

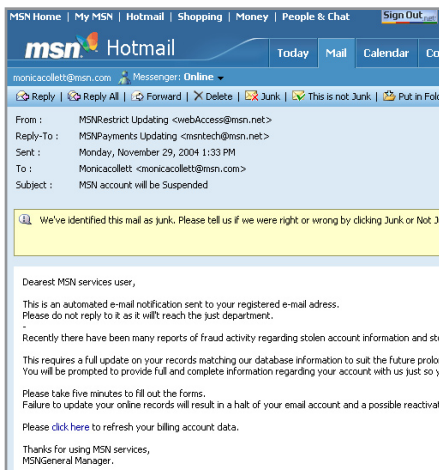
# Why FAX Continues to be a Bedrock of Corporate Communications

## SPAM: The Statistics are Startling

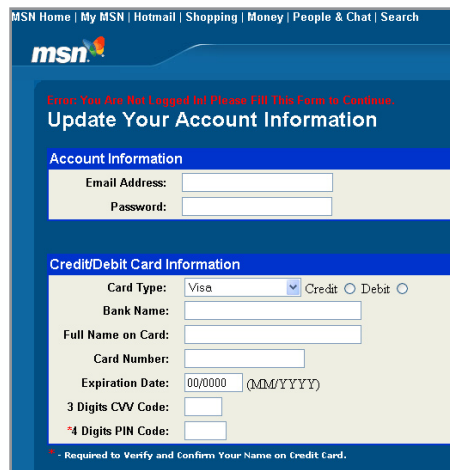
Nearly two thirds of all email is spam. Commercial email delivery open and click rates continue to decline every quarter. According to a May 2004 Doubleclick report, open rates were 38.2%, down from the previous year, and click-through rates fell to 8.4%.

Studies conducted by firms like Nucleus Research, Jupiter, and IDC continue to show that *corporate email users are, more often than not, electing NOT to read even the email they had previously opted-in to receive.*

Also contributing to the decline in email readership is a practice known as phishing. Doubleclick reports that a familiar name in the "From" field is cited as the most compelling reason for opening an email. Phishing plays upon that by fraudulently using legitimate business identities, such as CitiBank and eBay, to fool unsuspecting consumers into divulging personal data, credit cards numbers and bank account information.



Click on the link in this phish email



You'll be taken to a page that closely resembles an MSN web page

As phishing proliferates and statistics regarding spam continue to vex companies, costing US corporations \$8.9 billion in 2002 alone, these trends are fueling even more organizations than ever to depend on "fail-safe" communications methods like fax.

**Since fax usage isn't declining, how is your organization taking this communications bedrock into the 21st century?**

## Spam by the numbers

**68,000,000,000**

Approximate number of daily email messages

**42,840,000,000**

Approximate number of daily SPAM messages

**\$1,555**

Spammer commission for obtaining 81 orders of 3.5 million messages

**\$2,000**

Annual cost per employee for lost productivity caused by spam

**100**

Number of spam organizations responsible for 90% of the world's spam

**5**

Average seconds it takes to scan and delete one spam message

## FAX Continues to be Everywhere

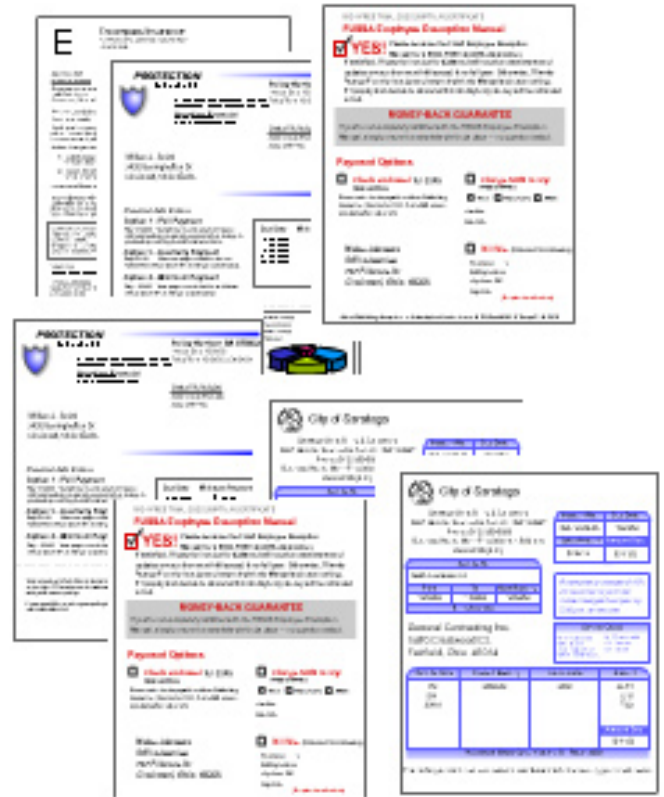
You cannot run a business without it. Relevance of this? It is estimated that 90% of documents are created on a computer.

Every day, users FAX mission-critical business information, such as contracts, legal documents, sales quotes, purchase orders, order confirmations, even announcements, membership applications and much more.

The reliance on both email and faxing for business to business correspondence has driven explosive growth in the daily number of documents companies are handling.

Being competitive means getting time-sensitive, mission-critical information into the hands of customers, suppliers, partners and employees quickly and easily. Analogous to how email functionality is now offered as a “service” available within many applications, so have FAX capabilities evolved.

Fax messaging now blends seamlessly with various applications and programs such Microsoft Word, PowerPoint, Excel and more – giving users even greater power and versatility. Similar to how “printing” is performed from within applications, users can simply “File-Print-Fax” to send faxes directly from whatever program they are using.



## Get your message across

A sure-fire way to reach your audience, faxing offers an immediacy that businesses require and a format that is resistant to identity theft. With fax, readers are assured that they are receiving a legitimate message from a trusted business contact. No more wading

through a sea of spam, and a respected, and valued function in today’s business environments.

With simple, easy-to-use FAX solutions that allow you to get your message across.

## Benefits of FAX

- **Communicate immediately with your audience and know instantly whether your fax was received.**
- **Send unlimited faxes right from your desktop and avoid unopened or filtered emails, costly mailings or wasted manual faxing time.**
- **Create custom cover pages and personalized documents which allows organizations to create and execute highly segmented pieces.**
- **Get business-critical information into the hands of your audience so they can read, act and respond right away.**
- **Fax signatures are generally accepted as legally binding whereas digital electronic email signatures are not.**