



Allfax Provides Flawless Network Printer Connectivity with SILEX Print Servers

Reliability and Service Best in the Business

Allfax Specialties, Inc. of St. Rose, Louisiana is one of America's fastest growing digital document imaging companies offering a full line of copiers, network printers, scanners, and document management software. They specialize in providing their customers with better answers, superior technology, and the most reliable customer support in the industry.

"We're in the business of providing the best technology we can for our customers," said vice president, Brent Martin. "That's why we recommend SILEXs print servers over other brands. SILEX products just work - we've never had any problems with any of them - and that is very important to Allfax. SILEXs print servers are the most reliable available, and their service is the best in the business."

Allfax Case Study Summary	
The Allfax Challenge	Allfax needed print servers that could provide long-term trouble free service, and profitably provide value-add for its customers.
The Solution	Allfax provides SILEX H-260U hp EIO internal and the 3100 external parallel print servers with all of its printer installations.
Business Value	Allfax is able to focus on its core business of selling, installing, and servicing the best technology available for its customers. Using SILEX print servers allows them to profitably add trouble free value-add to its service offerings.
SILEX Advantage	Most reliable print servers and superior service and support for resellers and system integrators.

Allfax installs, services, and repairs copiers and printers for its customers like the Jefferson Parrish Sheriff's Department in Louisiana, and Tulane University.

"We sell very few printers today that are not connected to a network," said Martin. "We also service and repair those they already have. With so many networked printers to deal with we need print servers that are truly reliable."

Challenge: Finding the Best Connectivity Products to Network Thousands of Printers

Because of the thousands of printers Allfax installs and services on an annual basis, they don't have the time or luxury to constantly worry about the technology that connects this hardware to the myriad of networks they work with.

"We can install the best printers in the world at a particular location, but if the print server fails or doesn't work, then they are worthless since no one can access them," said Martin. "There are a lot of print server products out there that we won't even touch anymore because they are so unreliable."

Allfax needed to find print server technology that was easy for them to work with, dependable, of high quality, and profitable for them to sell.

"If we sell an internal or external print server that doesn't work correctly or fails altogether then we not only have to waste time and money servicing that print server, we waste any revenue that was made on that add-on sell—not to mention the distraction from our service contracts and support," said Martin.

Solution: Find the Best Technology to Combine Performance, Reliability, and Cost

Allfax has settled on providing SILEX print servers to its customers. They also sell them to other distributors around the country.

"A large percentage of our customers use HP EIO printers that require an add-on internal card print server," said Martin. "Right off the bat we make more money installing SILEXs H-260U card instead of HP Jetdirect cards in our new installations or when replacing failed cards from other brands.

"But more importantly our customers get print servers that are far more reliable than competitive cards, and they get extra features such as the built-in USB connection for a second printer."

Every Sharp printer Allfax sells to other dealers includes SILEXs 3100 as the print server.

"The 3100 is lower priced than other HP Jetdirect print servers and much more reliable. It works with a lot of other printers, but we mostly use them with Sharp because Sharp recommends SILEX with their printers," said Martin. "The 3100's parallel interface allows us to extend life of older parallel printers our customers have - another great value add."

Connecting the Best Service with the Best Technology

Finding the best print server technology for its customers is a given for Allfax - they won't settle for anything less. Allfax has found that technology with SILEXs H-260U and 3100 print servers. Just as important as the technology itself is the partnership Allfax enjoys with SILEX.

"There is no doubt that SILEXs print servers provide the best connectivity technology we can offer our customers," said Martin. "But, in addition to high-quality products is the service we receive from SILEX. Our technicians, who like working with SILEX print servers, receive excellent technical support from SILEX.

"SILEXs technical support fixes problems. They will even contact our customers directly to help solve their problems - nobody else does this that we know of. They have an excellent reputation of going out of their way to help us and to ultimately help our customers."

SILEX TECHNOLOGY manufactures and distributes a full line of print servers through its network of resellers and system integrators.

SILEX Products Mentioned in this Case

H-260U hp EIO internal Print server - The H-260U is the only internal print server for EIO HP printers that includes a convenient USB port to connect an additional printer, such as a low cost inkjet networkable printer, to the network at no additional cost.

- Connects two printers for the cost of one print server
- Supports multiple operating systems
- Includes built-in flash ROM for firmware upgrade

SX-3100 external parallel Print Server - A high-speed, multi-protocol network printing solution with enhanced security features ideal for a range of uses. The 3100 recently acquired the IPv6 Ready Logo. It has a dual stack (IPv4 and IPv6) architecture, which makes IPv6 available in your current IPv4 environment.

- Features automatic e-mail printing
- Enhanced security IP filtering meets the demanding needs of enterprise IT managers for access control security
- Includes hp web jet admin support and printer status monitoring

About Allfax

Established in 1988, Allfax Specialties, Inc. is a 20 million dollar full line office equipment dealer. Allfax is a Sharp authorized retailer and master wholesaler of fax, copiers and digital imagers. Other authorized brands include Hewlett Packard, Lexmark, and Brother. Allfax has a base of over 10,000 retail customers and employs over 110 people, 38 of which are Sharp authorized technicians. The company has several locations including a newly constructed 40,000 square foot corporate office and remanufacturing facility. Its mission is to be the leader in customer service in the office equipment industry. Allfax strives to do so by developing a long lasting relationship with all of its customers; past, present and future. Its continued success is based on an unrelenting desire to exceed the expectations of its customers. www.allfax.com