Learning Guide: Do You Need a Fax Server?

Strategies for Selecting a Network Fax Server

The In's and Out's of network fax server technology and deciding if one is right for your organization

FaxBack

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Executive Summary

Fax continues to be an important and cost-effective means for business-to-business communications. It is estimated that more than 90% of U.S. businesses have fax machines in the office and that sales of fax machines in the last few years have maintained a steady growth rate. Despite the popularity of email, more than 7.5 million fax machines were sold in 2002 alone.
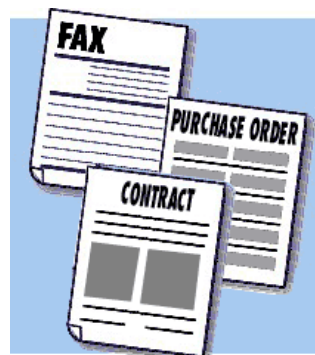
With the regulation of email marketing under consideration by Congress, e-mail has reached its saturation point. DoubleClick reported that the volume of e-mail consumers received rose 60 percent from 2001 to 2002, and Gartner expects that amount to triple by 2005. *People are tuning out most e-mail, even the ones they opted into.* Sixty percent say they delete most e-mail without reading it. In addition, ISPs are boosting efforts to block spam, making it tougher for messages from legitimate marketers to reach their audience. And marketing by direct mail for many companies is not a practical, time and cost-effective option either.

When you consider that nearly 90% of the documents that are faxed originate on a computer, it is easy to see how fax applications have become everyday staples of standard business communications for departments like purchasing, sales, customer service, human resources, legal and accounting.

Few businesses can survive without being able to fax documents such as sales quotes, invoices, purchase orders, business contracts and more. The reliance on faxing for business-to-business correspondence has driven explosive growth in the daily number of faxes companies are handling.

Unfortunately, however, faxing in most organizations is still very much an unmanaged resource that continues to waste time and money. For many companies, fax messaging generally consists of a configuration of hundreds of fax machines and thousands of workstations and laptops with fax modems.

This whitepaper provides a brief introduction to network faxing, discusses fax server technology in general and current research on faxing trends. It discusses benefits of network faxing and includes what questions to ask fax vendors as well as the pros and cons of outsourcing or owning. This paper is designed to help organizations make informed decisions on if network fax server technology and how it may benefit their organization.

Defining "Fax" and "Network Fax"

Before describing network fax technology, here is a brief overview to fax itself. Formally referred to as "facsimile," fax was originally coined the term "telecopying" and defined as the communication of printed pages between remote locations via the telephone system.

Fax machines scan a paper form and transmit a coded signal representing the page. The receiving fax machine decodes this signal and prints a facsimile of the original.

A fax machine usually comprises of a scanner and a printer, with electronics to control these and provide a fax-signaling connection to the telephone system. Fax machines all use the same signaling standards and can communicate with one another, with transmission speeds of several pages per minute and output image capability approaching laser printers.

There are currently more than 75 million fax machines in use worldwide and the number is growing at a rate of 6-8 million per year in the United States alone.

What is Computer-Based Fax?

Computer-based fax uses personal computers or other programmed processors to extend the functionality of fax machines. A typical form of a computer-based fax is a PC running special fax applications and equipped with a fax modem that connects with the telephone network to provide the appropriate signals and responses.
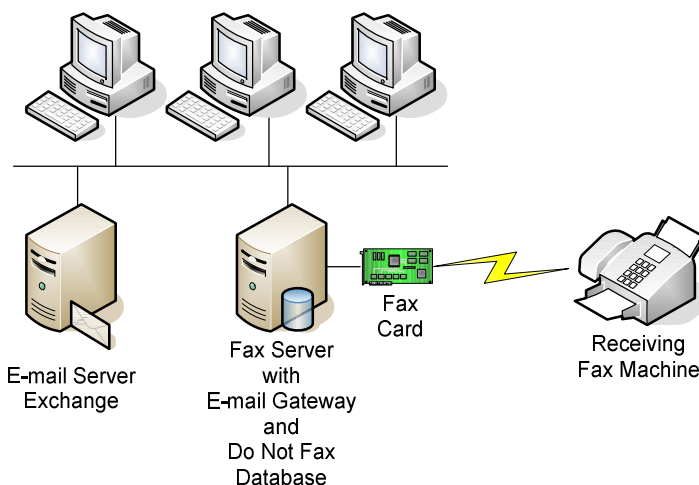
These programs can fax electronic documents such as those created by word processing and spreadsheet programs, and, because the image was computer generated rather than scanned, faxes sent this way have far better quality than an ordinary fax. Computer-based faxes also typically allow received faxes to be viewed by users on their desktop PC's, as well as printed by local printers.

Network-based Fax Servers

Another type of computer-based fax is the network fax server, which comprises of applications typically installed on a server and that attach to an organization's local area network (LAN). They have fax modems or intelligent fax cards that connect with the telephone network to handle appropriately high volumes of inbound and outbound fax calls.

Peter Davidson, a fax industry analyst and researcher for IDC, defines network fax servers as "shared fax resources installed on a LAN, multi-user and IP-computer networks which are typically installed on a gateway PC or file server."

Networked Fax Server Configuration
Installed with an e-mail gateway option

E-mail Server
Exchange

Fax Server
with
E-mail Gateway
and
Do Not Fax
Database

Fax
Card

Receiving
Fax Machine

Besides the computer platforms they run on, fax servers generally include the following components:

- Fax server software

- One or more fax modems, fax cards or fax machines

- Client software (application that allows end-users to fax from their desktops, email clients, the web, or unified messaging clients

- Management and reporting software for an administrator

- Application or development/programming tools to customize the fax software for integration into third-party applications

Network fax servers have traditionally allowed users to:

- Send and receive faxes from their personal workstations while sharing system resources and phone lines;
- Compose faxes with various applications like Microsoft Word to be included in a fax transmission (print to fax)
- Attach practically any file or image to be rendered by the fax client or fax server prior to transmission; Faxes are received in the same form as if they had been printed;
- View incoming faxes on their workstations to be printed, forwarded or stored.
- Merge email applications such as Microsoft Exchange/Outlook, allowing users to send and receive faxes right from their email programs.

State of the Fax Market: "But Isn't Fax Use Declining?"
Many people believe that e-mail and the Internet will kill fax, and in a couple decades or so they may be right. But in 2002, there were still more than 500 billion fax pages shooting around the globe.

Fax retains many advantages over e-mail — never-think-about-it compatibility, retention of the format of complex documents, sending documents that are virtually uneditable (you don't want recipients editing the invoices and contracts you transmit to them), and ease of electronically sending paper documents.

> *Fax isn't about to make a rebound and start replacing e-mail, but, according to IDC analyst, Peter Davidson it will remain a primary way to send documents for decades.*

In fact, according to many industry experts, many of the emerging technologies are actually going to boost the use of fax servers. Just like EDI systems typically use fax to handle the 20% to 60% of transactions that can't be processed by electronic transmissions of coded data, the business of e-business, enterprise resource planning systems, web sites, and even mobile data systems will use fax as a complementary transmission method.

According to a 2002 Pitney Bowes research study, U.S. workers rely on more communications tools to organize their work, using an average of seven communications tools like email and fax applications on a daily basis, compared to six for Canadian and United Kingdom workers, and five for German and French workers. "Messaging for Innovation: Building the Innovation Infrastructure Through Messaging Practices" builds on four years of trend data compiled and examined by Pitney Bowes. It is the first and only study of its kind to examine the complete desktop messaging environment of knowledge workers - how they use messaging tools to impact their productivity and organizational value.

The research consisted of interviews with workers at all organizational levels in small, medium, large and Fortune 1000 companies in Canada, France, Germany, the United Kingdom and United States.

o   For the first time in the United States and Canada, e-mail emerged as the most used tool in the communications tool kit, with 97 percent of North American workers reporting that they use e-mail every day or several times a week. Fax communications tools like fax machines and fax servers also emerged as a frequently used tool, with 70% of workers faxing daily.

o   The desktop PC is also the most frequently used communications tool in France, with 96 percent of workers reporting usage everyday or several times a week, while in Germany, the fax machine emerged as the most frequently used communications tool, with 93 percent of workers faxing daily.

The United States, Canada, United Kingdom, France and Germany share a preference for traditional, paper-based tools and for fax messaging, according to the study. Facsimile communications is frequently used as a means of sharing critical or potentially sensitive information, or of finalizing or closing a communications loop.

But Can a Fax Server Replace a Fax Machine?
Yes and no.

Versus using fax machines, the primary reason many organizations implement fax servers is to save time by sending from one's desktop PC rather than walking to the fax machine. Conventional manual faxing involves printing a document from your PC, walking to the fax machine, filling out a cover sheet, dialing, sending and waiting to make sure your transmission was successful. Current research shows that sending one fax manually takes an average of 10 minutes. With a fax server, faxes are sent at network-based speed, from the convenience of your desk, reducing labor costs associated with faxing by 90%. Which is why many vendors say fax servers can pay for themselves fairly quickly.

Although some vendors promote fax servers as replacements for fax machines, most businesses and corporate departments keep their fax machines even after they install fax servers – although they find that they're daily dependence on fax machines declines substantially

When compared to single-user fax/data modems, network fax servers offer (1) cost-justification for use of intelligent fax boards, which send faxes more quickly due to use of MR and MMR fax compression along with faster handshaking, which means reduced phone charges, (2) the offloading of file-conversion processing to the server so it doesn't take time at the end user PC, and (3) the ability to keep fax servers on 24-hours-a-day, which means its ability to receive faxes is constant (as opposed to what happens when an individual user turns off [or undocks] their PC with a fax modem in it). In corporate environments, fax servers eliminate the need to run analog line or put in analog adapters so that PC fax modems can connect to phone lines.

Pro's and Con's of Using a Fax Server Versus a Fax Machine	
Fax Server	**Fax Machine**
- Send faxes at a click of a button instead of having to print out every document, carry it to a fax machine, wait your turn and wait for any retries if you reach a busy number	- A fax server per se can only fax out computer files, so paper documents can't be faxed unless one has a scanner
- Store fax numbers centrally in one phonebook, eliminating the need to search for a fax number	- Those fax servers based on inexpensive fax modems, may have problems receiving faxes
- Send faxes that are more legible and of better quality, since they are sent directly from a PC using high-resolution techniques	- Many people try to use low-end modems to drive fax servers which can take as long as sending from a fax machine, causing fax phone bills to rise
- Auto-route incoming faxes directly to recipients as soon as they are received	
- Track fax activity by archiving faxes and using call accounting	
- Send faxes the same way you send email (reduces user training and overhead costs)	
- Privacy issues…ensure that confidential faxes are only delivered and viewed to those they were intended for	
- Send faxes to groups of users quickly	
- Schedule faxes to be sent at off-peak times	
- Only check one mailbox for emails and faxes	

Benefits: How can fax servers be harnessed to automate business operations?

While fax servers and fax machines both have their own pro's and con's, the majority of industry experts would agree that implementing fax server software for electronic delivery has countless benefits which include:

- **Reduction of Fax Phone Bill Costs**: the user of a fax server or multiple fax server generally reduces the number of phone lines in an organization, resulting in lower phone bills. They provide substantial savings in terms of reducing labor costs, printing, postage, equipment and supply costs associated with manual faxing or mailing documents.

- **Boosts Desktop User Productivity**: Employees do not have to waste time in line at the fax machine to send or receive documents which can be faxed right from their desktop or automatically from business applications.

- **Achieve Better Response Times**: Communicate quicker and more efficiently with customers, partners, prospects, suppliers and more by getting information they need, when they need it.

- **Provides Security, Accountability and Reliability:** Email is notorious for carrying computer viruses. Most of these are transmitted through attachments, such as MS Word files. By their nature, faxes cannot contain or propagate computer viruses because, basically, a fax transmission is a telephone call, not a program. Also, with network faxing, either the message is delivered successfully or the transmitting station (server) reports an error to the sender. Unlike email or even postal mail, desktop users know for certain if fax documents were delivered successfully or not.

- **Slashes Administration and Maintenance Overhead**: Allows administrators to consolidate faxing services on their network so they're not wasting time dealing with various fax modems, telephone lines or a slew of fax machines. Centralized, easy-to-use administration and reporting tools ensure administration is hassle-free.

Moreover, fax servers can be harnessed to ensure they automate core business application integration. For example, medical labs can automatically fax out test results, insurance agents can automatically file image documents with the home office, and real-estate agencies can provide remote searching of residential listings for relocating executives. In addition, companies can fax newsletters to save all the hassle of printing them, stuffing them in envelopes, adding postage, etc.

In a fax-on-demand environment, the fax server platform provides the engine and shared phone lines to support fax-on-demand databases that allow callers to call in and select documents and direct the system to immediately fax the documents back to the callers' fax machines.

For business-form or production faxing, overlay forms can be displayed on end users' PC screens and users can simply type in the data and then the whole form can be faxed, (2) OCR or OMR-based paper forms can be filled out remotely, faxed from fax machines to specially-equipped fax servers, which read the data on the forms and enter them into computer systems like databases or spreadsheets (i.e., semi-automated data entry).

ROI: Determining Your Needs

According to U.S. Census Bureau data, the average white-collar wage for a male employee in the United States is $22.20 per hour. At an average of 10 minutes each, that $3.70 per fax. Sending 10 faxes a day, a conservative number, costs $12,025 a year in labor alone to use a fax machine. If your company is like most, your entire organization probably sends dozens, hundreds or even thousands of faxes every day. It's easy to see that manual faxing can cost a company valuable dollars. Add to this the hard costs of paper, supplies, fax machines and equipment maintenance and the ROI on automated fax increases. Or the costs associated with even one important fax that is lost or misplaced.

According to industry experts Maury Kauffman and Peter Davidson, consulting firms specializing in

unified messaging technology, most companies with 10 employees or more that are sending faxes probably need a fax server; those with 25+ definitely do.

Calculating Fax Labor Costs for Your Organization

To see just how much manual faxing is costing your organization annually, follow this simple formula:

Average wage per minute		Number of faxes sent per year		Total annual labor costs
	X		=	

For a detailed breakdown of ROI, contact a FaxBack account representative who will help you compute your own faxing cost analysis and potential savings in a custom spreadsheet analysis. We analyze number of fax sent per day, average number of pages per fax, average number of minutes it takes an employee at your organization to send a fax, average hourly wage and provide you with faxing time using fax machines versus using a fax server, a labor cost analysis (how much money you could save) as well as a payback analysis which would show how long it would take a fax server to pay for itself.

Knowing the Lingo

API: Application Programming Interface; many fax server companies offer API's to allow organizations to integrate fax with other third-party applications they have in-house.

Baud: Unit of signal frequency in signals per second in other words, the number of signal events per second occurring on a communications channel. Not synonymous with bits per second since signals can represent more than one bit. Although not technically accurate, baud rate is commonly used to mean bit rate.

Class 1: The Class 1 digital interface is for fax devices which only do fax data transfer, where the T.4/ T.6 data compression and T.30 session management are handled by software on a controlling computer. This has been published as EIA/ TIA-578 and will be updated as TIA/ EIA-578-A.

Class 2: The Class 2 digital interface is a proposed standard for controlling fax devices which can handle T.30 session management, where the T.4/ T.6 data compression is handled by software on a controlling computer. It has been published as IS-134.

Class 3: A type of digital interface and related command set that apply to a class of fax devices which provides T.30 session management (e.g. text to fax and other format conversions).

Class 4: Another type of digital interface that has been proposed to control fax devices that act as data pumps. Computer resident software will manage T.30 fax session management and T.4/ T.6 data compression. Batching of commands will be permitted to relieve critical timing problems.

CTI: Computer Telephony Integration

DDI: Another way of spelling DID; means that you can dial a company directly without going through an attendant.

Dedicated Fax Server: The underlying computer does nothing but perform fax server functions

Dithering: Gray scale images through fax systems. Also known as half-toning.

DNIS: Dialed Number Identification Service

DTMF: Dual Tone Multi-Frequency

ECM: Error Correction Mode

Fax Broadcast: High volume broadcasting of a single fax to multiple recipients. Commonly used to release information such as press releases, promotions, questionnaires, etc.

Fax On Demand (FOD): The abbreviation FOD stands for fax-on-demand, also called FaxBack. A software application providing product information to potential costumers by dialing a voice processing unit and selecting one or more documents of interest (using touch tone menus or voice recognition is essential). The selected documents are then automatically faxed to the caller.

Group 3 Facsimile: A standard for facsimile communications over analog telephone lines originally approved by the CCITT in its T.4 and T.30 recommendations in 1980. This standard is supported by almost all of the current install base of fax machines and fax devices and is continuing to be updated.

Group 4 Facsimile: A standard for facsimile communications over digital telephone networks that was originally approved in 1984 and updated in 1988. This standard has been adapted more in Europe and Japan than in the United States and is predominately used for fixed point high volume communications.

Handshake: The process of two modems exchanging information via predetermined signals on how they will send data to one another, such as transmission speed, size of data packets, whether the operation will be full- or half-duplex, etc.

ICR: Intelligent Character Recognition

IVR: Interactive Voice Response

LCR: The abbreviation for Least Cost Routing, which means that can you have a choice of long-distance carriers that you can reach by dialing different access codes.

MF: Multi-Frequency Signaling

MMR: Modified Modified Read

OCR: Optical Character Recognition

One-Call Fax: A caller dials an automated service from a fax machine, selects a document via touch tone or voice recognition and then hits the Start button on the fax machine to send or receive a fax.

POTS: Plain Old Telephone Service

Production Fax: With production fax, a business form (e.g., a purchase order) is the same for each recipient, but the information (e.g., the items being ordered from various suppliers) is different for each recipient. So, for example, a production fax system can send out thousands of individual and unique purchase orders overnight without human intervention.

PSTN: This is the Public Switched Telephone Network, which supports analog voice and fax calls. It is also called the General Switched Telephone Network.

TIFF: A file format that provides a way of storing and exchanging digital image data. TIFF is useful in helping link images with the popular desktop publishing applications.

Throughput: Effective overall transfer rate. Generally speaking, on a 14.4k connection, data will transfer at a maximum of 14,400 bps, so maximum throughput is 14,499 bps. But data compression changes throughput. On a 14.4k V.42bis connection, where V.42bis compresses the data [that's not already compressed] to one-fourth its size, throughput can be up to four times that of a non-V.42bis connection. But although the throughput is 57,600 bps, the transfer may not actually take one-fourth of the time because of the time it takes to compress and decompress the data.

T.30: The portion of the ITU-T Group 3 facsimile standard that specifies the protocol through which fax devices can exchange information about their supported characteristics and manage the fax session.

Training Sequence: Part of the handshake used in establishing a fax call where the two devices can adjust to prevailing line conditions.

V.34: The ITU-T recommendation describing an advanced modulation method that can be used to transmit data at rates of up to 28.8 kilobits per second (33.6 is pending approval) over analog telephone lines.

What to Consider When Evaluating

Deciding on the fax server that is best suited to your organization can be a daunting task because nearly every vendor claims to offer the most features, best integration or be the market leader. Doing your homework before you make a substantial investment in a network fax server can save you a lot of time and money down the road.

Determine Your Faxing Needs

The first step is to review your company's faxing requirements. You will no doubt want to leverage existing infrastructure investments that have already been made which include hardware investments as well as integration with in-house applications like ERP, workflow, archival or imaging solutions.

Your purchasing department may prefer to send faxes one way while your sales organization would like to send faxes directly from their CRM or contact management solution. Do you have a solution that will work for mobile or remote employees that travel frequently? Figuring out what will suit differing department's faxing requirements is a key step to a successful fax server deployment.

Calculate Your Budget

What is the budget for the project – both in hard costs to actually purchase a fax server, but also in the hidden costs such as ongoing support, fax hardware replacement (as boards become obsolete), additional user licenses as well as port or channel licenses as your fax volume may grow. *There are several fax server companies where the annual support contract is as much as the starting price of the software,* so you need to be sure you are aware of all costs upfront before you make an investment.

Ask Questions

Asking the right questions and getting the answers you need sounds simple enough. Here are some common questions FaxBack representatives feel are crucial when purchasing a fax server:

1.) How do you integrate with email applications like Microsoft Outlook? How do you handle attachments? Do I need to install anything on my Exchange or Email Server? What other client options are available if we choose not to integrate with email? How do users know for certain that there fax was or was not received?
Fax and email integration are critical since nearly 95% of all US business already communicate via email. Finding a fax server that can seamlessly integrate with email solutions already in place with reduce user-training and speed deployment. If users are already familiar with how to send and receive email from Outlook, sending and receiving faxes from Outlook is simple task and will help administrators speed training and rollout.

2.) Integration with Other Applications?
Leverage your fax server investment by ensuring that it will work with applications you already run and use in-house. Will the fax server take advantage of technologies that make it easy for you to integrate with your business systems? Can you integrate with your web site, intranet, CRM applications? Does the company offer API's or custom programming?

3.) How Does the Fax Server Vendor Address Compliancy Issues?

According to an October 2003 Information Week research survey of more than 650 business-technology executives, most companies will spend more on IT to comply with state and federal regulations than ever before.

A rash of new laws and regulations have companies scrambling to set-up systems to comply efficiently and cost-effectively. Whether it is the Sarbanes-Oxley Act, HIPAA's privacy provisions or the FCC's new fax regulations released in July 2003, you need to ensure that vendors you are purchasing solutions from are taking the necessary steps to aid you with compliance. *Asking fax server vendors how their solutions address updated FCC fax regulations is important.*

4.) How Do Vendors Price Fax Servers?

A broad range of pricing structures are offered by various fax server vendors which include:

- **Unlimited User**: prices for fax server software designed to run on a single server with a certain number of ports or channels. Generally extra charges are levied to add more fax ports.

- Graduated Site Licenses: prices are determined by both the number of end-users and the number of ports per license

- Specific Prices: Bundles of fax server software, fax boards and sometimes the platform as well

Prices vary tremendously, from as low as several hundred for just the software to as high as tens of thousands of dollars for multi-line, multi-site, rack-mount fax server configuration. In fax servers, the performance of the software and hardware and the combination of the two can make huge differences, even if it all seems alike on the surface.

5.) What Fax Hardware is Supported?

Find out if the fax messaging company allows you to mix-and-match fax hardware in the same box as well as allowing for a hassle-free installation. Select a vendor that is able to support a broad range of fax hardware options as well as find out what warranties the hardware manufacturer's provide?

6.) Does the Fax Server Incorporate the Latest Technology?

There are millions of multi-function fax/printing devices on the market that support 33.6Kbps faxing. Some fax servers can automatically detect a 33.6 compatible device and adjust the fax transmission to optimize performance and transmission times. In addition, a few fax server engines incorporate document compression technology, quadrupling compression of today's fax standards and delivering faxes more than 70% faster than ever before. This translates to large cost savings on fax telephone bills. Companies today are under increasing pressure to streamline business processes, improve communications all while keeping costs down. Businesses of all sizes and fax volumes are demanding a single solution that can efficiently deliver business-critical rapidly.

Incorporating technology such as V.34 and document compression allows organizations to enjoy significant performance increases in fax transmission times. Desktop users have the ability to send what was once a 60-second, high-resolution fax document in less than 15 seconds. For example, a fax document sent at 33.6kbps is more than twice as fast as one sent at 14.4kbps. So a document that would take 60 seconds to fax using 14.4 can be sent at 30 seconds with V.34. Some companies go one step further and utilizing compression technology to deliver this same 60-second fax in less than 15 seconds (results will vary depending on content and graphic intensity of the document).

7.) How does the Fax Server Address Scalability Issues?

Companies grow faster than you think; almost every business requires a scalable fax server designed to grow and easily expand as your needs change. Can you expand, add-on, customize to

meet your needs not only for tomorrow but for next year or 5 years from now? Is the number of users limited? Are you forced to purchase not only more ports but additional user licenses each time? Can the fax server vendor provide you with a detailed port analysis to help you determine exactly how many ports are necessary for your organization to fax efficiently and cost-effectively? He or she will most likely ask you a series of questions such as how long do your fax phone calls last on average? How many fax phone calls are sent and received during your peak hours? If you're a mid-sized to larger organization, finding out from your telecom manager and using the tables he or she uses to figure out the number of PBX lines may be helpful.

8.) What Document Types are Supported?
Can users fax a wide range of file formats? You'll want to ensure that the faxing solution you are considering supports all the document types you will be faxing and maintains formatting, graphics, signatures, etc. Find out from your users what type of files they will most often be faxing.

9.) How is Fax Administration Handled?
Does the fax server vendor provide trialware of the software or offer a 30-day money-back guarantee? How easy is the application to install? Configure? Maintain? Are you required to reboot every time a new user is added? Will the system run 24 x 7 x 365? Is remote management possible? Is 24 x 7 support provided? Is the company willing to provide references? Does the vendor offer on-site help or professional services to ensure you're up and running successfully?

10.) How is routing addressed? What methods are supported and will this work in my environment? Is the fax server rep knowledgeable about the various routing schemes?
Most fax servers route faxes over telephone lines, internet and WAN and LAN environments to ensure that the fax reaches its intended recipient without human intervention. The setup and configuration involved in routing faxes can be a confusing and complex process, but it doesn't have to be if you're dealing with a company skilled in explaining the differences and understanding what's right for your environment (For additional information on inbound and outbound fax routing schemes talk to a FaxBack representative or review our whitepaper addressing various routing methods).

Outsourcing Versus Owning a Fax Server
Most web-based fax services are used (a) by individuals, or (b) just for very large broadcasts. The reasons one would use a web-based fax service include not having in-house personnel to set up a fax server, not having an in-house e-mail system, having workers who are constantly on-line to the web, and having low-volume computer faxing needs.

Reasons many organizations decide to use a fax server instead of a web-based fax outsource service:

- With a service, you will tend to pay 50% to 300% more for each fax sent than with a fax server and in-house telephone service rates (e.g., 5 cents per minute versus 15 cents per minute). Calculate the number of fax pages being sent and received and determine if you would be spending more in the long run by using a service versus buying the software outright. Many companies are surprised how quickly fax costs with a service can add up.

- The labor time it takes for a user to send a fax will typically be shorter with a fax server than a web fax solution because LAN-based response rates are generally better.

- When things go wrong with a fax server, your own staff can address the problems directly with the fax server vendor; when things go wrong with a fax service, you will have to rely on a third-party to take control (and that third-party likely will be a startup that may not survive long-term or a Telco that may lack suitable support and may jettison its fax operations as it tries to cope with a changing market).

- Most businesses will prefer to integrate fax with mission-critical applications on an in-house basis rather than risking security breaches from third-party service personnel.

- Most businesses will want to integrate their fax servers with their in-house e-mail systems.

- Fax servers will tend to be more fully featured than most web-based outsource fax services.

Summary

Fax remains a tried and true communication medium. Few businesses can survive without being able to fax documents such as sales quotes, invoices, purchase orders, business contracts and more. The reliance on faxing for business-to-business correspondence has driven explosive growth in the daily number of faxes companies are handling.

Unfortunately, however, faxing in most organizations is still very much an unmanaged resource that continues to waste time and money. For many companies, fax messaging generally consists of a configuration of hundreds of fax machines and thousands of workstations and laptops with fax modems.

After reviewing this whitepaper and considering your organization's own faxing requirements, we're certain you will come up with more questions, but we hope you are on your way to making an informed decision about if a fax server is right for your organization and things to consider when evaluating fax technology.

About FaxBack, Inc.

Backed by our software and years of industry expertise, companies can drastically reduce their costs, increase efficiency and position themselves to meet the business communication demands of today and tomorrow.

For more than twenty 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.

Our technology 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 recipient of the Windows .NET Magazine Reader's Choice Award for network fax servers.

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