



Overview

Country or Region: United States

Industry: Professional services

Customer Profile

FedEx Kinko's Office and Print Services, based in Dallas, Texas, provides document solutions and business services. The company is a business unit of the FedEx shipping company.

Business Situation

FedEx Kinko's needed to find a cost-effective, efficient technology solution that could replace an aging voice-mail system for corporate facilities in Texas.

Solution

The company consolidated voice-mail and fax functions with an Exchange Unified Messaging solution by using Microsoft® Exchange Server 2007.

Benefits

- Delivers a streamlined user experience
- Provides efficiencies for IT department
- Offers scalability for enterprise

FedEx Kinko's Turns to Unified Messaging to Streamline User and Administrative Tasks

“The solution is delivering cost savings because we no longer have to acquire or maintain separate voice-mail server computers—all that activity is now handled within Exchange Server.”

Tom Carl, Principal Engineer, FedEx Kinko's

FedEx Kinko's Office and Print Services is a familiar stop for people needing to make copies, create documents, rent a computer, ship a package, or do other business-related tasks. The company, which is expanding rapidly, sought a technology to replace an aging voice-mail system at its corporate facilities in Texas. Working with Microsoft Services and Gold Systems, a Microsoft Gold Certified Partner, FedEx Kinko's is deploying an Exchange Unified Messaging solution using Microsoft® Exchange Server 2007. With the new solution, the company has eliminated the cost and administrative overhead of a separate voice-mail system. Users can access their voice mail, faxes, and e-mail messages within their Microsoft Office Outlook® messaging and collaboration client or by using Outlook Web Access. The solution streamlines tasks for users, while helping FedEx Kinko's cut costs and IT overhead.

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Austin Pichot, Senior Engineer, FedEx Kinko's

Situation

FedEx Kinko's Office and Print Services is a global provider of document solutions and business services. A wholly owned business unit of the FedEx shipping and logistics company, FedEx Kinko's is based in Dallas, Texas, and operates about 1,700 locations in 11 countries. Its 20,000 employees provide services such as copying and digital printing, creating documents, renting computers with Internet access, creating signs and graphics, producing direct mail, publishing Web content, and accessing FedEx shipping services.

FedEx Kinko's has been undergoing a companywide effort aimed at keeping tight focus on its core business offerings while it expands its network of worldwide outlets by adding 300 new locations that are scheduled to be opened by June 1, 2008. At the same time, the company has worked hard to control the costs that are associated with its business operations. As part of that effort, in 2006 FedEx Kinko's began to evaluate its options to replace an aging voice-mail system and private branch exchange (PBX) telephone system that served about 2,000 employees at corporate facilities in Texas.

“We needed to replace our voice-mail system and PBX because of their age, and we also knew that we wanted to replace our voice mail with some kind of unified-messaging solution that could help our users work more efficiently,” says Austin Pichot, a Senior Engineer in FedEx Kinko's IT department in Plano, Texas.

The company needed to streamline costs and increase efficiency for employees by incorporating functionality such as the ability to have voice mail and faxes arrive in e-mail message inboxes. Additionally, a unified-messaging solution could help save money by eliminating the need to maintain a separate system for voice mail.

Solution

The company's IT department evaluated possibilities from several different companies offering messaging solutions. However, it decided to deploy an Exchange Unified Messaging solution based on Microsoft® Exchange Server 2007. Exchange Unified Messaging is a system through which many different types of messages—including e-mail messages, voice mail, and faxes—may be delivered into designated Exchange Server mailboxes.

Additionally, Exchange Unified Messaging works with the Microsoft Office Outlook® messaging and collaboration client, Outlook Web Access, and Outlook Voice Access, which give users the ability to access and manage their voice mail, e-mail messages, and calendar items. For example, users can listen to and reply to e-mail and voice-mail messages, and check, accept, or clear calendar appointments over the phone.

“We already are using Microsoft Exchange Server 2003 and are planning a migration to Exchange Server 2007, so we felt that using Exchange Unified Messaging would provide the greatest amount of user features as well as system integration and return on investment,” says Pichot.

Working with Gold Systems, a Microsoft Gold Certified Partner that specializes in unified-communications telephony solutions, FedEx Kinko's performed lab testing of the Exchange Unified Messaging solution in January 2007 and launched a production pilot. The company will deploy the Exchange Unified Messaging solution to all 2,000 users at its corporate facilities by the fourth quarter of 2007.

As part of the implementation, Gold Systems provided several different components used for telephony integration. These include the Nortel Meridian Option 81C, a system that

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delivers both traditional voice and voice over IP (VoIP) communications to large enterprises; the MWI2007 application from Geomant, which delivers message waiting indicators (MWI) to user telephones; and the AudioCodes Mediant 2000 audio gateway, which delivers VoIP functionality.

Gold Systems also helped create a seamless migration of the existing voice mail users to the Exchange Unified Messaging system. In addition, it worked with FedEx Kinko's to deploy functionality for call transfers and faxes through the configuration of application extensions and preprogrammed telephone buttons.

Benefits

Through the deployment of the Exchange Unified Messaging solution, the FedEx Kinko's IT department is helping to deliver a more streamlined and efficient experience for common user tasks. The IT team gains greater efficiencies because it has consolidated previously separated functions into a single system. And it provides an extensible solution for the long term that will help FedEx Kinko's expand the unified-messaging functionality to others in the company.

"Exchange Unified Messaging is an integral part of our focus on taking advantage of the converging e-mail and telephony environments, providing FedEx Kinko's team members with greater efficiencies and easier access to critical information," says Richard Maranville, Senior Vice President and Chief Information Officer for FedEx Kinko's Office and Print Services.

Delivers a Streamlined User Experience

By consolidating several different forms of communication in users' e-mail message inboxes, the Exchange Unified Messaging solution helps FedEx Kinko's employees perform routine daily tasks more efficiently.

"Outlook Voice Access in Exchange Server 2007 Unified Messaging is a huge benefit," says Pichot. "Being able to use the phone to check your e-mail messages or calendar items is a big time saver. For example, people commuting to work can use their cell phones to take care of new e-mail messages before arriving at the office."

FedEx Kinko's employees who routinely deal with faxes will no longer have to share fax machines. Instead, users are assigned a phone number; Exchange Unified Messaging system recognizes the number on inbound faxes, and then forwards the fax to the user's Outlook inbox, saving the person from having to physically retrieve a paper fax. In addition to the speed and convenience, this feature automatically provides users with an electronic copy to archive securely in accordance with corporate policies.

Users have access to the Exchange Unified Messaging functions from various devices. For example, Exchange Server 2007 features an enhanced version of Microsoft Office Outlook Web Access, which permits authenticated users to check the contents of their inboxes—including voice mails and faxes—from a Web browser, including browsers on wireless-enabled Windows Mobile® powered PDAs and Windows Mobile powered smartphones that meet corporate mobile security standards.

The audio technology used by the Exchange Unified Messaging solution also compresses voice-mail messages to a smaller file size, allowing FedEx Kinko's employees to retain voice mail in an efficient manner. The company currently enforces a seven-day expiration on voice-mail messages.

"The first users of the system after it was initially deployed were ecstatic about how all the functions in Exchange Server 2007 tie together," says Tom Carl, Principal Engineer

with FedEx Kinko's in the Plano facility. "The audio player for the voice mail, the search capabilities, having faxes arrive in your inbox—there are great efficiencies by having a single point of access for all the communications."

Provides Efficiencies for IT Department

The FedEx Kinko's IT staff anticipates that the Exchange Unified Messaging system will help deliver greater efficiencies for the IT department because administrators no longer have to maintain separate systems for managing voice mail and faxes. With Exchange Unified Messaging, the company is able to consolidate these disparate systems to save time and money.

"We've eliminated the third-party solution that stored voice-mail messages, because they are now all on Exchange Server," says Carl. "The solution is delivering cost savings because we no longer have to acquire or maintain separate voice-mail server computers—all that activity is now handled within Exchange Server."

Pichot notes that the company in the past had several full-time employees and outsourced contractors who were responsible for maintaining the PBX and voice-mail systems. By consolidating the voice mail and messaging functions through Exchange Server, these resources can be redirected to other IT activities.

Offers Scalability for Enterprise

Another advantage of the Exchange Unified Messaging solution is that it provides great scalability. Current plans are to deploy Exchange Unified Messaging at the company's headquarters facilities in Texas.

"But," Pichot says, "this company is a long-time Exchange Server customer, and we foresee the possibility of extending this functionality throughout the company. That

would include the new locations that we are adding. The user base could grow to more than 25,000 users. Exchange Server 2007 will let us expand our user base without any significant additional expense because it is highly scalable; and because the unified-messaging functions are all well integrated into Exchange Server, it would be easy to deploy these features for users throughout the company."

For More Information

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For more information about Gold Systems products and services, call (800) 988-7798 or visit the Web site at: www.goldsys.com

For more information about FedEx Kinko's products and services, call (800) 254-6567 or visit the Web site at: www.fedexkinkos.com

Microsoft Server Product Portfolio

For more information about the Microsoft server product portfolio, go to: www.microsoft.com/servers/default.msp

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