



## Fax outtasking at Honda: transparent, scalable, directly from SAP®.

When Soichiro Honda founded the “Honda Technical Research Institute” in 1946, it was no more than a simple wooden hut in which he planned to build motorized bicycles. Today, Honda Motor Co. Ltd. is a global company with a presence in 150 countries and more than 131,000 employees. Honda works with retarus GmbH in Europe to ensure its international communications.

In Offenbach, Honda Motor Europe (North) GmbH uses the SAP® Customer Competence Center. SAP® is supported in all Honda affiliates in Europe. This includes sending more than a thousand debit slips each day to dealers across Europe. These are sent out by fax directly from Honda’s SAP® system via the data center of Munich-based retarus GmbH. This outtasking of fax services is a sensible solution for easily reducing the workload of corporate IT departments.

“The use of automatic debits means that our dealers need to receive debit slips in a timely manner and that the debits be entered into individual positions”, explains Christoph Bungert of the SAP® Customer Competence Center project team of Honda Motor Europe (North) GmbH: “Before, when we used our own fax servers, there were transmission delays during peak times. A flawless document fax system is of key importance in working with our dealers.” That’s why Honda chose Faxolution® for SAP® by Retarus, a fax solution with an SAP® certified interface. Several thousand inbound and outbound lines at Retarus data centers are now in use for fax transmission. Senders receive a report of successful transmission directly in their SAP® system.



*“A flawless document fax system is of key importance in working with our dealers.”*

Christoph Bungert, SAP Customer Service Center, Honda Motor Europe (North) GmbH

### Outtasking fax services

Sending more than 1,000 faxes each day presents the SAP® Customer Competence Center of Honda Motor Europe (North) GmbH with a few problems: During peak times, the fax server used there was often overloaded, with long waiting times. The situation was no longer tolerable given how important the timely transmission of faxes is to communication with the dealers at Honda. Costs were also too high because notices were centrally dispatched to offices all over Europe using the German telephone network. The option of minimizing transfer costs using “least-cost routing” was not available, resulting in unnecessarily high fees for international faxes. In addition, there was uncertainty regarding national legislation on how legally-binding business correspondence is to be sent: When and where can fax notices be replaced by e-mail notices? Setting up dedicated fax servers in the different countries would have meant that these servers would no longer be necessary once e-mail was introduced.

The idea of distributing fax servers across Europe was rejected. Not least because such an architecture would have meant a high level of organizational and administrative expenses. Instead, Honda chose the Retarus Faxolution for SAP® solution. This solution is based on the Retarus Faxolution Backbone, which makes several thousand inbound and outbound lines available. Documents are generated and sent directly from the system by fax in all European offices that are connected to Honda's SAP® system. The fax pages are also transmitted electronically to the Retarus data centers in Munich. The data centers can even handle batch jobs of several thousand fax pages without capacity problems. Thanks to Retarus NeverBusy Technology and our highly efficient carrier management, this produces an unprecedented delivery rate of 99.9%. Transmission reports are automatically integrated into Honda's SAP® system.

### Complete cost transparency

“The primary advantage of our fax solution is that Honda's costs are completely transparent”, says Retarus Key Account Manager Alexander Müller: “After the fixed service fee, the only charges are for each fax page that is transmitted successfully. Monthly reporting allocates the operating costs for all individual connections and invoices sent to the operations in the respective countries.

In addition, Honda no longer needs any kind of hardware: This prevents capital from being tied up, and there are no depreciation expenses and costs for maintenance and administration.” In addition, the system is scalable: Higher fax volumes can easily be dealt with – and if the need for fax capability is reduced, no capital is tied up in unused hardware.

### Unicode ready

Another key factor behind Honda's selection of the Retarus system was the fact that Faxolution for SAP® is the world's only fax solution that has been awarded the “Unicode ready” label by SAP AG. For Honda, this meant the simplification of international data exchange, the standardized presentation of documents and texts in all languages as well as an increased level of security regarding future technological advancements.

#### FastFacts

- **Direct transmission of business documents from the SAP® system**
- **High degree of flexibility and scalability**
- **Secure fax transmissions for transactions**
- **Available at all times through 24/7 management**
- **Never Busy Technology provides for up to 99.9% delivery rate**
- **Detailed reporting on all fax orders processed**
- **No costs for hardware, software or maintenance**
- **Only solution in the world with the SAP “Unicode ready” label**
- **Internal IT resources workload reduced**

### Successful implementation

The implementation of the Faxolution system was not a trivial matter. The high security requirements of the Honda computing center had to be met. Together with the engineers at Honda, Retarus configured the firewalls, the routers and a VPN (Virtual Private Network). This configuration not only ensures security, but also guarantees optimal communication and a stable fax environment. After implementation, the system was tested for 30 days before it was rolled out in all the European offices. Actual operation also proved to be successful: so successful that Honda and Retarus are currently expanding their cooperation.