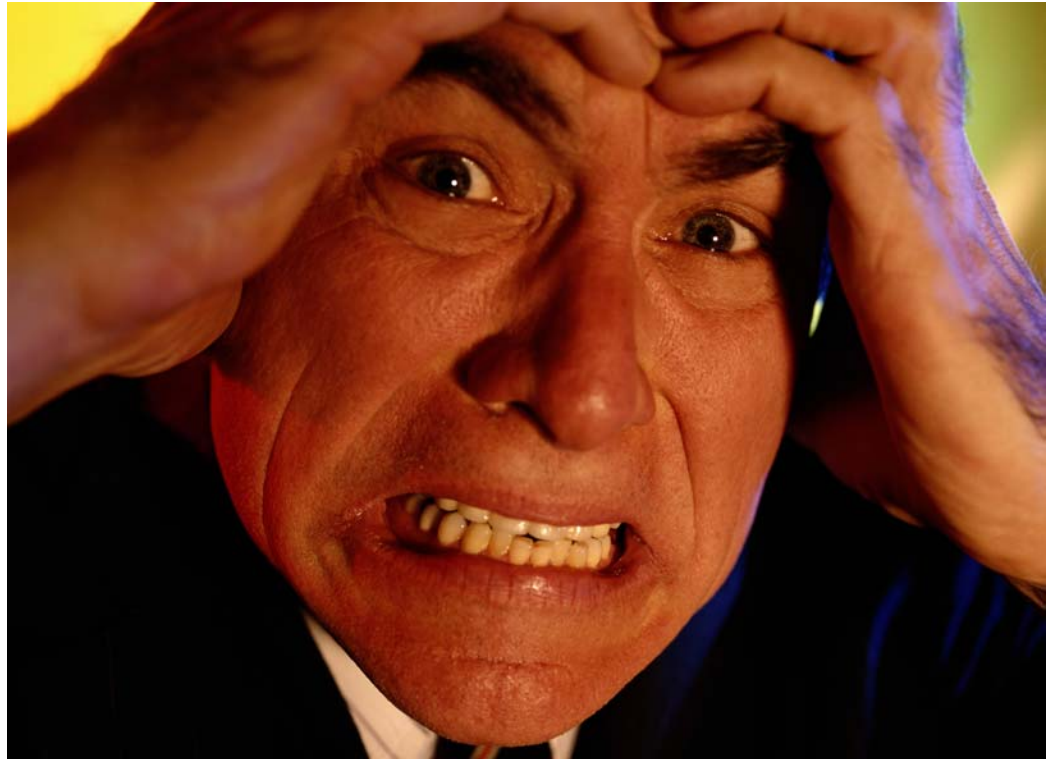


FAX SERVERS: Top Messaging Challenges & Ways to Solve Them

Identifies the Top FAX Issues Encountered in the Business World

*Common FAX
issues and how
to solve them
with integrated,
easy-to-use fax
solutions*



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Fax Servers: Top Messaging Challenges

Executive Summary

This 'telephone' has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.

-- Western Union internal memo, 1876.

Flying houses that move South for the Winter or move to new locations for changes in the scenery. Talking dishwashers. Trains that are pushed by fast-moving air in tubes. Underwater cities. These are all predictions that people 100 years ago thought we would be enjoying today.



Despite the perceptions and predictions that have been forecasted the past few years regarding FAX communications, one thing is certain: FAX continues to be everywhere. You cannot run a business without it. Fax is a communication's bedrock that hundreds of thousands of companies around the world depend on daily for exchanging information.

Every day, users FAX mission-critical business information, such as contracts, legal documents, sales quotes, purchase orders, order confirmations, event announcements, membership applications and much more. For Fortune 500 companies fax is a core communications tool. It is estimated by Peter Davidson, IDC Fax analyst, that over 85% of SOHO's (Small Business/Home Office) rely on fax.

This guide identifies several common FAX problems encountered in the workforce daily including efforts to reduce dependence on paper, retiring the department fax machine, effectively unifying fax with email as well integration with other popular applications and distributing information quickly and easily. Above all, it offers solutions for how to turn these common fax "headaches" into cost-effective, easy-to-use, business communications.

Inbound Fax Routing Issues? Faxes Misrouted or Lost in an Abyss?

CIA Gets the Wrong FAX

Even the best-laid plans of the CIA and military intelligence can go astray. Top secret code names and travel communications details for Former President Bill Clinton were accidentally FAXED to a bemused owner of Poultry Pride, a chicken processing factory.

-- Reported by ABC News in 2000

Problem

How many times have you had to phone a vendor to check whether they have indeed sent the fax you're waiting for, only to be told it has been sent but for some reason it is not appearing on your fax machine. Unfortunately, lost faxes, are all too common and are certainly Murphy's Law with a vengeance.

Time spent waiting by the fax machine is a productivity drain for your company. Waiting at your department fax machine hoping your faxes will be delivered is not idea if you are dealing with sensitive, confidential documents. And, it can happen to the best of us, a confidential fax left unattended and private information becomes public information.

Manual routing of faxes means:

- delayed faxes
- wasted staff time
- compromised security
- redundant phone lines/equipment

Based on industry averages, \$3.10 is the cost associated for each inbound fax at a fax machine. This industry costs includes the time walking to the fax machine to check on the status of a fax, manually filing a fax document in a filing cabinet or scanning the document, toner and paper costs as well as time spent manually retrieving the fax for future use. For a detailed analysis on the costs involved in terms of receiving faxes please visit: <http://www.faxback.com/ROI>

What the charts are unable to measure are what we term the 'soft' costs related to inbound fax routing with fax machines. Soft costs can include:

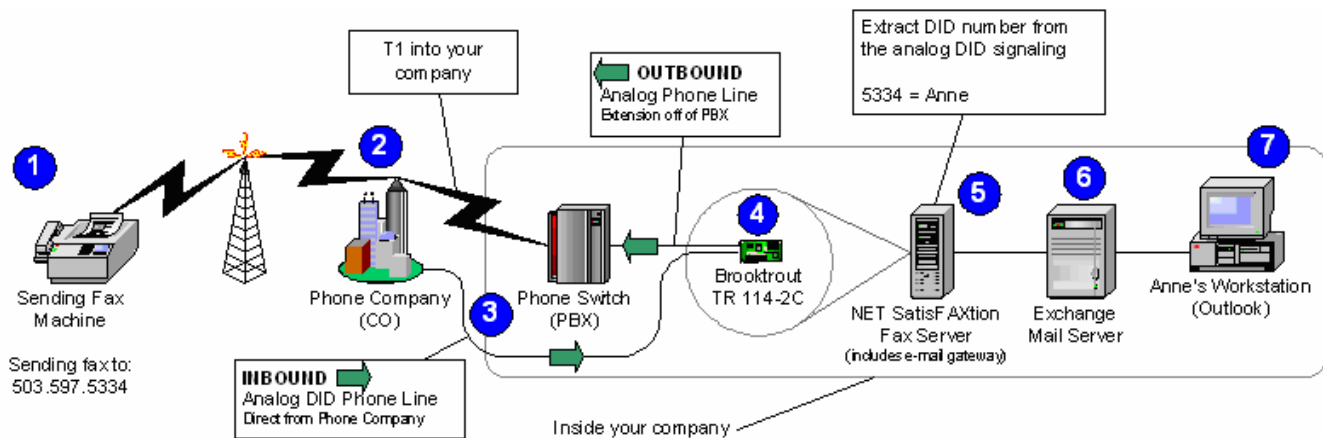
- Lost faxes (faxes that never arrived at a fax machine)
- Incomplete faxes (fax machine ran out of paper or toner or the fax was misrouted)
- Employee time spent calling to check on the status of an anticipated fax
- Time spent walking back and forth to the fax machine and subsequent interruptions that occur
- Issues related to confidential or content-sensitive documents sitting at the fax machine
- Fax machine location; space requirements (where are fax machines located?)

Solution

Research studies and actual field use over the last few years confirms that automated inbound routing of fax documents directly to a user's desktop versus receiving faxes via traditional methods like the department fax machine significantly improves productivity and efficiency. Moreover, financially, organizations of all sizes can expect to accrue high value returns for documents that are instantly routed versus those that are lost or sitting at a fax machine.

Incoming faxes can be delivered in many different ways to suit your own unique requirements. There are many methods for inbound routing: receive faxes as email messages to individual PCs, to a designated individual, to a department or to a central printer.

With DID (direct-inward-dialing) an organization works with their telephone company in obtaining one or more DID trunks (a trunk is a special type of telephone line). Typically, a block of telephone numbers is associated with that DID trunk(s). The company then assigns the telephone numbers to each individual (or department) that needs to receive faxes. With DID, the fax is received by the fax server and automatically routed to its intended recipient. With this approach, no more confidential faxes are left unattended at fax machines or inboxes.



How Analog DID Inbound Routing Works

- 1 – A fax is sent to a DID number of 503.597.5334.
- 2 – The call passes through the phone company and is routed to your company.
- 3 – The call is sent to the analog DID line that goes to your company. This analog DID line carries the DID number that the fax was sent to as part of the signaling.
- 4 – The Brooktrout TR 114-2C fax card detects the incoming call, answers, extracts the DID number for the analog signaling and then receives the connected call.
- 5 – The fax is received by the fax server. Once the fax is completed, a lookup is done on the received DID number. The fax is then routed to that user.
- 6 – Since the user is setup to receive faxes in their Outlook e-mail client, the fax is routed to the Exchange server.
- 7 – Anne receives the fax as a PDF document attached to an e-mail in her Inbox.

Business Application Integration

The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency.

-- Bill Gates, Microsoft

Problem

For system administrators, choosing the right technology to integrate with existing applications while enabling seamless communications can be a daunting task. And, finding a solution that best fits a company's unique document delivery environment is critical not only for IT but for end-users working with various types of applications.

Building on existing messaging foundations, such as Microsoft Office/Outlook and Exchange – technologies with which most employees are already familiar – is vital to implementation and acceptance. Being able to successfully integrate with and perform fax messaging capabilities seamlessly within everyday user applications is an IT mandate.

Now, more than ever, organizations must make everyone on their staffs more productive. Meeting the demand and diverse needs of all employees is not an easy undertaking because users:

- Possess varied levels of application expertise from various sources
- Perform different jobs that require data from disparate sources



Most users show little patience for roadblocks that stand between them and sending information.

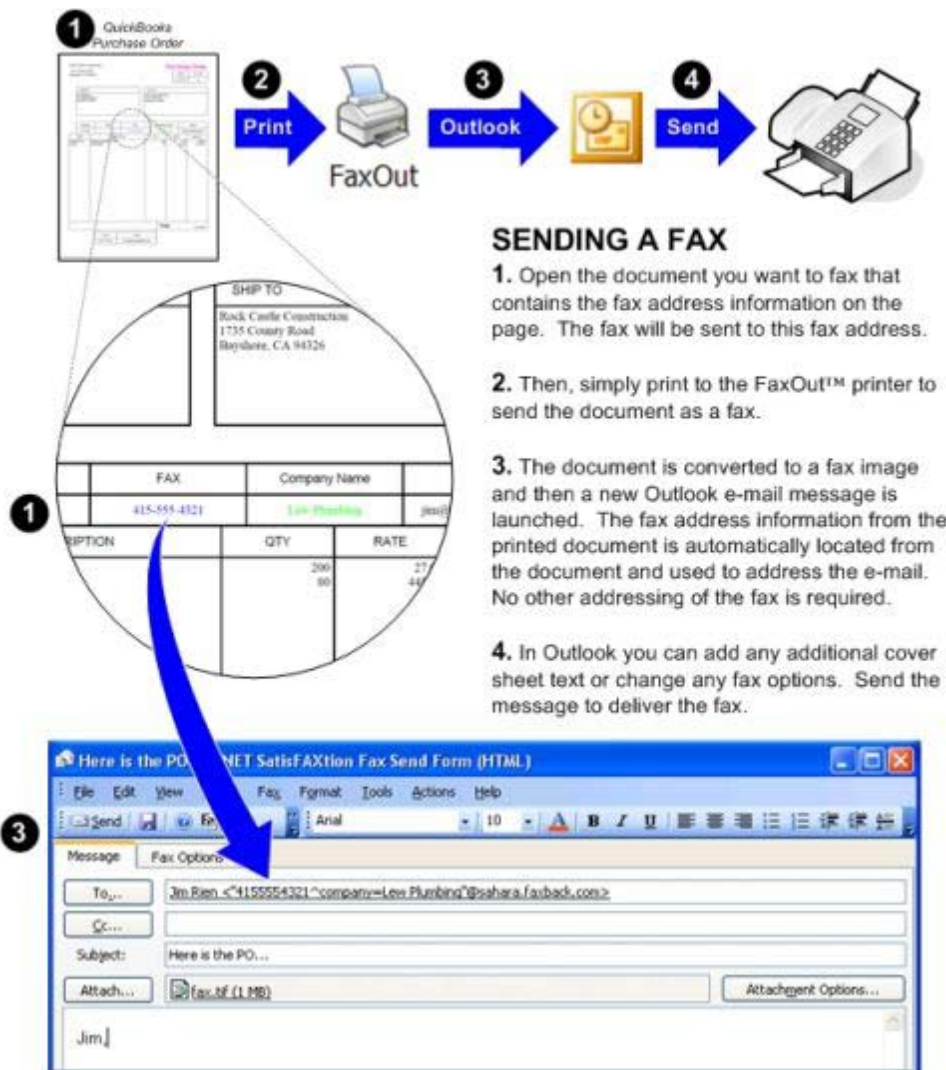
Solution

The reliance on 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.

Integration is an essential requirement in virtually every IT strategy. Many companies today are leveraging their existing investments in email applications like Microsoft Outlook as combining email/fax functionality offers the ability to streamline business processes while reducing costs.

Application Integration Examples

- All user and business applications
- CRM, document management and workflow applications
- All types of infrastructures
- MFP's & scanners



Faxing from the Desktop versus the Department Fax Machine

Problem

Small or large, most organizations continue to depend on traditional methods for delivering documents to customers, suppliers and partners: courier services and the department fax machine.

It is estimated that 90% of documents and forms are created on a computer. In order to send these documents via a standalone fax machine, employees must print a document to a network printer, leave their desks, walk to a fax machine station somewhere in the building, fill-out a cover page, stand in line to send a document, and wait for the document to transmit in order to confirm delivery.

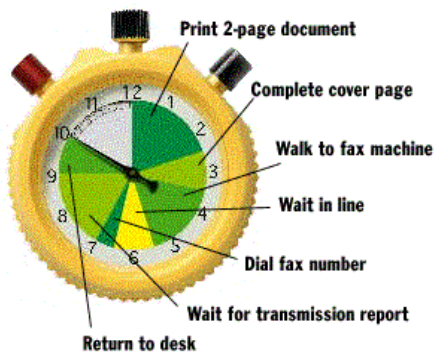
Solution

Reduce costs, save time and boost productivity by enabling employees to send and receive faxes electronically *at their desktops!*



Traditional Fax Machine:

10 Minutes



Desktop Faxing With
NET SatisFAXtion

30 Seconds



This eliminates inefficient manual faxing, reduces the need to install and maintenance of fax machines, cuts overnight mail costs, and reallocates valuable resources.

Confidentiality is also preserved since faxes now arrive at the recipient's computer instead of the community fax box.

Moreover the cost of manually handling information via network printers, copy machines, fax machines, consumables like toner, paper as well as the expense of routine maintenance and replacement of equipment is greatly reduced with a fax server.

Integrating FAX with Microsoft Office Applications

Computers shouldn't be unusable. You don't need to know how to work a telephone switch to make a phone call, or how to use the Hoover Dam to take a shower, or how to work a nuclear-power plant to turn on the lights.

-- Scott McNealy

I think there is a world market for maybe five computers.

-- Thomas Watson, chairman of IBM, 1943

Problem

Today, 95% of all US businesses use a computer. On the software side, Microsoft's Office applications packages, first introduced 16 years ago, are an undisputed force in the software industry, with 450 million users in 180 countries, more than 90% market share and sales over \$10 billion annually.

In the corporate world, Microsoft Office users are a diverse group; many perform specialized tasks like writing contracts, press releases or legal agreements in Word or creating sales reports, financial summaries or tracking inventory levels in Excel. Others compose PowerPoint presentations for technical training or trade show demonstrations.

Regardless of their individual job, title or project at hand, Office users are part of a large group that depend on these programs to perform their jobs effectively.

Now more than ever, Office users need to perform messaging functions directly from the applications they are working in.

Requiring users to walk to a fax machine to send a document or even open a separate fax program (outside of the application they are working in) to deliver a fax can both be time-consuming tasks in their own rights.

- Finding a fax solution that works "hand-in-hand" with Office applications as well as integrating with other technology infrastructures and business practices
- Introducing fax capabilities that DO NOT force users to sacrifice how they do their already established, "day-to-day practices"
- Implementing simple, self-service tools that require no user training while being easy-to-administer
- Ensuring that the solution remains cost-effective even when deployed to multiple locations or across an enterprise

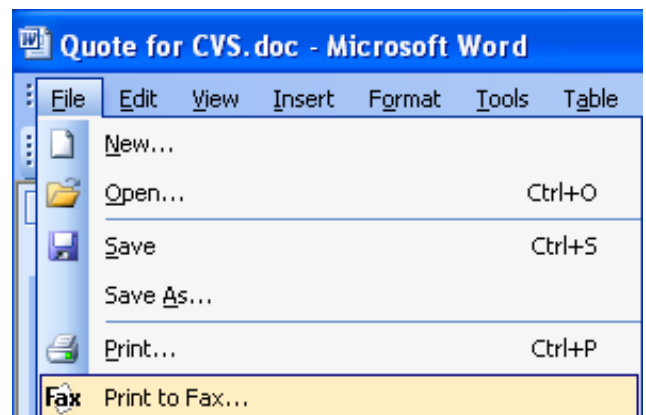
Solution

While users have various levels of application expertise, the vast majority do know how to print - from whatever applications they are using.

And although users are printing different documents such as invoices, forms, purchase orders, requisition requests, product datasheets, reports, spreadsheets, letters, press releases or presentations - they are still printing.

These documents are the foundation of business transactions.

Integrating FAX capabilities directly into Office and Windows-based application has a proven 90% increase in productivity over sending from a fax machine.



The simple process of "printing" is becoming more strategic and beginning to be used in "on-demand" Office environments.



Paper Reduction

"By the turn of the century, we will live in a paperless society."

--Roger Smith, chairman of General Motors, 1986

Problem

One of the few expectations not fulfilled by PCs is that of the paperless office. In fact, the use of paper has proliferated, as fax machines, copiers, and printers crank out replications of seemingly every article, memo, or image ever created.

It is now 2005 and in North America alone, businesses generate over 1 trillion new pieces of paper annually. The reality is that more information has been produced in the past 30 years than in the previous 5,000 - the entire recorded history of civilization. Even more impressive, analysts predict that this massive volume of information could double again in the next 5 years.

Comfort for Paperless Diehards!

An integrated fax solution "turbo-charges" document handling and delivery processes that are sometimes referred to as the "document drag" of paper-based processes.

For the end user, it does it with a simple click of the "Print" button. It completely embraces the applications your users already depend on, eliminating IT involvement on the user-side and dependence on paper-based fax processes.

Many organizations continue to depend on traditional manual fax methods, printing documents and faxing them, despite clear disadvantages:

- It costs more to produce supplies of paper documents/forms
- Paper requires hand-processing that wastes time and resources
- Documents can be easily lost and misrouted causing miscommunication
- Confidential documents can be accidentally made public
- Manual processes, like manually filling out a cover page, require more time, resulting in higher labor expenses

Solution

Here's some comfort for paperless diehards: companies can easily and cost-effectively eliminate the delays and inefficiencies - sometimes called "document drag" of paper-based, fax processes without forcing users to sacrifice how they do their "day-to-day" practices.

- Deliver faxes electronically from a user's desktop versus the department fax machine
- Send faxes directly from within applications such as Microsoft Word, Excel and more
- Conveniently share, manage, store/archive faxes electronically with easy access to document management systems
- Receive incoming faxes as PDF or TIF attachments in your email inbox
- Preserve confidentiality of content-sensitive documents
- Integrate with popular applications like Microsoft Office, workflow and document management systems

It is estimated that more than 90% of all corporate information is contained in documents.

Many companies fail to recognize the costs associated with workflow and document delivery processes.

A November 2004 IDC survey of 500 IT executives over 71% answered they were unaware of what they are spending today for print and output in their organization.

Going with the Flow - Workflow That Is

More than 80% of IT executives ranked "streamlining business process" as a top-5 goal for 2005.

--Information Week, Outlook Survey

Problem

Throughout the past two decades, organizations spent heavily developing various management information systems. They implemented multiple and usually incompatible information and communication systems - one for human resources, one for manufacturing, one for finance, one for sales and so on. These systems gathered and handled various forms of data that was processed, analyzed and stored.

Purchasing, inventory, order entry, financials and other enterprise applications all generate large volumes of critical business communications - purchase order, invoices, order acknowledgements, bills of lading, to name only a few.

To address these workflow challenges, companies are looking for tighter integration with in-house applications to better streamline the flow of information – letting them improve efficiency and lower costs. Many businesses are turning to proven messaging models to deliver what their customer, vendors, partners and even employees want, as quickly as possible.

Solution

NET SatisFAXtion's Workflow Integration suite provides the following benefits:

- Helps companies manage the flow of incoming faxes by providing a flexible, paperless option to automatically store faxes as TIFF images or PDF documents.
- Storing faxes electronically improves security and auditing capabilities and controls data by eliminating paper files that can be lost or altered.
- Exported faxes can be used with popular document management applications such as PC Docs, FileNet, DocLink and LaserFiche to further streamline the flow of information.
- Helps eliminate the paper intensive portion of your company's processes to increase staff productivity, improve customer service and eliminate the unnecessary costs of filing documents.

Fax Broadcasting

Problem

E-mail has reached a near saturation point. According to an April 19th InfoWorld article titled, "Email is Broken", attempts to fix it have failed as spam continues to clog inboxes.

The volume of spam traffic in North America doubled from 2001 to 2003, and tech executives expect it to worsen, according to researcher IDC. It is estimated that spam represented almost half of all e-mail traffic in 2003. Three-quarters of information technology executives polled said the problem would only worsen in the next two years.

Executives reported accelerated spending on spam-fighting technology in response to the increased spam volume and pessimism that legal measures like the CAN-SPAM Act will have any effect, a survey released by IDC in April 2004. The poll questioned 1,000 IT managers and 30 senior executives from large companies.

According to a March 2005, ZDNet article, more than 50% of all email is spam.

Chances are high then, that you've heard from Sani Abacha's widow recently, or been offered a low interest loan, natural Viagra or access to a webcam site.

You're not the only one...

IDC estimates that spam costs a firm with 5,000 employees \$4.1 million in wasted productivity and IT support. People are tuning out most e-mail, even the ones they opted into.

Solution

Fax remains a tried and true communication medium. Now more than ever faxes are getting noticed.

Fax broadcasting gives you a very effective ongoing communication tool with your customers and prospects. The results are worth the effort.

- Communicate immediately and effectively with your audience. Send unlimited faxes right from your desktop and avoid costly mailings or wasted manual faxing time.
- Create custom cover pages, header information and personalized documents. This approach allows organizations to create and execute highly segmented pieces while combining the delivery power of broadcast fax with 1-on-1 communications.
- Reach audiences instantly. Send information to hundreds, or hundreds of thousands around the clock, around the world. Get business-critical information into the hands of your customers so they can read, act and respond right away.

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 Fax: (503) 597-5399
 E-mail: info@faxback.com
 www.faxback.com

Unicash Platinum card Account Summary Closing Date: October 1, 2003 Page 1 of 2

account number	9876-3456-0122-0312	Previous Balance	\$ 0.00
payment due date	Oct 16, 2003	Payments and credits	\$ 0.00
minimum payment due	\$ 2.49	Purchases	\$10.48
credit limit	\$ 11,700	Cash Advances	\$ 0.00
credit available	\$ 11,697	Balance Transfers	\$ 0.00
cash credit limit	\$ 5,900	FINANCE CHARGES	\$ 0.00
cash credit available	\$ 5,900	New balance	\$ 0.00

Special Balance Transfer Rates! Save money and simplify your life by consolidating your debt. Call 1-800-555-3000 today to see if an offer is available for you!

Trans Date	Post Date	Amount
Services	Sept 1	Sept 1
		The register MTH svce \$ 10.48

Average Daily Balance	Daily Periodic Rates	Normal Annual Percentage Rates	Annual Percentage Rates	Periodic Finance Charges	Transaction Fee Finance Charges
current billing period: 31 days	\$ 0.00011%	10.99% V	10.99%	\$ 0	none
Purchases	\$ 0.06477%	19.99% F	19.99%	\$ 0	\$ 0
Cash Advances	\$ 0.00000%	0.00% F	0.00%	\$ 0	\$ 0
Balance Transfers	\$ 0.00000%	0.00% F	0.00%	\$ 0	\$ 0
Previous Billing Period: 30 days	\$ 0.00011%	10.99% V	10.99%	\$ 0	none
Purchases	\$ 0.00011%	10.99% V	10.99%	\$ 0	none

Broadcast important information such as...

- Advertising
- Newsletters
- Product updates
- Press releases
- Renewals
- Special announcements
- Event reminders
- Pricing changes
- Invitations
- Subscriptions

Summary

Despite messaging advances, FAX remains an essential business communication staple. Hundreds of thousands of companies around the world depend on daily for exchanging information.

Today fax solutions solve several common FAX problems encountered in the workforce including:

- reduction on the dependence on paper
- reliance on the department fax machine
- unification of fax with email
- integration with popular applications
- the need to distribute information quickly and easily

For over 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.

Introduced in 1990, NET SatisFAXtion is an award-winning fax server with tens of thousands of fax servers installed in North America alone. Designed for organizations that need to control and simplify their fax communications, it 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.

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