

Premier InterFAX User

H&M Bay
ensures cold
chain continuity
with cloud fax.



INDUSTRY
Logistics and
Transportation

COMPANY
H&M Bay Inc.

For over 40 years, H&M Bay has specialized in moving frozen and refrigerated freight nationwide, managing the transport of over 20 million pounds of weekly shipments, from frozen foods to perishables and other temperature-sensitive goods.



H&M Bay partnered with Upland InterFAX to ensure stronger disaster recovery and offload the burden of on-premise fax servers. InterFAX's cloud-based solution delivered built-in disaster recovery protocols and integrated seamlessly with their transportation management system, resulting in significant IT time savings, reduced maintenance costs, and streamlined digital workflows.



How did H&M Bay strengthen disaster recovery services and streamline workflows?

The challenge

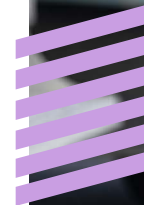
The top priority for H&M Bay was disaster recovery, ensuring that their clients can track critical temperature-controlled shipments no matter what. They wanted to move away from their current vendor, FaxBack, and were seeking a cloud fax solution to resolve issues tied to on-premise fax servers, phone numbers, and fax boards. After researching multiple providers, InterFAX stood out as the best fit for their needs.

"InterFAX gave us disaster recovery out of the box and eliminated the headaches of maintaining fax servers. It has been seamless for our customers, vendors, and users. I had been using electronic fax for many years. Initially, my experience was with an on-premise electronic fax server, which became a big concern for disaster recovery."

The solution

InterFAX provided a reliable, cloud-based fax solution that seamlessly integrated with H&M Bay's custom transportation management system (TMS). The onboarding process was smooth, with the InterFAX team offering direct support for web services integration. End-user tools, such as faxing via email, kept the process simple and intuitive.

"I have no complaints, and the infrastructure team is very happy with how easy it is to onboard new electronic Fax users directly in our custom TMS as we then integrate with InterFAX via web services to do the administrative updates."



InterFAX powers H&M Bay's digital transformation in cold chain logistics to keep freight moving no matter what.

Why did H&M Bay choose InterFAX?

In an industry heavily dependent on faxes for order entry, driver information, and documentation, InterFAX became a key enabler of digital transformation. Incoming faxes are automatically delivered as PDFs via email, which are then injected into business workflows—removing the need for filing cabinets and ensuring documents are accessible to staff from their desktop or mobile devices.

"Moving to InterFAX was very smooth and ultra-reliable; it is easier for our end-users when sending faxes. I can't tell you how much time was saved on our Infrastructure team, but I know it was significant enough to justify what appeared initially to be an increase in annual costs."

Operational impact and ROI

While the service initially appeared more costly than the legacy fax server, H&M Bay quickly realized the benefits were worth it. Ultimately, the added benefit of resilience, scalability, and reduced IT overhead was worth it for H&M Bay to switch to InterFAX.

- **Built-in disaster recovery** providing resilience in every situation
- **Lower maintenance costs** by eliminating fax server upkeep and upgrades
- **Simplified onboarding** so users could start sending faxes in minutes, right from the TMS
- **Significant time savings** for the infrastructure team, who gained hours each week to focus on higher-value work
- **No impact on customers or vendors** during the switch—it just happened, and it worked
- **Streamlined workflows** since faxes arrive as PDFs and automatically and can be routed anywhere
- **Improved efficiency and satisfaction** for both IT staff and end-users

upland
InterFAX

For more information visit: uplandsoftware.com/interfax

Upland InterFAX is an enterprise-class cloud fax solution that enables global organizations to send and receive documents and streamline digital workflows with optional AI-data management features. Easily integrate with systems you use daily and utilize our scalable, versatile Developer API for endless customization.

