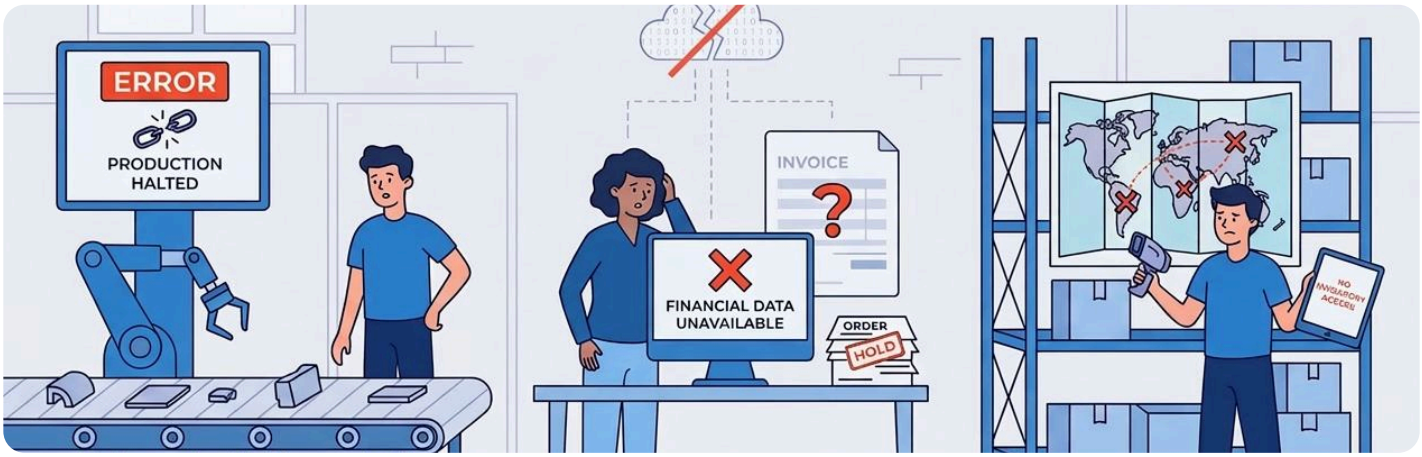
FaxMaker

USE CASE

When the ERP Talks Fax

How manufacturers automate purchase order delivery and remove a hidden bottleneck from the supply chain

The situation



A mid-size industrial parts manufacturer processes around 200 purchase orders per week. Their ERP system (SAP, Oracle, or similar) handles everything from inventory planning to supplier management to approval workflows. The process is efficient, automated, and fast right up until the moment a PO needs to leave the building.

Then it stops.

Because 40% of their suppliers still require faxed POs. Some are small machine shops that never adopted electronic ordering. Others are overseas vendors whose procurement departments run on fax by policy. A few are long-standing partners who simply never changed their process, and the relationship is too valuable to push.

So every day, a purchasing coordinator sits down with a stack of approved POs, opens each one, prints it, walks to the fax machine, dials the supplier's number, waits for confirmation, and logs the result back into the ERP manually. For 80 POs a week, at roughly 10 to 15 minutes each, that is somewhere between 13 and 20 hours of labor doing nothing but feeding paper into a machine and typing confirmation numbers into a system.

It gets worse. If a fax fails and no one catches it, the supplier never receives the order. Parts do not ship. Production schedules slip. The problem is only discovered days later when someone on the floor asks why a delivery is late, and the purchasing team traces it back to a fax that hit a busy signal on Tuesday and was never resent.

The ERP did its job. The approval happened on time. But the last mile of delivery, the fax, is a manual process that nobody optimized because "that is just how faxing works."

How GFI FaxMaker solves this

GFI FaxMaker's API integration connects directly to the ERP system, turning the manual fax step into an automated one. The purchasing coordinator is removed from the loop entirely for routine PO transmissions.

The ERP sends the fax itself.

When a purchase order is approved in the ERP, the system triggers an API call to GFI FaxMaker. The call includes the document (as a PDF or TIFF), the supplier's fax number (pulled from the vendor master record), and any routing metadata. GFI FaxMaker receives the request, queues the fax, and transmits it. No human touches the process.

Here is the flow:

1. Buyer creates PO in the ERP
2. Manager approves PO through the standard workflow
3. ERP triggers an API call to GFI FaxMaker with the PO document and supplier fax number
4. GFI FaxMaker queues and transmits the fax
5. Delivery confirmation (or failure notification) is logged back to the ERP via API callback
6. The PO record in the ERP is updated automatically with transmission status and timestamp

The entire sequence, from approval to confirmed delivery, happens without anyone printing, dialing, or walking to a machine.

Failed faxes do not disappear.

If a transmission fails (busy line, no answer, or technical error), GFI FaxMaker retries automatically. If all retries are exhausted, a transmission report is sent to the purchasing coordinator's email and the ERP record is flagged. The coordinator only gets involved when something goes wrong, instead of being involved in every single transaction. Every fax is logged in the Monitor for the administrator to review if needed.

Print-to-fax for the exceptions.

Not every fax can be automated. Sometimes a buyer needs to send a one-off document, a revised PO, a drawing, a note to a supplier contact. For these cases, GFI FaxMaker's print-to-fax driver lets them fax directly from any application without leaving their desk. The fax still gets archived and tracked alongside the automated ones.

The numbers

Here is a conservative estimate for a manufacturer processing 80 faxed POs per week:

	Manual process	With GFI Faxmaker API
Time per PO (print, fax, log)	10 to 15 minutes	0 minutes (automated)
Weekly labor on faxing	13 to 20 hours	Under 1 hour (exceptions only)
Failed fax detection time	Next day or later	Within minutes

Over a year, the labor savings alone represent roughly 700 to 1,000 hours of staff time redirected from mechanical faxing to work that actually requires human judgment.

Where this fits beyond manufacturing

The ERP-to-fax automation pattern applies anywhere a business system generates documents that need to reach external parties by fax:

- **Healthcare billing systems** that fax claims and pre-authorization requests to insurance carriers. The billing software triggers GFI FaxMaker the same way an ERP does, and confirmations flow back automatically.
- **Logistics and freight companies** that fax bills of lading, shipping confirmations, and customs documents to carriers and brokers who still operate on fax-based workflows.
- **Wholesale distributors** that process hundreds of orders daily from retailers who submit by fax and expect confirmations by fax. GFI FaxMaker handles both the inbound routing (orders arriving from retailers) and the outbound automation (confirmations going back out).

In each case, the pattern is the same: a business system already does the work of creating and approving the document. GFI FaxMaker handles the last step so that a human does not have to.

GFI FaxMaker On-Premise provides APIs for integration with ERP, CRM, and custom business applications. It supports high-volume faxing, automatic retry and failure notification, and runs on Windows Server with analog, digital, and FoIP connectivity.

For API documentation and system requirements, visit gfi.ai/faxmaker.

Ready to get started?

Request a free trial at gfi.ai or contact sales: sales@gfi.com.

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