

Beyond the Fax Machine

Introducing Network and VoIP Fax Solutions

The Evolution of Fax Communications

For years, experts have predicted that fax will be completely replaced by email and other forms of electronic communication. Yet, faxes continue to be a dependable and universal method of communication and a critical and embedded factor in many workflow processes. Initiatives such as business process improvement, managing regulatory compliance as well as application integration and device consolidation are just a few of the factors that have led businesses to replace fax machines with network and VoIP fax solutions.

This learning guide outlines current and future fax messaging and communications trends in today's business environment and the benefits organizations are realizing by implementing an automated, desktop faxing solution. You'll be introduced to the NET SatisFAXtion™ suite of products as well as guidelines for evaluating and selecting reliable and forward-looking fax communications and messaging technology which will assist your organization in streamlining business processes and increasing employee productivity and customer service. You'll also learn how network and VoIP fax solutions can significantly increase return on investment and reduce consumables costs.

Rethinking Fax Messaging

Many organizations today continue to use manual fax machines to send or receive faxes. Employees are tasked with printing a hard copy, walking to or from a printer and fax machine and manually processing a paper-based fax.

When you consider the time this manual process takes, and the corresponding loss of employee productivity, coupled with the cost of fax machine supplies and maintenance, the price of sending and receiving every fax is equivalent to a \$2 expenditure. Multiply this by the number of employees in your company, then the amount of faxes each employee sends and receives, and the overall cost can be staggering. And, when you also consider lost and misplaced faxes and compromised security and privacy, manual faxing processes clearly are not as efficient or cost-effective as more modern fax messaging technologies.

A high volume of inbound paper-based faxes continue to play an important role in many workflow processes like claims processing, loan and contract applications and approvals, purchase and sales orders, RFP's and RFQ's, to name a few. In many organizations, these documents are still manually received via the fax machine, then hand-routed, with little or no tracking or record of accountability. In processes such as this, serious issues can arise by the inability to locate or track faxes, ever-increasing fax volume, inefficiencies of managing an excess of paper-based documents or delayed responses caused by the time it takes to retrieve a fax and deliver it to the intended recipient.

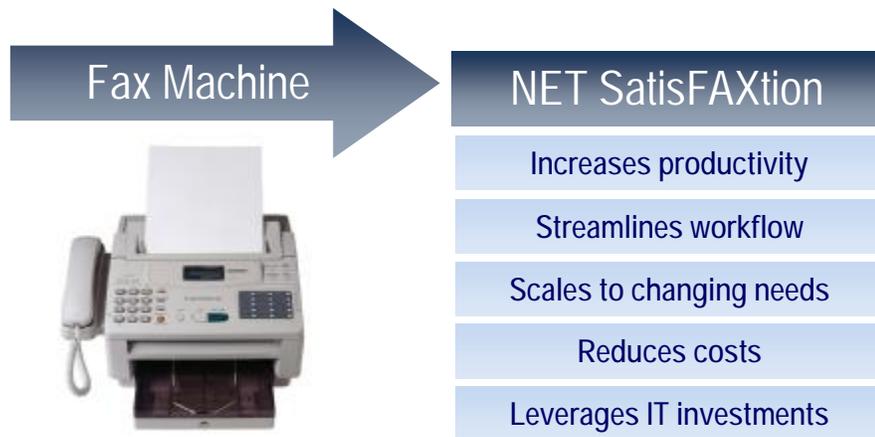


Inefficiencies surrounding faxing from a fax machine and other manual workflow processes can undermine an organization's ability to be competitive and increase profitability. Recent studies rank automation as a primary strategic initiative for most IT departments. Automated business processes and solutions build efficiencies by increasing employee productivity, reducing costs and replacing out-of-date technology.



When you're considering upgrading from manual fax processing, the ability to send and receive faxes directly from legacy and commonly used systems and applications is critical. Delivering faxes directly to the email inbox, attaching fax documents to emails directly from Word or other applications or faxing documents from a Xerox, HP or Cannon MFP device are just a few examples of the type of fax integration expected by end-users and administrators.

Government-mandated regulations such as HIPAA, Sarbanes-Oxley and Gramm-Leach Bliley have placed additional security requirements on business communications, forcing many organizations to change the way they manage fax traffic. Additional precautions to ensure document privacy, secure and tamper-resistant delivery, accurate tracking and reliable fax archival are more important than ever to meet ongoing compliance regulations.



Migrating to VoIP Systems

Voice over IP is dramatically changing telephony communications, quickly making analog phone lines a thing of the past. Successful VoIP rollouts now include integrating fax along with converged voice and data network. By upgrading from traditional fax solutions that require analog phone lines and expensive fax board hardware to fax over IP solutions that leverage the built-in fax of most VoIP routers and gateways, organizations are achieving greater cost savings as well as increased employee productivity and mobility.

Benefits of NET SatisFAXtion Solutions

Whether your organization is looking to eliminate fax machines, integrate fax with a converged voice and data network or automate document management and archiving processes, implementing a NET SatisFAXtion product will improve workflow inefficiencies and reduce costs. With FaxBack's software-only fax server solutions, every fax sent to and from your organization is instantly available at the end-user's workstation.

Incoming faxes are delivered directly to an email inbox, where they can be viewed, edited, forwarded and stored. The time it takes to travel to and from the fax machine or search for lost faxes is eliminated. Confidential faxes are viewed only by the intended recipient. And, just as easily as documents can be printed, they can be faxed from any application such as Microsoft Office, ERP and CRM systems, or popular document management and archival applications.

Regardless of the volume, all inbound faxes can be easily captured electronically and routed automatically. Faxes are immediately routed to an individual recipient or forwarded to a specific department or workgroup for processing. Centrally managed, automatic routing processes replace the need for manual handling. Incoming fax delivery is instantaneous and every fax can be tracked and archived for document management and reporting purposes.

Increased Productivity

Hours of employee productivity are saved by eliminating the need to travel to and use multiple business machines to print and fax documents. For even smaller organizations with less than a hundred employees and low fax volume, the time employees waste over the course of one year can add up to nearly as many hours as a full-time employee. For larger organizations with heavily faxed volumes the productivity gains realized by network and VoIP faxing are enormous. And because incoming faxes are routed without delay to where they need to go, response time and accuracy are seriously improved.

With NET SatisFAXtion, every fax is delivered, securely and confidentially. Sensitive information, mandated by regulatory compliance, can be faxed directly from the applications that generate the fax document, and delivered in the original and unaltered format. NET SatisFAXtion helps main-



tain a higher level of regulatory compliance by ensuring confidentiality during fax delivery and tracking processes.

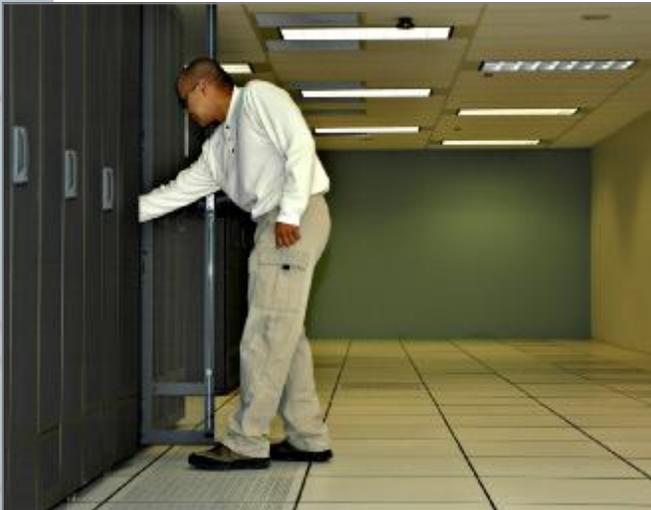
Any workflow process that includes fax is automatically improved by the use of NET SatisFAXtion products. Because faxes documents are captured electronically without being printed, not only paper usage significantly (if not entirely) reduced, fax management becomes a more regulated and integral part of the business process. In many cases, paper-based document printing and mailing is completely eliminated, saving thousands of dollars in delivery costs and dramatically accelerating business cycles.

Whether your organization is small, with less than a hundred employees, or a large enterprise with thousands of users across multiple locations, NET SatisFAXtion scales to meet your ever-changing needs. Designed to easily adapt to fluctuating employee levels, the software also readily adjusts as application and systems change and evolve.

NET SatisFAXtion servers are engineered to easily manage high volumes of fax traffic from multiple locations within an organization. Not only can a single server manage thousands of faxes per day, but multiple servers can be networked across locations to ensure that faxes are delivered in the least cost manner and that fax loads are balanced for timely delivery.

Leverages IT Investments

Many companies have already invested significant budget and IT resources to deploy enterprise-wide systems that address strategic business initiatives and help to build process and workflow efficiencies within their organization. Today, large-scale MFP deployments and VoIP rollouts are top objectives for many IT departments.



Adding NET SatisFAXtion's automated faxing capabilities are a value-add without making additional expenditures for hardware, software, support or custom development. Because VoIP fax uses the built-in T.38 capabilities of VoIP routers and gateways, including fax over IP in a converged voice and data rollout allows for even more cost savings. There are very few technology solutions in the marketplace that can demonstrate such a clear and solid return on investment like NET SatisFAXtion. Depending on the size and type of deployment, the typical pay back period is achieved in a matter of

months. Thousands of companies have proclaimed that implementing NET SatisFAXtion has substantially contributed to their bottom line, reducing fax delivery costs by up to 90%.

Guidelines for Selecting Your Fax Solution

✓ Determine Your Needs

Gather your requirements before you begin investigating technologies. Answer questions such as: How many end-users and locations will the initial deployment need to accommodate? What about allowing for future growth? What types of applications do you want fax to integrate with now and in the future? Will your company be migrating to VoIP in the near future? What types of compliance issues do you need to consider?

✓ Look to the Future

The telephony industry is changing quickly. Very soon, Voice over IP technology will replace every known type of phone system. This impacts fax tremendously. Choosing a fax company with established experience in the VoIP market will eliminate having to replace alternative fax solutions in the future. Check company literature for a forward-looking company and an established leader in IP Telephony.

✓ Choose the Right Hardware

Stay away from fax software that still uses modems. If a fax server solution that includes a fax board makes sense for your organization, make sure that the fax software can manage high volume with a single server. This alone can save thousands of dollars in unnecessary fax board hardware costs. If your company has already deployed VoIP or is planning a converged voice and data migration, most VoIP systems can readily accommodate fax without requiring additional fax board hardware.

✓ Integrations are Key

Choosing fax server software with flexible APIs is important if you are looking to integrate your fax system with multiple applications and systems. Installations should be seamless with common applications such as email and VoIP systems. Ask vendors what their typical installation involves and how much time it takes.

✓ Check the Features Box

Because fax software is a mature product, most established fax software products share common features such as email integration, SQL Databases, .NET frameworks, fax routing and notifications, extensive tracking and reporting, least cost routing, etc. Fax software that does not include these enhanced features should be reconsidered. Some fax vendors that have been slow to move to newer technologies such as SQL, still have bugs in their software.

✓ Stick with True Fax Companies

In the world of mergers and acquisitions, many long standing, reputable fax software companies who claim high market share have lost ground. Distracted by new technologies unrelated to fax, valuable development resources have been redirected or lost. True fax software companies will be 100% dedicated toward improving fax technology, and will readily provide easy and direct access to engineers and executives.

✓ Watch Out for Hidden Costs

Mandatory support contracts, excessive charges for additional software or integration links, and unnecessary hardware costs can add up and cause you to pay more than you should.

✓ Check Up on Technical Support

Especially when paying for technical support, it is critical to make sure you have quick access and resolution when you need it. Double check with customer references about hold times, response times, resolutions to software glitches and experience with reliable, well-tested software releases.

✓ Try Before You Buy

The easiest way to determine if you've picked the right fax software solution for your organization is to download a trial version of the software. This should be easily available on the website of any fax vendor and is the best way to test installation and set-up, features and user interfaces and overall performance.

The NET SatisFAXtion Product Line

Depending on the size and needs of your organization, NET SatisFAXtion has a choice of three different core applications with optional add-on modules for enhanced functionality.

Core Applications

NET SatisFAXtion IP (T.38 VoIP Fax)

Leverage VoIP investments by adding fax capability to your IP environment without investing in expensive fax board hardware. Our Fax over IP edition is full-scale enterprise fax server software that manages high volumes of fax traffic and is easy to install and use. Scalable from 1 to 120 ports per server.

NET SatisFAXtion Enterprise Edition

Designed to address the rigorous needs of companies that send and receive high volumes of faxes, have multiple locations or require specific application integration, the Enterprise Edition is a reliable and scalable fax server software solution enables your organization to easily manage faxes electronically. Expandable to a maximum of 96 lines per server and unlimited user licenses.

NET SatisFAXtion Small Business Edition

For smaller organizations seeking to automate fax delivery or for workgroups that need seamless application integration, our Small Business Edition offers an affordable fax server software solution that will save employees time and cut costs. This solution is ideal for 5-50 users.

NET SatisFAXtion Fax Appliance

A turn-key network fax server, coupled with FaxBack's Small Business Edition software, that is easy-to-use, economical and ready to plug—in and fax. Ideal for organizations, field offices, or departments that require a low-cost and out-of-the-box fax solution.



Optional Add-on Modules

Email Integration

Allows users to send and receive fax attachments just like email, and from a single interface. Tight integrations with Microsoft Outlook or Exchange, Lotus Notes, GroupWise and other SMTP or POP3 email applications.

Secure Fax Archival

Maintaining fax security and privacy is important. Our Fax Export module makes archiving and storage simple, improving workflow efficiencies by eliminating challenges commonly found with retrieving faxes.

Application Integration

Brings fax capability to the applications your organization commonly uses to send critical documents such as purchase orders, invoices, claims, mortgage documents and more. Using our print-to-fax technology, documents can be sent directly from software applications via fax, instantly and effortlessly.

PDF Conversion

Fax images can easily be converted to PDF documents, directly from the application they were created in. Email users receive incoming faxes as PDFs.

For additional information and a evaluation software: www.faxback.com.

NET SatisFAXtion Key Features

- Integrates with Exchange or any email application that supports SMTP
- Print-to-Fax from any core business application
- Incorporates .NET Framework for greater performance and reliability
- Phonebook and fax contact list integration
- Receive faxes as PDF or TIFF attachments in email inbox
- Supports Super G3 fax (V.34) for 20-80% faster connection times
- Real-time, desktop monitoring of faxes
- 'WYSIWYG' file-to-fax rendering
- Flexible cover page design options
- Preview faxes and cover sheets before they are sent
- Hassle-free-installation and configuration
- Reporting and billing tools
- Fax delivery confirmations by email
- Supports fax for unlimited users
- Uses Microsoft Installer (MSI) for file resiliency
- Extensive SQL logging with SQL for data integrity and scalability
- Advanced reporting tools provide in-depth snapshots of system use
- Notification engine alerts administrators to potential problems

About FaxBack

FaxBack, Inc., a market leader in fax software solutions, has developed NET SatisFAXtion to meet the needs of this new era of business communications and IP-enabled telephony installations. By enabling cost-effective, secure and efficient fax transmissions, FaxBack is helping to drive the convergence of fax communications and messaging around the world and fueling the next generation of innovation and market growth.

For nearly 25 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, web-to-fax applications and most recently, a real-time, point-to-point VoIP fax solution that streamlines information processes, gets time-sensitive information into the hands of your audience faster than ever before while reducing the cost of doing business. Designed for organizations that need to control and simplify their fax communications, FaxBack's line of software applications are 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 our solutions for their fax communications needs.

