

# FaxBack® Fax-On-Demand

## A Document Delivery Solution for Your Organization

### HIGHLIGHTS

- Used by Fortune 500's like Avon, AT&T, Bank of America, Compaq Computer, Texaco and hundreds of other medium- & small-sized businesses.
- Full operation in Windows NT, Windows 2000, and Novell network environments.
- Flexibility to support multiple departments with customizable call paths, voice prompts and cover sheets.
- Smart validation of fax numbers callers submit. Create as many rules as necessary to control costs & prevent abuse.
- Complete reporting capabilities for system analysis.
- The popular NET SatisFAXtion fax server is the powerful sending engine for FaxBack.
- Turnkey solution arrives fully compatible with your existing telephone switching equipment & network.

*Provide your customers, prospects and associates with access to critical information 24 hours a day...*

*Free-up support and service staff by automating the fulfillment of requests...*

*Eliminate printing, handling, mailing and overnight delivery costs...*

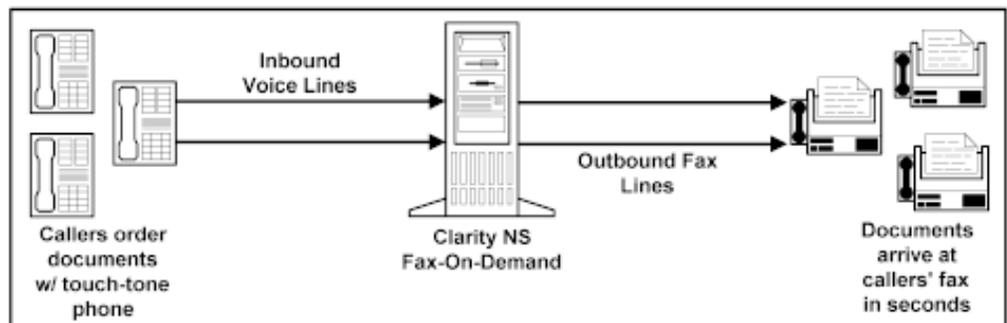
These are just a few of the benefits of FaxBack Fax-On-Demand, an instant delivery solution for sending product support documentation, sales literature, pricing, financials, forms and dozens of other document types. Let your customers, prospects and associates use a touch-tone phone to access a catalog of documents, make selections and have them delivered to a fax machine in seconds. FaxBack blends automated voice response with fax server technology to provide an effective and reliable document delivery solution that runs day and night.

### The Original Fax-On-Demand Solution

At a time when support departments handled inquiries over the phone exclusively, FaxBack developed the first fax-on-demand solution at Intel to automate the fulfillment of requests for information via fax. Shortly after FaxBack's founding, the system's popularity grew and its applications went far beyond the technical support arena.

### Wide Range of Applications

For over ten years, FaxBack's Fax-On-Demand solutions have met the diverse departmental needs of technical support, customer service and sales & marketing among others. For the IRS, it is a tax form and information fulfillment service. For the travel and tourism industry, it is a marketing tool. For realtors, it delivers important data on residential and commercial properties. And for companies in the high-tech industry, it remains a



*Using a touch-tone phone, callers dial into FaxBack, follow simple voice-prompted menus and order specific documents or a catalog of everything that is available.*

# FaxBack Features & Benefits

technical support tool—helping callers answer their own questions without taking valuable time away from well-paid product specialists.

Today, FaxBack's Fax-On-Demand customers include a host of blue chip companies like AT&T, Arco, Avon, Bank of America, Compaq Computer, Kodak, MCI, NEC, Sony, Tektronix, Texaco and many more.

## Configuration

FaxBack can be sold as a turnkey solution or software only. With a turnkey system, a new machine is often included in the purchase price.

Some customers, however, prefer to provide a computer of their own. In either case, FaxBack can deliver a complete solution, including the host platform, voice and fax server software and co-processor fax boards, so you don't have to spend time configuring and setting up. Everything can be pre-configured, so it arrives ready to integrate into your business, fully compatible with your existing telephone switching equipment and local area network.

### ■ Two Interacting Servers

FaxBack is comprised of two interacting servers: Voice and Fax. The Voice Server answers calls, asks pre-recorded questions and collects the order information. A NET SatisFAXtion fax server is FaxBack's powerful sending engine. It attaches a cover page to an order of documents and delivers them to a caller's fax immediately.

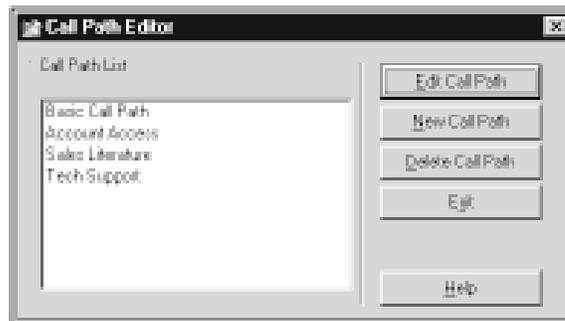
## The Voice Server

The FaxBack voice server answers calls, asks pre-recorded questions

and collects information, i.e. desired documents, fax number, optional passwords and account or credit card numbers, via touch-tone input.

### ■ Call Path Editor

The Call Path Editor has an easy-to-use interface that simplifies the configuration of call paths. Add, change or delete them as often as necessary. It's easy to support several departments by configuring multiple call paths that correspond with distinct types of documents, i.e. sales/product literature, technical support and accounting.



*Call Path Editor Dialog*

### ■ Voice Prompts

Configuring new voice prompts is an easy process accomplished with the Call Path Editor. And recording prompts is as simple as calling into the FaxBack system and accessing a hidden 'supervisors' menu that guides an administrator through each step. This flexibility is ideal for companies that want voice prompts to reflect their corporate identity or who need to make their system accessible to foreign language callers. A limited set of English, Spanish, French, German and Japanese prompts ship with every system.

### ■ Alpha Character

Alpha Character is an optional feature of FaxBack which turns a caller's touch-tone phone into a

## Proven Benefits of FaxBack's Automated Response Systems

Since 1990, FaxBack systems have helped numerous companies in a variety of industries. With proper promotion and integration into business processes, FaxBack Fax-On-Demand earns a rapid return-on-investment.

### Here's how:

- Provides 24-hour unattended access to information for your customers and prospects
- Reduces staff time and costs associated with information fulfillment
- Gives access to anyone with a touch-tone phone and fax machine
- Delivers information to customers at the peak of their interest
- Reduces printing, handling, mailing and postage costs
- Fulfills lead generation activities for sales and marketing programs
- Frees-up support staff by offering answers to frequently asked questions

keyboard. This means callers can provide their name and other data for cover pages as well as for record and tracking purposes. In addition, FaxBack's Extension Transfer feature allows callers to connect to an operator, support person or voice-mail box in case they have questions or concerns.

## The Fax Server

A NET SatisFAXtion fax server is the powerful sending engine behind FaxBack. Responding to information gathered by the voice server, it loads up the selected documents,

attaches a cover page and delivers the materials to a caller's fax within seconds. In addition to delivering Fax-On-Demand documents, NET SatisFAXtion is available as a stand-alone network fax server allowing users to send, receive, manage and track faxes right from their desktop PC.

## ■ Smart Validation

NET SatisFAXtion's Validation Editor provides the ability to create rules that validate the fax numbers submitted by callers. Create and modify as many rules as necessary to address all the control issues your business might have such as:

- Blocking transmission to certain numbers, in particular, those with a 900 or 976 prefix.
- Using long distance services that require additional access numbers.
- Adding an extra digit, usually a '9', for an outside line.
- Removing an unnecessary area code when dialing local fax numbers.

## Documents

Documents are converted from their original format to a faxable image file format. They are organized into one or several folders either on the system machine or on another

machine on your network. With FaxBack's standard configuration the first call into the system is used to request a catalog of available documents. A second call is necessary to make selections. However, a 'single-call' configuration is also available making it possible to receive a catalog and specific documents in the same call.

## ■ Custom Print-Driver

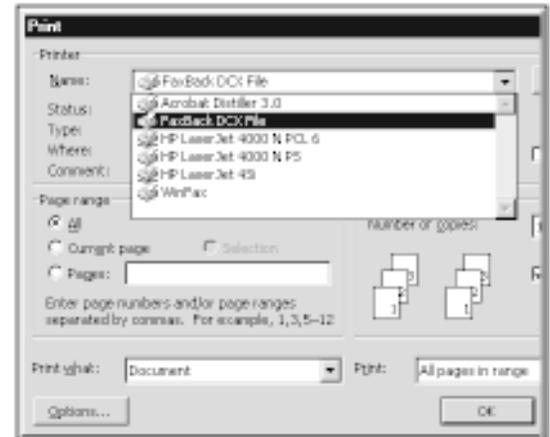
A print-driver that converts your documents into faxable image files ships with every FaxBack system. It sets up as an available printer, letting you "print-to-convert" documents created in any Windows™ application.

## ■ DocTools

DocTools is a set of document management utilities that simplifies the process of preparing documents for your FaxBack system. In addition to converting documents from their native file formats, they can help generate the document catalogs that callers receive the first time they call.

## WebWindow™

Make your web site accessible to anyone with a phone and a fax! WebWindow allows you to use your web site as a document resource for FaxBack. With so many of today's companies making a web site their primary



FaxBack's DCX Fax Print Driver

information resource, it is an ideal solution for delivering web pages via fax.

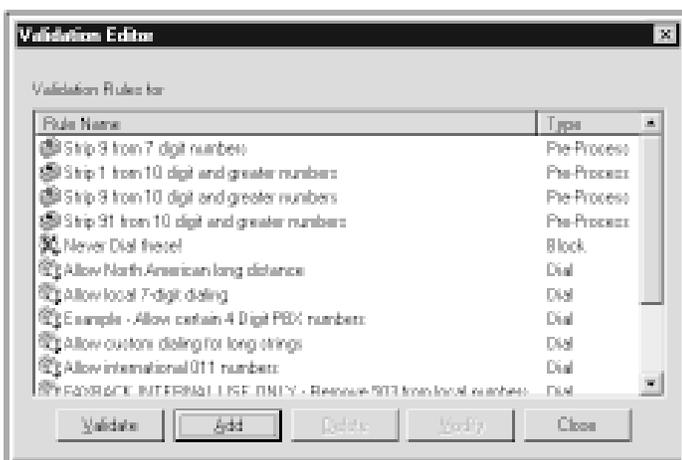
## ■ Leverage Your Web Site Investment

Enormous financial and personnel resources are invested to create and maintain web sites. WebWindow greatly increases the return on this investment by:

- Extending the delivery of web pages to the millions of fax machines installed worldwide.
- Allowing your organization to manage and update a single document resource for both fax and web delivery, so information is quickly updated and available to callers without delay.

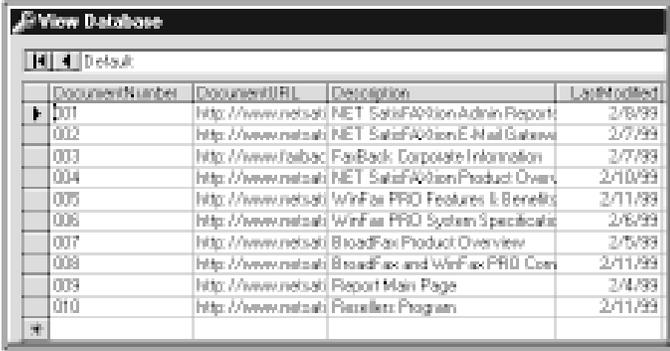
## ■ Single Resource for Easy Management and Flexible Delivery

With WebWindow you can create a single document resource that greatly simplifies document management. Forget about reformatting web content for fax delivery. WebWindow's database is easy to configure—simply assign a document number to a source URL. Edit or update the content of source URLs as often as necessary. If you wish, FaxBack can access a source URL to produce a fax on a **per call basis** so callers always



NET SatisFAXtion's Smart Validation Editor

# FaxBack Features & Benefits



Document Number	Document URL	Description	Last Modified
001	http://www.netbak.com	NET SatisFAXtion Admin Report	2/8/99
002	http://www.netbak.com	NET SatisFAXtion E-Mail Gateway	2/7/99
003	http://www.faxback.com	FaxBack Corporate Information	2/7/99
004	http://www.netbak.com	NET SatisFAXtion Product Overview	2/10/99
005	http://www.netbak.com	WinFax PRO Features & Benefits	2/11/99
006	http://www.netbak.com	WinFax PRO System Specifications	2/6/99
007	http://www.netbak.com	BroadFax Product Overview	2/5/99
008	http://www.netbak.com	BroadFax and WinFax PRO Comparison	2/11/99
009	http://www.netbak.com	Report Main Page	2/4/99
010	http://www.netbak.com	Facsimile Program	2/11/99

WebWindow's Document Database

receive the latest version of a document. However, for URLs that change less frequently and to reduce fulfillment times, WebWindow's caching feature lets you convert and store documents ahead of calls.

WebWindow's proven benefits include:

- Delivering web content to customers, prospects and associates who don't have Internet access.
- Simplifying document management in order to reduce costs.
- Leveraging an Intranet that provides key information to support and sales efforts.

## Account Access

FaxBack's account access features let you to restrict callers' access to documents by means of a PIN number. The feature is ideal for applications requiring access to information through subscription. FaxBack searches a pre-assigned database to validate numbers provided while at the same time retrieving

a caller's name and fax number. Callers without an account can hear a message instructing them on how to obtain an account or be given the option of providing a credit card.

## ■ Credit Cards

FaxBack's Credit Card Module can collect and validate credit cards, allowing you to charge callers for the documents they receive.

## Administration

An easy-to-read console provides a real-time view of voice and fax port statuses as well as maximum use rates (time that all ports are in use simultaneously).

## ■ Logging and Reporting

FaxBack compiles comprehensive activity logs for each call into the system and has several report templates so administrators can easily run reports to view document ordering activity, call path usage,

port usage, fax transmission data and much more. For advanced and custom reporting needs, the logs can be imported into common databases and reporting tools.

## FaxBack Specifications

### Voice Features

**Voice Adapters:** Dialogic

**Telephony Interface:** Analog or Digital with optional T1 interface

**Max. Number of Voice Ports:** 48 per server

**Max. Number of Call Paths:** Unlimited

**Voice Prompt File Format:** VOX (PCM up to 11 kHz, 8-bit mono)

**Menu (Call Path) Activation:** Global, Per Port, DID, DNIS

**Menu (Call Path) Creation:** FaxBack's Call Path Editor

### Fax Features

**Fax Boards:** Brooktrout, Dialogic, SatisFAXtion, Class 1/Class 2

**Max. Number of Fax Ports:** 60 per server

**Fax Adapter Speed:** 14.4 Kbps or maximum supported by CCITT Group III standard

**Telephony Interface:** Analog or Digital with optional T1 interface

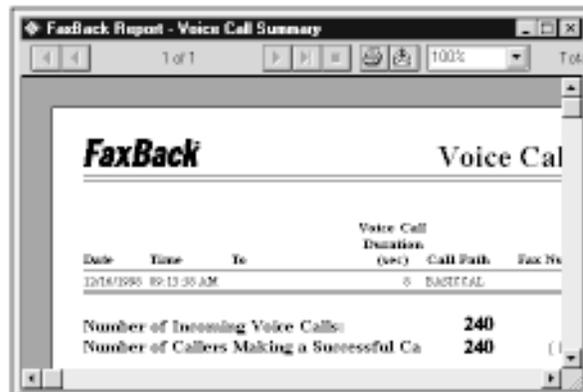
## How To Get More Information

Contact a FaxBack Application Specialist today by:

■ **Phone:** (800)329-2225

■ **E-Mail:** [info@faxback.com](mailto:info@faxback.com)

■ **Web:** [www.faxback.com](http://www.faxback.com)



Date	Time	To	Voice Call Duration (sec)	Call Path	Fax No
12/4/99	09:13:30 AM		6	INTERNAL	

Number of Incoming Voice Calls: **240**  
Number of Callers Making a Successful Ca: **240**

A Report in FaxBack

# FaxBack®

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