

Pharmaceutical



Pfizer Inc

Quote

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When Pfizer Inc, the \$ 8 billion turnover international pharmaceutical company, came to review worldwide messaging to its 40,000 employees, cost was an important consideration, but the key issues were quality presentation of the messages, improved inbound delivery to users' desktops, LAN interface and confidentiality.

Challenge

Quality employee communications are very important to Pfizer, particularly at times of change. At least once a month, and sometimes once a week, Pfizer sends a fax to each location, notifying employees of corporate and personnel changes.

At least once a month other changes are broadcast from Pfizer's headquarters in Manhattan to its subsidiaries around the world, some 600 fax numbers. Pfizer also wanted to give its executives the ability to send and receive faxes from applications such as Microsoft Word, Excel and cc:Mail with fully automatic inbound routing.

Solution

"We chose TOPCALL because of the seventeen years experience of the company, international compatibility, its proven technology and the high level of support here in the US and worldwide" explains Charles Riley, Supervisor, Electronic Messaging, for Pfizer, "TOPCALL has helped Pfizer reengineer its fax service from a stand alone system to having a server on the desktop by using desktop e-mail applications". TOPCALL is connected to Pfizer's LAN Token Ring Network and provides broadcasting services worldwide as well as DID faxing.

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"Perhaps more importantly, users can receive inbound faxes automatically, with no manual sorting, on their screens and this confidentiality is absolutely key for senior management," states Charles Riley.

Riley goes on to say, "We've only had TOPCALL for six weeks and over a hundred users are already sending and receiving faxes from their terminals."

There's been no need to market TOPCALL internally, everyone who sees it wants it" concludes Anne Islan, Manager, Projects, Corporate Telecommunications for Pfizer, "It's exceeded our expectations in terms of broadcasting, LAN interface and DID routing."

Result

Scanning enclosures

TOPCALL allows users to scan in hand written documents, text, photographs, and diagrams from various applications, large documents can be drawn down from files, all with a personalized cover sheet and can be sent, to say, 600 recipients from the sender's PC. This information can then be stored and retrieved using TOPCALL's integration with our mail client. "Perhaps more importantly, users can receive inbound faxes automatically, with no manual sorting, on their screens and this confidentiality is absolutely key for senior management," adds Charles Riley. The plan is that every fax which is going to more than five locations will be routed via TOPCALL and Pfizer will also be taking advantage of off peak transmission, in addition to evaluating LCR. We've only had TOPCALL for six weeks and over a hundred users are already sending and receiving faxes from their terminals."

1000 mailboxes

There's been no need to market TOPCALL internally, everyone who sees it wants it" concludes Anne Islan, Manager, Projects, Corporate Telecommunications for Pfizer, "It's exceeded our expectations in terms of broadcasting, LAN interface and DID routing." The plan is for Pfizer to have 1000 DID users by the end of 1994 and this figure may be extended to include overseas locations.

Merging note-paper

With TOPCALL the corporate 'stationery' can be used, personalised for each recipient using the corporate type face. The bulletins are distributed at least once a month, sometimes once a week to Pfizer's 200 locations and 40,000 employees. The objective is to give each employee quality and timely information about company and personnel changes, all in a very presentable and personal form. Pfizer uses AT&T VTNS for long distance telephone traffic.