

Customer Profile



Industry

Trucker's Insurance for
Owner/Operators

Overview

1st Guard Corporation is an exclusive provider of truck insurance to owner operators. The trucking industry continues to be fax intensive and 1st Guard required a fax solution that would integrate with their in-house systems plus provide business continuity, disaster recovery and be

Fax Technology

Faxcore/EtherFAX SaaS Hybrid extends faxing to all deployed and supported environments including:

ATHIA — Primary business system developed in-house.

Customer website faxing
iPad apps
iPhone apps

Faxcore/EtherFAX Solution Extends 1st Guard Corporation Technology Model

We do a lot of research and only pick companies that fit the 1st Guard model. We're unique in the truck insurance industry, and products like FaxCore are what our customers expect from us as "The Truckers Insurance Company".

— Dan Ribar, CIO, 1st Guard Corporation

Background

Based in Venice Florida 1st Guard Corporation began life in 1937 as a Detroit based general lines insurance agency and later added a truck insurance division. It continue to evolve and in 1969 became an exclusive provider of truck insurance to owner operators. 1st Guard Corporation is unique to the Trucking Industry in that they are a direct writer of insurance. This gives them a strategic advantage in having an in-house technology group – something that agencies don't have. The trucker deals directly with his insurance company resulting in better pricing, better service and a company dedicated to Truckers.

They are also unique in that their chairman, Ed Campbell, III is a technologist and believes that technology delivered and applied correctly gives you an advantage. Their systems are mostly home grown with a propensity towards building internal systems as opposed to out-sourcing parts and pieces. This keeps integration tight and delivery easy. Reaction time to business initiatives and technology requirements is extremely short and their technology engine can turn-on-a-dime.

Although 1st Guard prides itself on the personal touch of having people answer the phone during business hours, 1st Guard's chairman, Ed Campbell, III also understands the need for "Green" solutions and his directive requires a paperless office. 1st Guard switched to a SaaS model a few years ago for both inbound and outbound faxing but the service no longer meets their requirements.



The Trucker's Insurance Company.

Case Study



The Challenge

One of 1st Guard's business critical communications methods with Truckers and trucking companies is the fax machine. In a world of 40 million iPhones, sending a fax to a trucking company can still be the best process. Fax is, therefore, a mission-critical component of their service to their owner operators. The fax solution had to combine business continuity and disaster recovery as part of the process. Plus, the fax solution needed to integrate with 1st Guard's in-house systems.

1st Guard's approach to faxing for the end user is also unique in that they do not utilize typical "network fax" methods of a common fax by way of the end users desktop printing systems. In the 1st Guard paperless environment, all faxing happens in the primary business system called ATHIA or it's extended apps. Integration with ATHIA was critical.

The Solution

1st Guard deployed the FaxCore portion of the Faxcore/Etherfax solution using FaxCore's SDK & API exclusively to fully integrate with ATHIA and it's extended apps.

We selected FaxCore because they fit the 1st Guard model which is simply a technology with seamless integration, personalized customer support and a significant benefit to the customer. We do a lot of research and only pick companies that we can deploy quickly with our own style. We're unique in the truck insurance industry, and products like FaxCore are what our customers expect from us as 'The Truckers Insurance Company'. We don't take that lightly.