



Custom Cut Inc. Implements Venali Desktop Fax Services to Support and Drive Company's Projected Growth

"When we researched Internet faxing options it was clear that Venali Internet Fax was the best choice. We were able to fulfill all the business requirements that were set with a single solution, which required virtually no investment. Using Venali Internet Fax along with other PC applications delivers per-project savings of \$20,000 or more and gives us a solution to support our targeted 3X growth."

— David Collins, CFO, Custom Cut Inc.

THE COMPANY

Custom Cut Inc. provides custom millwork, fixture installation, project management, maintenance and commercial remodels for the interior look, feel and set up of major retailers such as GAP®, Starbucks®, Kinko's® and Old Navy®. Corporate headquarters are in Las Vegas, Nevada with additional locations in California and Michigan. Founded in 1998, Custom Cut Inc. is licensed and bonded — employing thousands of subcontractors throughout North America.

THE CHALLENGE

Since its founding in 1998 Custom Cut Inc. has grown steadily year after year. However, this steady growth potential was reaching its limits

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by 2003, due in part to internal workflow methods and manual processes. With the dramatic growth momentum that had occurred, employees and management were losing control of the intensive paperwork processes generated by customers, vendors and subcontractors. The amount of manual processes and lengthy document turn around led to misplaced/lost documents with no accountability process, excessive priority/overnight delivery charges and billing delays.

Hundreds of critical documents were faxed to the offices on a daily basis. Previously, as faxes were received, one of the processes that was in place

BENEFITS

Utilizing Venali Internet Fax Services enabled Custom Cut Inc. employees to fax, file and sign all documents electronically from their desktop and notebook PC's.

Reduced & Optimized Staff Costs

- Project Managers were "freed" from managing paperwork and were able to devote as much as 30% more of their time to managing the project
- The need for Project Coordinators was dramatically reduced
- Middle management administrative employees were no longer required for paper and file management saving the company tens of thousands in annual HR costs.

Increased Productivity

- Paperwork processing has gone from several days to less than a single day
- Repetitive documentation tasks require up to 50% less time to complete

Other Key Benefits

- Faxes are sent directly to the users email inbox, essentially eliminating "lost" faxes
- All fax activity is logged and archived digitally for more effective management of people and processes
- Savings of several hundred dollars per week occurred by elimination of packages being sent back and forth by overnight mail

required office workers to send photocopies of these documents by overnight delivery to Project Managers at job sites across the country. As Project Managers received the paperwork, they were required to write approvals and provide signatures for many of these documents. The next course of action involved the Project Managers returning the documents to the office by overnight delivery. The signed documents received from Project Managers and incoming faxes to the offices required processing and manually filing in the office, only to be referenced again numerous times by other employees. A very similar process to the one listed above was followed for financial & legal documents, except this exchange of documents involved numerous external parties which required several additional steps to complete these tasks.

Custom Cut Inc. needed a solution to streamline the workflow process, one that would allow for accountability and elimination of manual procedures; increased productivity and reduction of costs to support the growth of the company.

THE STRATEGY

Custom Cut Inc. hired a new Chief Financial Officer, David Collins – to specify and implement new processes. Collins studied the current paperwork process, then prepared a restructured workflow that supported and streamlined the exchange of documents with numerous external relationships, including their valued customers and subcontractors. Collins stated that the most effective way to exchange this necessary paperwork is via Internet faxing. The plan was executed by implementing Microsoft Office 2003, where Collins chose Venali Internet Fax Services, which is integrated in the Microsoft suite of desktop productivity applications.

PROFILE | CUSTOM CUT INC.

Email: Microsoft® Office 2003

Chosen Fax Document Format: PDF

Outbound Document Profile

- Legal paperwork
- Approval paperwork
- Unconditional lien waiver documents

Inbound Document Profile

- Legal paperwork
- "Change Requests" from customers
- Signed approval paperwork
- Signed "unconditional" lien waiver documents

Company URL: www.customcutinc.com

The new process using Venali Internet Fax Services was structured to:

- Send and Receive all in-bound & out-bound paperwork as a fax through Microsoft® Outlook 2003 email program
- Manage Faxes by using e-mail folders and setting "routing rules"
- Digital signatures placed directly on faxes that required signing

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