

# Openfield

Grain today is a highly-valuable commodity and subject to sudden fluctuations in price. Missed or late deliveries can have serious financial consequences for producers, and default costs can be punitive.

Openfield, a cooperative based in Hampshire, markets and distributes grain on behalf of its members, who are independent cereal producers. It delivers well in excess of one million tonnes of cereals a year. Members are located to the south and east of a line from Bristol to York, while customers are based both across the UK and overseas.

## The challenge

A key part of its activities is collection of grain from a member's farm and then ongoing delivery to food processors. As is common in the transportation industry, fax is a vital communications channel at both ends of this supply chain, and is used to confirm collection and delivery times and associated details.

Openfield had tried a variety of software products to create a fax solution which interfaced successfully with its central AS/400 system. However none of these systems gave the necessary levels of performance. In particular, they could not be relied on to ensure faxes reached their correct destination or to notify the sender if transmission had failed. As a result, vital collections or deliveries were in danger of being missed.

## The solution

Openfield therefore turned to Lane to build a customised system based on its Passport fax server which would provide reliable and resilient automatic generation of faxes from the AS/400. According to Shaun Kelly, IT Manager at Openfield, "Lane was able to develop a solution which integrated seamlessly with our central system, delivering faxes effectively and ensuring a far more reliable transportation service."

## At a glance

- Business-wide fax server system to support vital collections and deliveries.
- Reliably transmits automatically-generated business-critical faxes.
- Seamlessly integrates with central AS/400 system.
- Production and desktop faxing.
- Interfaces with email and client applications.



## The results

The Lane system is now successfully transmitting faxes automatically from the AS/400 to confirm collection details to members and delivery details to processors. In addition, staff are able to send faxes from their desktop from applications such as Word or Excel, or direct from email interfaces. According to Kelly, "with the Lane system, we have absolute transparency over whether a fax has reached its intended destination. It manages itself and proactively tells us if there is an issue with transmission. In addition, it enables us to manage messages and system status from desktops. It's worked so well for us that we are now using it across our entire business: we know we can rely on it to ensure we operate in the most effective way on behalf of our members."



---

### North and South America

LANE Telecommunications, Inc.  
Tel: +1 973 526 2979  
Fax: +1 973 526 2988

### United Kingdom and Europe

LANE Telecommunications Ltd.  
Tel: +44 (0) 1256 301550  
Fax: +44 (0) 1256 301555

### Singapore and Asia

LANE Telecommunications, PTE.  
Tel: +65 6353 0555  
Fax: +65 6353 7448