofax

Kofax® plc (LSE: KFX) is a leading provider of innovative smart capture and process automation software and solutions for the business critical First Mile™ of customer interactions. These begin with an organization’s systems of engagement, which generate real time, information intensive communications from customers, and provide an essential connection to their systems of record, which are typically large scale, rigid enterprise applications and repositories not easily adapted to more contemporary technology. Success in the First Mile can dramatically improve an organization’s customer experience and greatly reduce operating costs, thus driving increased competitiveness, growth and profitability. Kofax software and solutions provide a rapid return on investment to more than 20,000 customers in financial services, insurance, government, healthcare, business process outsourcing and other markets. Kofax delivers these through its own sales and service organization, and a global network of more than 800 authorized partners in more than 75 countries throughout the Americas, EMEA and Asia Pacific.

For more information, visit www.kofax.com.