



Industry

- Wholesale Distribution
- Foodservice - Seafood

Project Type

- Production Document Delivery
- Integration with HP 3000 host system
- Integration with MS Exchange Server

Project description

Aqua Star is a leading importer and distributor of seafood within the U.S. and Canada, with a wide range of customers in the retail, wholesale, foodservice and manufacturing sectors.

Aqua Star handles thousands of seafood transactions that generate volumes of purchase orders, sales confirmations, warehouse release orders, and sales invoices. The supporting documents needed to be generated automatically and delivered by email, fax, or print, depending on the recipient.

The TechLine Solution

Aqua Star needs the flexibility to choose a variety of delivery methods depending on the document and transaction type. For example, Purchase Orders generated from their HP 3000 need to be either delivered by email via their MS Exchange server, faxed, or printed depending upon the recipient's preferred notification delivery method.

TechLine implemented a **RightFax** Production e-Document Delivery system that was able to receive the host data via a print stream from Aqua Star's HP 3000 system and convert this data on the fly to a fully composed document and deliver it to the recipient by email, fax, or print.

The robust feature set of the RightFax e-Document Delivery system allows Aqua Star to eliminate manual faxing and email processes, speed customer notifications, process orders quickly, and increase the level of service to their customers.

TechLine has established a broad base of users utilizing our Automated Document Delivery solutions from a wide variety of host systems such as IBM Mainframes and AS/400's, ERP systems such as SAP, JD Edwards, and Oracle Financials. These solutions are established as a mission critical core business process for their customer communications.

Customer Quote

Andrew Pickering, Aqua Star's CFO *"TechLine's implementation of the RightFax e-Document Delivery system has revolutionized our customer communications. We are getting a payback on our investment at a rate of over 2 times per year. The system is reliable and does everything they said it would do."*

