

## Success Story

**“It was easy to tie OmniRush® to our product using the OmniRush SQL database interface. We were able to tap the full power and features of OmniRush, without changing anything in our database structure or business logic.”**

- David Notik  
Principal  
Digital202 LLC

**Industry:** E-Commerce

**Development Tool:** Visual Studio.NET, C#, SQL Server2000

**Z-Firm solution:** OmniRush®

### OmniRush Enables Jpay.com

#### Corporate Profile

Since its founding in 1999, Digital202 has helped companies leverage the latest internet technologies to increase productivity and efficiency. Digital202 has helped small and large enterprises with dynamic internet applications that automate their business processes.

#### The Challenge

Digital202's customer, WFNS Payment Services, contracted with Digital202 for an all-new web site to allow customers to send money to an inmate's trustee account at a jail facility. The publicly visible web site, jpay.com, needed to be a modern ecommerce site, with dynamic content and be based on Microsoft SQL Server2000. The development tools were Microsoft Visual Studio.net, ASP.net, and C#. However the jails themselves need the orders delivered as specially formatted fax form. Each jail requires a different format, and several database queries are needed to pull all the relevant data together. The forms must conform to the specifications of each jail facility.

While there are fax api's available from various sources, this part of the project loomed as a large technical effort, requiring template authoring, job merging, and faxing to all come together. This part of the project would then require extensive testing, further driving up the project cost and delaying the schedule.

#### The Solution

Digital202 needed a solution that included rich database merge features, easy merge template creation and authoring, and full fax server features. The right system would offer a single platform for fax and email, so that moving forward would not mean a rework. Digital202 found their solution in OmniRush, a database-driven merge server, with built in fax and html email features, that is designed for database developers.

“We had a carefully designed database schema, and needed to plug fax and email into it without making changes or reworking our business logic,” said David Notik, principal, Digital202 LLC.

“OmniRush was a crucial part of our overall solution and our clients are thrilled with the capabilities it provides.”

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OmniRush helps enable the solution by giving the developers the power to merge any data in the database (including data returned by stored procedures), while the users create and modify the merge templates using Microsoft Word.

“The templates are very easy to write, so our customers are able to modify them with minimal training or assistance on our part. Additionally, OmniRush let us choose between hardware fax and internet-based fax, so we can develop and even deploy without fax hardware and phone lines,” said Notik.

OmniRush lets the developers focus on the business logic and presentation, without needing to alter the database or encumber development with a fax-specific API. OmniRush allows a single document library to be used for fax, print, and email, so templates can be emailed as document attachments (either MS Word or PDF formats) without any additional code.

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### About Z-Firm

Z-Firm LLC, a leading developer of office automation software, designed OmniRush as an integrated communication server for developers. OmniRush provides true integration for shipping, email, fax, and print right into the database development environments already used by most developers, including Oracle and SQL Server. OmniRush is easy to implement from Visual Basic, Visual Studio.NET, Foxpro, Access, Delphi, and other tools. Additional benefits include:

- Works with existing database structures with little or no changes
- Can be run with Z-Firm-provided MSDE database if no existing database server is present.
- Allows web, wireless, Windows, Mac, and Linux/UNIX clients to access OmniRush services
- Shipping (with Airborne®, FedEx®, and UPS®)
- Fax server
- Email merge server, including HTML merge
- Customizable database merge features

*ShipRush, and OmniRush, among others, are registered trademarks of Z-Firm LLC. Other names are the trademarks of their respective owners.*

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