

Fax Broadcasting: Owning vs. Outsourcing

More Cost-Effective Than Using a Service!

	Faxability Broadcast	Using a Service
No ongoing, monthly delivery charges	✓	
No charges for non deliveries of documents	✓	
No per page delivery charge	✓	
Maintain complete control	✓	
Start and stop jobs on-the-fly	✓	
View sending of faxes in real-time	✓	
Customize retry option	✓	
Resend failed faxes easily	✓	

Things to Consider

Most fax services are used (a) by individuals, or (b) just for very large broadcasts. The reasons one would use a fax service include not having in-house personnel to set up a fax server, not having an in-house email system, or having low-volume computer faxing needs. What most businesses do not realize before signing on with a service is that you will tend to pay 50% to 300% more for each fax sent than with a fax server.

What's more, most companies today are taking advantage of lower telephone service rates (e.g., 5 cents per minute versus 10 -15 cents per minute that outsourcing typically charges). When you calculate the monthly charges with a service, it is easy to see how costs can quickly add up.

Another consideration is the labor time it takes for a user to send a fax. It will typically be shorter with a fax server than with a fax service because LAN-based response rates are better.

Also, when things go wrong with a fax server, your own staff can address the problems; 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).

Keep in mind is that 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. Also, many companies prefer to integrate their fax servers with their in-house e-mail systems to better streamline communications.

Fax servers, like NET SatisFAXtion, are much more fully-featured than outsource fax services giving you a much higher bang for your buck.



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