

Integrating Fax Servers with Multifunction Devices

Consolidate and Streamline Fax Communications with MFDs

With NET SatisFAXtion's integration with multifunction devices, you can increase productivity and reduce costs - this guide shows you how



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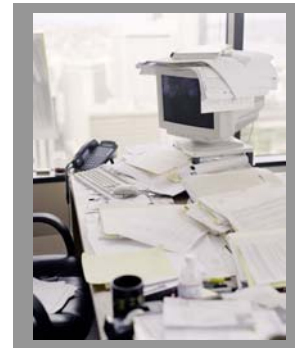
Integrating Fax Servers and Multifunction Devices

Executive Summary

Whatever the size of your organization, it is a safe bet that most people where you work print, copy, send and receive documents every day, if not several times a day.

This supposition is further backed by leading analyst firms like IDC and Gartner Group who have forecasted that nearly two trillion pages will be printed during the 2005 calendar year by U.S. companies alone.

As information and documents continue to grow at significant rates, burdens have been placed on imaging and printing environments. This has led many organizations to deploy multifunction devices (MFDs) that allow for copying, scanning, printing - even faxing. It isn't surprising then that in 2004, MFD sales equaled laser printer sales.



Ninety percent of all companies do not know what they are spending on internal and network printing. Source: IDC

Office workers continue to FAX mission-critical business information such as contracts, legal documents, sales quotes, purchase orders, order confirmations, announcements, membership applications and much more. Depending on document volumes companies deploy a variety of faxing tools, services and solutions that vary from the standard fax machine to multifunction devices to client fax software and networked fax server applications.

This guide examines business communications trends, describes MFD integration with fax servers and the benefits of MFD/fax server integration as well as the ways that these tools help companies. It also offers comparisons on sending documents without a multifunction device, with an MFD and then with a network fax server / MFD combination.

Business Communications Trends: The Good, The Bad, The Ugly

A number of trends are appearing on the 'printer' landscape. According to independent research conducted by Spencer Labs for Hewlett Packard last year, printed page volume trends in the U.S. favor organizations migrating to MFDs. More and more SMB (small-to-mid-sized businesses) as well as Fortune 500 corporations are printing documents than ever before.

Even educational institutions - universities, public libraries and K-12 schools see a significant increase in the amount of information that is printed. Dartmouth College, with its modest student population of 5,500 spent nearly \$50 per student, in 2004, to maintain its printers and stock them with paper and toner according to a study in *The Chronicle of Higher Education*.

IDC, a leading market research firm, has indicated that businesses of all sizes are printing more and copying relatively fewer pages. In 1998 copied pages exceeded printed pages. By 2000, however, with the increased depending on digital communications copied pages were 47% while printed pages led with 53%. In 2003 printed pages were estimated at 70 percent while copied pages were at 30 percent.



According to additional analyst research, companies spend anywhere from 5 to 15 percent of annual revenues in document-related activities. Gartner Group reports that a document is printed or copied, either physically or electronically, an average of 9 to 11 times at a cost of about \$18.00. Moreover, companies cannot find 5 to 10 percent of their documents, resulting in search and replacement costs of about \$120.00 per document.

Additionally, output equipment fleets (copiers, printers, fax machines, scanners, etc.) continue to be one of the most under-managed and costly assets within most companies, resulting in lost revenue of approximately 1 to 3 percent per year (Gartner Group, D. Logan report on Document Management: Assessing Costs and Benefits).

Why Multifunction Devices?

Many organizations are deploying MFDs to replace inefficient single-function printers, copiers, scanners and fax machines. Multifunction devices meld printing, copying, scanning and faxing into a single integrated unit to consolidate assets, reduce costs, save space and improve productivity. When it comes to these devices companies can choose from a range of units that perform at various speeds and paper formats to meet print, copy, scanning, faxing requirements throughout all levels of the enterprise.

MFPs that integrate multiple functions are one solution to maintaining underutilized single-function devices.

Source: IDC, 2004

In a June 2005 article, Ziff-Davis reported that the MFD race was tight with Canon leading with just over 16 percent market share, Xerox and Ricoh with about 15 percent each, Hewlett Packard, who entered the market in 2003, following with about 10 percent. Lexmark, Dell, Toshiba, Minolta, Savin, Gestetner and a handful of others make up the remaining competitors in the MFD arena.

Multifunction Devices and Fax Servers

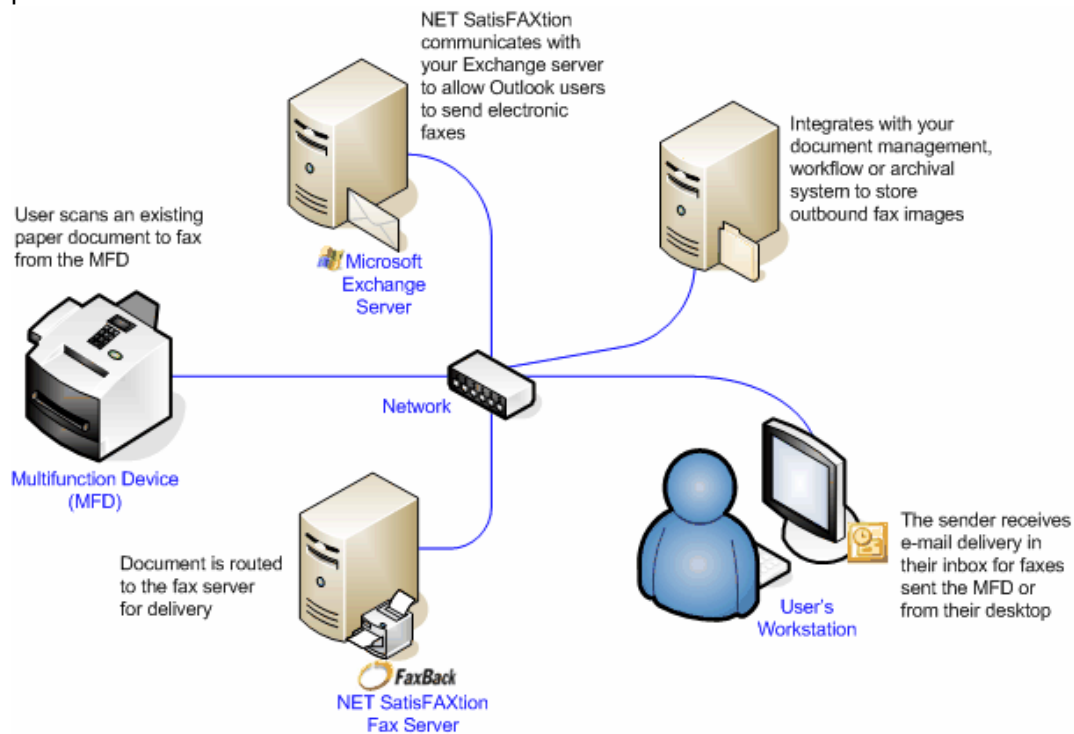
Everywhere, filing cabinets, desks and other handy storage boxes speak eloquently of the paper power. Paper, per se, is not the problem. The real issues are manageability, integration, accountability and cost control.

Whether you're a CFO for a small to mid-sized company or a Fortune 500 global giant, you simply can't afford to ignore the effect the proliferation of paper-based and electronic documents can have on your company's bottom-line performance.

Whether it's a business of 10 or 10,000 employees, success is measured in terms of productivity, efficiency, and return on information technology investment. Businesses today may find it challenging to match the productivity gains achieved during the past two decades through the introduction of hardware and software technologies. However, smart organizations can ratchet up productivity and increase efficiency in by investing in - and strategically deploying - the right combination of technologies. A LAN fax solution like NET SatisFAXtion makes a perfect complement to a multifunction device, providing significant ways to help businesses.

FaxBack is well equipped to help organizations large and small regain control of their document production environment, improve productivity and uncover a wealth of "hidden" cost-savings opportunities by integrating MFDs with network fax server software like NET SatisFAXtion.

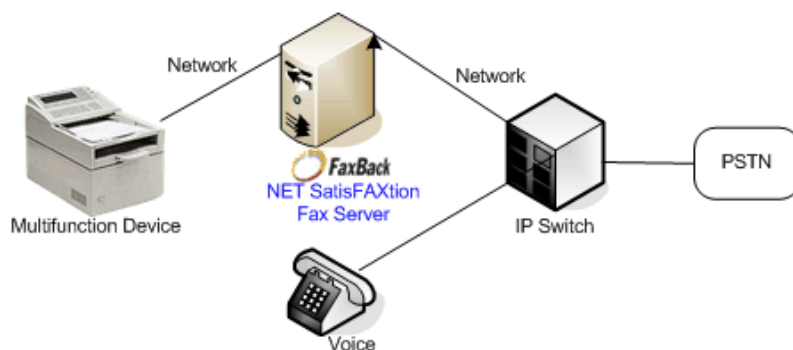
Integration with fax servers allow users to set up and configure their MFDs to send faxes through the server, rather than through a dedicated analog or digital phone line. This optimizes use of a company's existing telecommunications infrastructure without the expense of installing additional phone lines.



Fax Servers and MFDs in an IP Environment

FaxBack's NET SatisFAXtion product line supports real-time fax communications over IP, or also referred to as T.38 protocol. NET SatisFAXtion supports fax over IP in conjunction with IP-based telephony infrastructures that may already be in place.

Whether you have a traditional, "hybrid" or an all IP-based telephony environment, FaxBack offers a total end-to-end fax solution to meet the needs of all types of implementations. With over 20 years of fax industry experience and as one of the very first fax technology companies with IP experience, customers can be confident that they have the strongest ally in successfully deploying a powerful, secure and reliable solution.



NET SatisFAXtion's T.38 implementation allows Fax over IP by transferring facsimile documents in real-time between the fax server and a standard Group 3 facsimile device.

This transfer is done over the Internet or other networks using IP protocols. It is fully compliant with ITU-T T.38 fax relay specification and supports all existing standards.

Features and Benefits of Fax Server Integration

NET SatisFAXtion servers are ideal not only for electronic desktop fax delivery but also for hardcopy document faxing from a network-connected MFD. NET SatisFAXtion greatly enhances the functionality of an MFD by providing additional features and benefits such as:

- **Cost control.** Ensures rapid delivery of documents and consolidates faxing, copying, scanning, printing functions into a single device. By sending faxes through NET SatisFAXtion a company optimizes use of its existing telecommunications infrastructure without the expense of installing additional phone lines.
- **Flexibility.** Users can schedule faxes, delay faxes, fax forward as well as least cost route to a fax server in another city that is able to deliver the document locally.
- **Centralized Administration and Control.** Now IT departments have a single point of administration and control over their fax network. Organizations that integrate their MFDs with NET SatisFAXtion maintain an administrative log of all incoming and outgoing faxes, for bill back and auditing purposes.
- **Security and Compliance.** NET SatisFAXtion automatically logs and archives every fax sent and received from the server and MFD. Integration with document management, workflow, CRM, ERP and other business applications creates a paper trail for auditing and file recovery purposes.
- **Increased Workflow Boosts Productivity and Efficiencies.** Integrating NET SatisFAXtion with multifunction devices centralizes faxing capabilities and streamlines workflow processes focused around the creation, execution and distribution of business documents.

Multifunction Devices and the NET SatisFAXtion Value Proposition

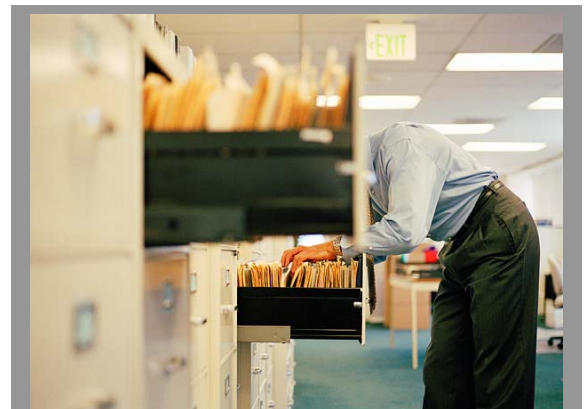
To see the benefits of integrating NET SatisFAXtion with an MFD, simply compare the three scenarios of document production and distribution in an ordinary corporate office:

Scenario One: Without an MFD

A document is created and sent to an employee's email inbox. The employee launches the document and sends it to a desktop printer, but then takes the same document and places it on the copier to make 10 copies for everyone in the department.

That same document is then placed on a fax machine and manually faxed to satellite offices in other cities. It is then filed in a manila folder for records.

Time spent: 45 minutes



Wasteful processes such as this help drive the cost of document management and output to as high as 10 - 15 percent of a company's annual revenues.

Scenario Two: With an MFD and WITHOUT Fax Server Integration

With an MFD some document production and distribution activities can be facilitated. For example, an employee can send a document directly to a network-connected MFD for printing, and at the same time scan and send the document to a designated list of email addresses throughout the company, fax an associate in New York, and make copies. The document can then be manually archived into a network directory and/or filed in a filing cabinet.

Time Spent: 15 minutes



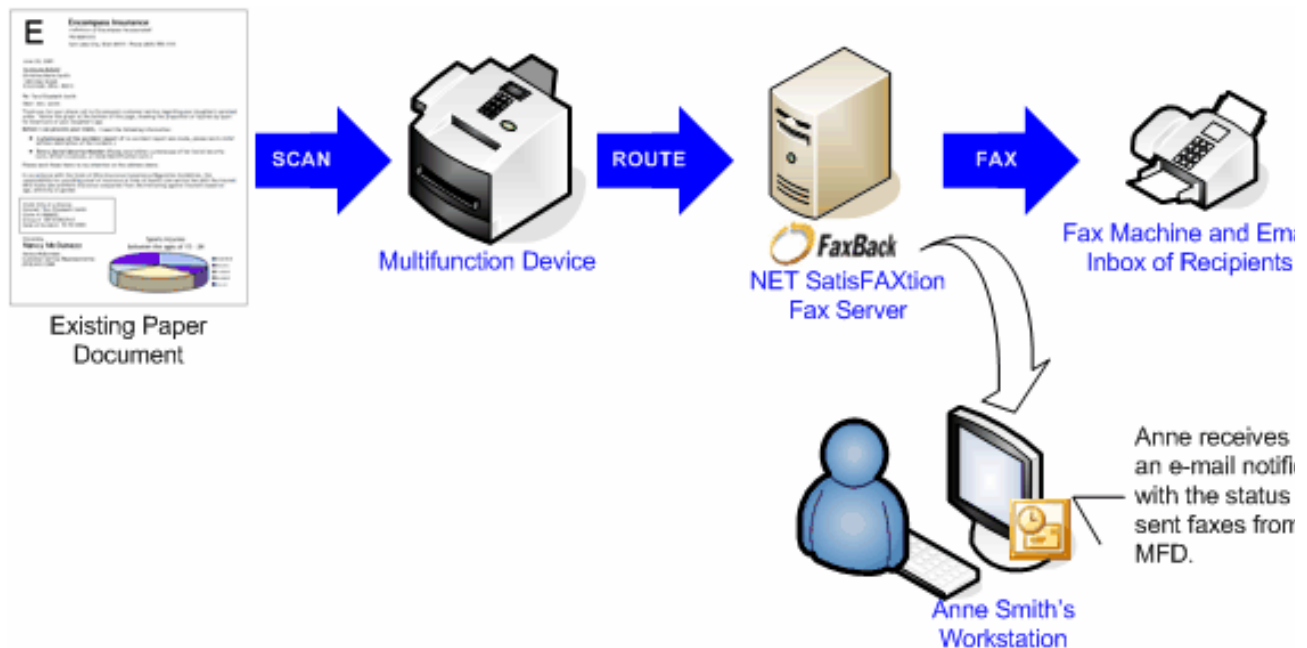
By merging faxing, printing, scanning and copying services on single networked devices, companies are able to realize significant cost savings and greater office productivity. MFDs consolidate assets, reduce costs, save space and improve productivity.

Scenario Three: With an MFD AND NET SatisFAXtion Integration

A single NET SatisFAXtion server can support many MFDs around your organization and further automate an array of document production and distribution activities.

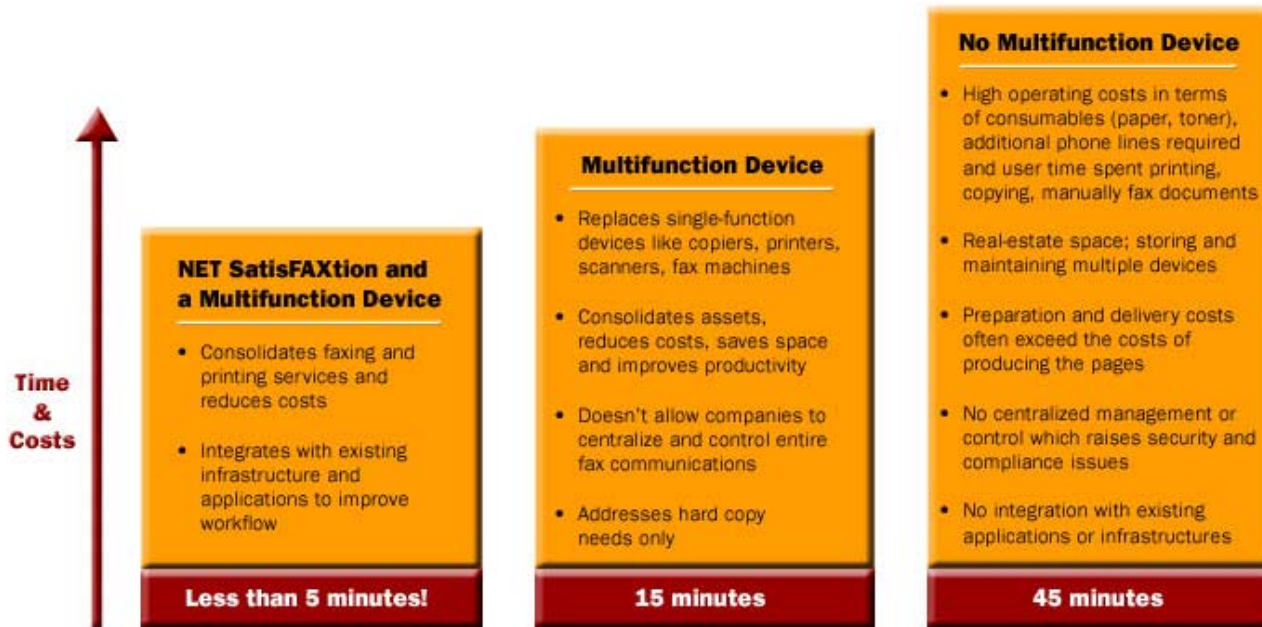
This same employee scans a document into a network-connected MFD where the document is instantly routed to a designated list of email and fax addresses through the NET SatisFAXtion fax server. Depending on the user's preferences, upon delivery, a pop-up alert and/or an email confirming delivery of the documents appears on the employee's desktop. And because NET SatisFAXtion integrates with various workflow, imaging and document management applications, an electronic copy of the document is automatically stored, further extending the company's existing infrastructure investments.

Time Spent: Less than 5 minutes



By combining NET SatisFAXtion with MFDs and other business applications this company centralized all fax communications, and realized substantial cost and productivity benefits. This combination allows users both easy walk-up access as well as a central point of control for not only hard copy but electronic fax documents.

The benefits of integrating NET SatisFAXtion with an MFD are clear when comparing the three scenarios of document production and distribution of a single document to 10 satellite locations in an ordinary corporate office environment.



NET SatisFAXtion Integrations with Multifunction Devices

Vendor	Multifunction Device	Models
Hewlett Packard	Digital Sender and MFDs	Digital Sender 9100C, LJ4100mfp, LJ9000mfp
Lexmark	Lexmark MFDs MFP add-on option to Lexmark's printer link	X630 MFP, X632 MFP, X720 MFP, X632e MFP, X750e MFP, X820e MFP

Summary

Companies can no longer afford passive management of equipment fleets and document production and delivery infrastructures that contribute to millions of dollars in lost revenue. Integrating existing networked, multifunction devices with fax servers like NET SatisFAXtion allows organizations to reduce documents creation and delivery costs while centralizing control of faxing.

For nearly twenty-five years FaxBack has been a leading fax messaging company with solutions that radically simplify the way organizations communicate. We provide award-winning network fax servers, fax-on-demand, broadcasting and web-to-fax solutions that streamline information processes, get time-sensitive information into the hands of your audience faster than ever before while reducing the cost of doing business.

First introduced in 1990, NET SatisFAXtion is an award-winning fax server with tens of thousands of fax servers installed in North America alone. Designed for organizations that need to control and simplify their fax communications, it is enjoyed by thousands of global organizations including AT&T, Arco, Bank of America, Compaq, Kaiser Permanente, Kodak, NEC, Sherwin-Williams and Wells Fargo. Countless other organizations in nearly every industry from real estate to manufacturing and travel to education and healthcare trust FaxBack and NET SatisFAXtion for their fax communications needs.



NET SatisFAXtion was a recent recipient of the Windows .NET Magazine Reader's Choice Award for network fax servers.

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