Mass Enterprise Migration:
How Claranet Took 10,000 Fax Numbers into the Cloud

Claranet was founded in 1996, has over 6,500 business customers and is the largest independent managed services provider in Western Europe. They have 1,800 staff, offices in 24 countries and provide network, hosting and managed application services in the UK, France, Germany, The Netherlands, Portugal, Spain, Italy and Brazil.

> "*We partnered with eFax because of their expertise in faxing, they really know their stuff and they're also very professional.*"

Retiring the Fax Server

The Communications division of Claranet's UK operation has several hundred Healthcare, Legal, Financial Services and Manufacturing customers that are reliant on faxing in order to keep the wheels of business turning. But when Starfax, Claranet's existing fax server, was coming to end of life, they had a strategic decision to make.

Claranet's faxing options were to:

- Reinvest in new custom fax server hardware
- Switch off the faxing offering altogether
- Outsource the faxing capability to a digital cloud fax provider

As a business that prides itself on its excellent customer service and client relations, for Claranet it was important to continue providing mission critical faxing services to their customers, hence, it was more a question of whether to build new hardware or to partner with a company that specialises in faxing.

Partnering with eFax

Partnering with a digital cloud fax provider effectively outsources the entire faxing function and eliminates the need for upfront capital expenditure and ongoing hardware maintenance and support. Claranet's Senior Product Manager, James Mitchell, carried out an indepth analysis into Claranet's faxing requirements, in terms of technical capability, scalability and cost. James made a recommendation to partner with a digital cloud faxing provider. Based on eFax's ability to deliver a reliable and scalable solution and a partner program that offered the in-depth training and ongoing support needed, they formalised a partnership and moved ahead with plans to migrate the Claranet customer base from the old faxing platform to eFax's digital cloud fax service.

Migrating from Fax Server to Digital Cloud Faxing

Claranet and eFax worked together to migrate and port 10,000 fax numbers for 8,000 users from the legacy Starfax platform to eFax. It was a big project that included months of preparation but ultimately the transition was smooth.

> "*The fax migration project was sizable but the transition from fax server to digital cloud faxing and the extensive number porting was pretty seamless, all things considered.*"
>
> James Mitchell

As part of eFax's partner program, Claranet's team were trained so that they had the necessary product and support knowledge to handle the migration effectively. "eFax's partner program offers the kind of support and training Claranet needed to enable us to provide that high level of service to our customers," said James.

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