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MCKENZIE TANK LINES IS TRANSPORTED TO FOXIT PDF EDITOR PRO

McKenzie
TANK LINES, INC.

Foxit PDF Editor Pro offers advantages

Faced with the task of rebuilding an IT department while also being in the middle of a multi-million dollar upgrade on their trucking system platform, Heather Townsend, Director of Technology, and her dedicated staff at McKenzie Tank Lines are busy.

"I'm tasked with everything from creating policies and procedures to developing a team, implementing projects, and much more." she explains. "So, I'm doing a little bit of everything."

"Everything" included supporting staff working with Adobe Acrobat.

Form creation problems

The previous PDF solution was occasionally causing problems among users who create forms. "Even though they had been trained, they were constantly needing help to create new forms," says Townsend. "It's not intuitive. Anyone who's ever done forms with Acrobat knows that it can be cumbersome and that security has to be specific in order for it to work."

That took time away from other priorities in IT, not the least of which is rebuilding the department. "We're lean and everyone's wearing 10 hats. Yet I'd be helping people when I was in town or over the phone. It was hard on me and hard on the team to have to wait to get help."

Seeking a more affordable solution

MTL also wanted to enable more users to have access to a full PDF solution but the cost of licenses with the current PDF solution was just too high. "We had five Acrobat licenses just for those who absolutely needed it," says Townsend. "But we really need to have more licensed users. And they're just cost prohibitive for a company like us."

Moving to a new PDF solution

Established in 1944, McKenzie Tank Lines, Inc. ("MTL") has grown from two tank trailers hauling petroleum products to a large diversified fleet of approximately 300 tractors and 900 tank trailers transporting chemicals, propane and petroleum products. Employing 400 drivers, mechanics and staff, MTL plans to add 200 to 300 more tank trailers in the next few years. Along with that expansion is a move to bring IT back in house after 15 years of outsourcing—a task that falls squarely to Heather Townsend, Director of Technology.

That means that supporting staff working with Acrobat—many of whom needed ongoing help to create forms—was getting in the way of other initiatives. And though other staff needed access to a complete PDF solution, Adobe was cost-prohibitive. So, it was time to look at an alternative like Foxit PDF Editor Pro.

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Foxit PDF Editor rises to the top

Townsend asked her staff to look into PDF solution alternatives. After examining several options, it came down to two: Adobe and Foxit Software. MTL decided to do a trial of Foxit PDF Editor Pro.

But there was resistance because users thought that their current PDF solution did everything they needed. Townsend convinced them to try Foxit for 10 days and the response was overwhelmingly positive. "By day four," she says, "I was receiving e-mails saying users didn't want to go back to Adobe ever again. I was blown away by the positive feedback."

People felt that Foxit PDF Editor Pro was very user friendly and intuitive. And even with a few minor changes to their workflow, staff no longer felt any resistance to moving to Foxit.

A much more cost-effective solution

Even more important was the cost factor. After examining all of the capabilities that the software offers as well as the number of licenses, support and maintenance they'd be able to afford, Townsend describes the decision as a no-brainer. That's even though she has history with Adobe.

"I'm a certified Adobe instructor from years back. But I've always hated the constant required upgrades. So, the idea of buying a perpetual license like Foxit offers with support and maintenance included was very exciting."

Better follow-up from Foxit

Adobe didn't make it easy to even investigate new licenses. "I couldn't get anyone to call me back," she says. "The Foxit Software representative would check in on me regularly, however, putting in the time and effort to help us make it happen."

Transitioning to Foxit was also a no-brainer. In fact, if they were to do it again, Townsend says they'd do an even larger roll out. "Foxit is so easy to learn and intuitive that from a change management perspective, it doesn't require the handholding that other software needs. Next time I'd say, hey, we're switching PDF software. Monday when you get in you'll have Foxit. Let me know if you have any questions. And it would be as simple as that."

Feedback continues to be positive across the board. "Users came and said, Foxit is wonderful, I love it. It works great," explains Townsend. "And more-so than anything really, it's not hearing about it. Nobody's complaining and nobody needs help. And from an IT perspective, when it's quiet, that's good."