



faxing simplified. anytime. anywhere.



Comparing Fax Servers to Hosted Fax Solutions

Comparing Fax Servers to Hosted Fax Solutions

Abstract

Today faxing continues to be a dominant communications tool. While e-mail may be the “killer app,” the fact is, many industries still rely heavily on faxes to transmit data between two or more parties. Insurance companies, real estate agencies, mortgage brokerages, legal firms, and healthcare organizations are just a few of the many businesses where faxes are embedded into the workflow of many business processes where faxes are sent and received in heavy volume. Corporations struggle to reduce costs and effectively manage their fax infrastructure. Fax servers promised easier administration and cheaper faxing but most deployments fail to meet their goals because of unexpected, ongoing costs and unpredictable capacity needs. Hosted fax solutions eliminate administration and maintenance costs and offer pay-per-use price models.

Fax Servers

Fax servers are network-accessible platforms that extend fax capabilities to the desktop, thereby automating the process of sending and receiving faxes. Fax servers emulate multiple fax machines.

Fax servers include the following components:

- An underlying hardware platform
- Embedded fax modems or cards
- Telephone lines
- Client software
- Administration software
- Application development tools

With fax servers, users send and receive faxes directly from their workstations, eliminating the inefficiencies related to manually sending and receiving faxes. Peter Davidson of Davidson Consulting estimates the labor cost of manually sending a fax with a fax machine to be \$3.20 (USD). Fax servers were the first step in eliminating the proliferation of analog phone lines and significantly reduce the labor costs associated with fax machines.

While realizing reduced labor costs, deploying a fax server requires other significant initial capital investment and places a costly burden on IT resources. For example:

- Initial inventory assessments on fax phone line capacity requirements.
- Ensuring system compatibility and integration.
- Ongoing software and hardware upgrades.
- Ongoing telecom costs.
- Significant maintenance and long-term capacity management.
- High downtime potential.

Projects to deploy fax servers typically take 8-10 weeks, involving the coordination between the IT department, the telecom provider and the fax server vendor.

Top three reasons in-house fax server strategy fails:

- Demands high initial capital and deployment costs, ongoing monthly fees for fax lines and DIDs and regular costs associated with software and hardware maintenance.
- Demands ongoing peak and average telecom capacity management.
- Demands in-depth redundancy and disaster recovery planning.

Hosted Fax Solutions

Hosted fax solutions leverage existing technology deployments such as email and the Internet to send and receive faxes. Like fax servers, hosted fax services provide simple client access allowing faxes to be sent and received from email. Hosted fax solutions enable web access, which is important for mobile workers. Additionally, XML interfaces allow for fax delivery automation via existing investments, such as CRM and ERP.

Hosted fax solutions require no added hardware or software, and can be used immediately, allowing organizations to allocate IT resources to core systems. Critically, the only costs incurred with this type of service are usage costs. There are no hidden costs for maintenance, upgrades, capacity expansion or redundancy.

The fax market has evolved much the same way computers have. Computer usage began with mainframes, which evolved into client servers and most recently, has progressed into web-based applications. Similarly, the fax market has evolved from fax machines to fax servers, and now, to hosted fax servers. The hosted fax server market has realized significant growth and is projected to continue:

Worldwide Fax Service Revenues, 2004 – 2009

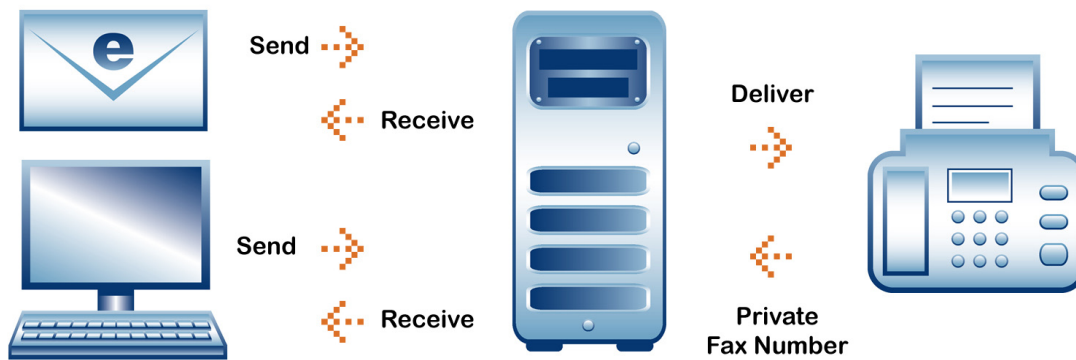
	2004	2005	2006	2007	2008	2009	CAGR 2005-2009
Revenues (M)	\$704	\$770	\$886	\$1,029	\$1,214	\$1,435	16.8%
Annual Growth		9.4%	15.1%	16.1%	18.0%	18.2%	

MyFax: An elegant fax solution

MyFax is a hosted fax solution that lets you send, receive and manage faxes using existing email, the web or handheld devices. MyFax addresses all enterprise fax requirements like scalability, availability and accountability, security, compliance and cost efficiency. In doing so, it eliminates the need for fax machines, in-house fax servers and everything that goes with them, like supplies, dedicated lines and long distance charges.

MyFax is a cost-effective fax solution that allows users to send and receive faxes directly from their workstations.

- No additional hardware or software is required.
- As easy to use as email.
- Automatically track, file and forward incoming and outgoing faxes from email.
- No lost or misplaced faxes. Automated email confirmations ensure delivery and receipt of all information communicated by fax.
- 99.95% uptime, available 24/7, never busy.
- Account management tools enable real-time account modifications and generation of usage reports according to agent/ workstation, client, or campaign/project.
- Integrate with CRM, ERP and other software and web applications through powerful open API's.



Easy to administer, MyFax leverages your existing email/Internet infrastructure, providing different fax solutions adaptable to your business needs or your IT environment.

- o Desktop fax solution;
- o Mobile fax solution and
- o Transactional fax solution – integrates and automates fax into your business applications and IT infrastructure.

Rapidly implemented, MyFax has the ability to provision 1000s of users within one business day. MyFax implementation methodology prioritizes business needs first and retains the flexibility needed to evolve in addressing the enterprise wide requirements.

Comparing MyFax Hosted Solution to Fax Servers

	Fax Servers	MyFax
Capital Investment	Hardware, Software, Telecom setup	None
Telecom Needs	Capacity for peak usage Redundant access required	None
Telecom Fees	Monthly fees for fax lines and DID numbers	None
Long Distance	High	None
Setup Time	8-10 weeks	Up and running within hours
IT Knowledge Required	High – requires expertise in fax server software, fax hardware, and telecom facilities.	None
Maintenance	Client and server software upgrades needed for file compatibility and features. Hardware upgrades needs. These could be as high as 75% of the initial cost.	None
Reliability	Generally no redundancy or continuous monitoring.	99.5% availability Redundant servers 7x24x365 monitoring tools & personnel
Scalability	Strictly limited capacity by capital and telecom choices. Increasing capacity requires new hardware, sometimes new facilities and 10-12 weeks to deploy and test.	On-demand capacity
Cost per transaction	Long distance cost per minute for long distance traffic.	Fixed cost per transaction
Monthly cost	Annual software maintenance. Monthly fees for each fax number.	Low monthly fee per active fax number
Total cost of ownership	High	Minimal
IT environment impact	High – increases complexity of IT environment and introduces new risk.	None
IT overhead	Depending on the size could end up in escalated expenses.	None
Administration and Reporting	Good	Feature rich – online administration, and tracking.
Physical security	Servers are located in the customer office with often no disaster recovery or business continuity plan, unless specifically implemented at an even higher cost.	World-class security infrastructure. Disaster recovery Business continuity plan
Document security	Document is not secure but is located within the customer office.	PGP, HTTPS, VPN, SFTP secure communications
Web access	Limited functionality compare to the desktop capabilities.	Standard offering

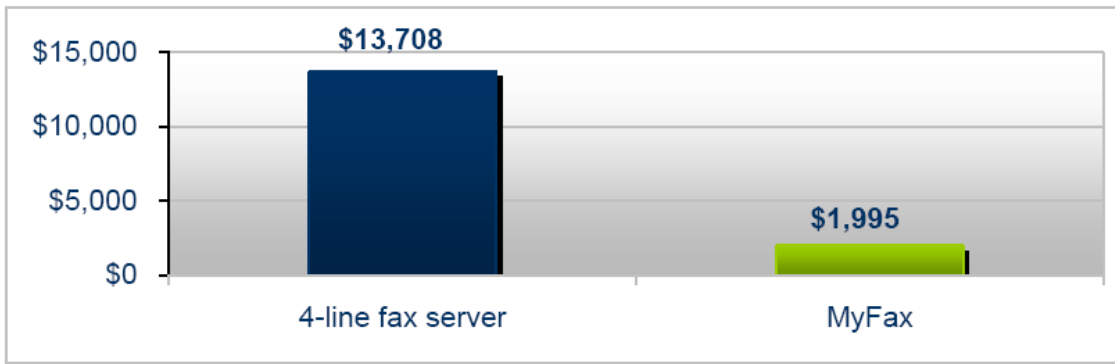
Realize significant cost savings with MyFax

MyFax vs. 4 line Fax Server case study

Faxing environment assumptions:

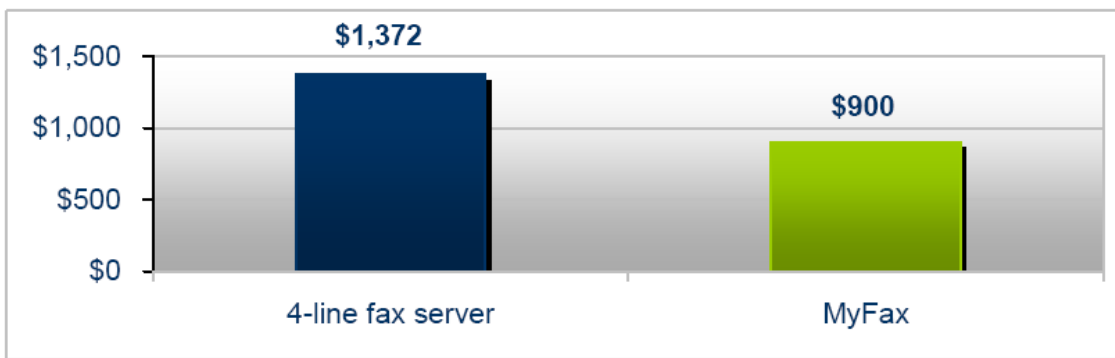
Number of unique fax numbers	100
Total Monthly Inbound Volume	5,000
Total Monthly Outbound Volume	5,000

Total one-time Costs



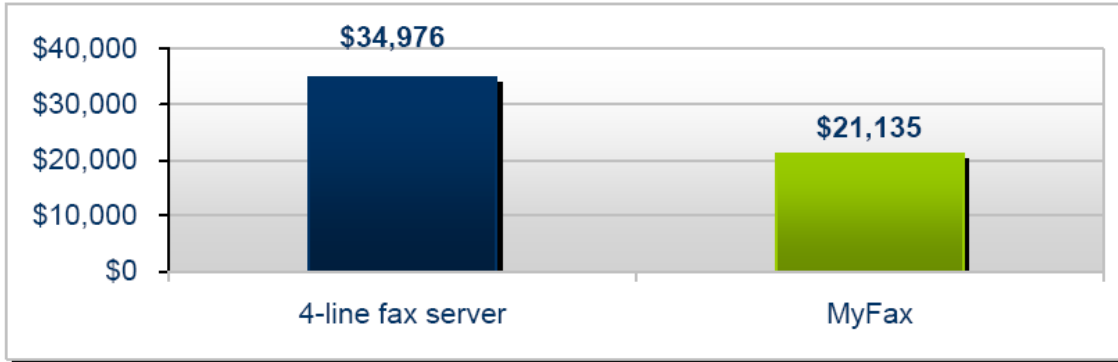
Save 85% on upfront, one-time costs with MyFax

Total Monthly Costs



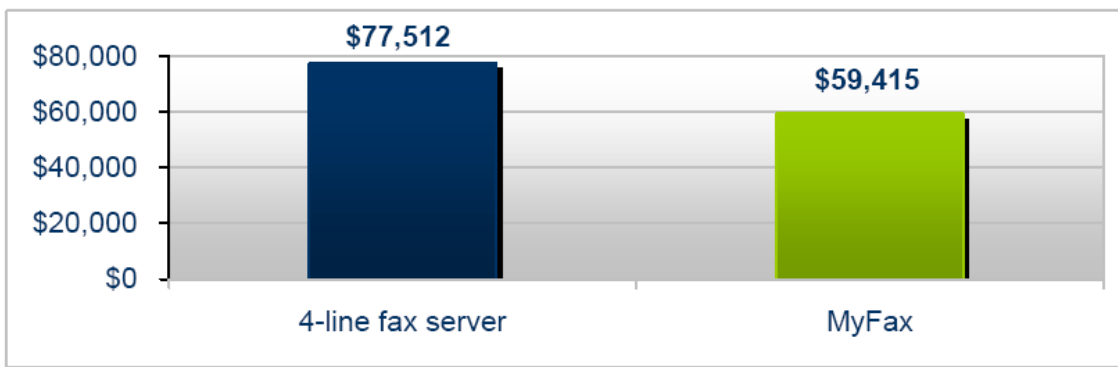
Save 34% on monthly costs with MyFax

Year 1 Costs



Save 40% in year 1 with MyFax

Three-year Total Cost of Ownership



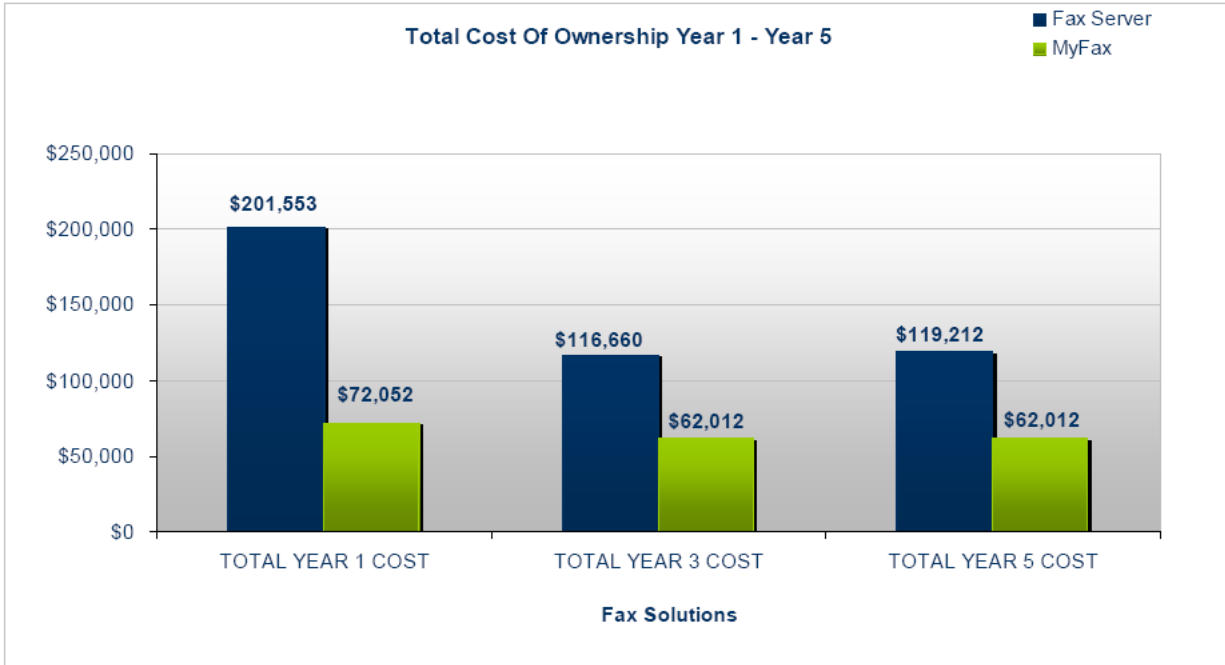
Save 23% over three years with MyFax

MyFax vs. 1 T1 with 24 open channels Fax Server case study

Faxing environment assumptions:

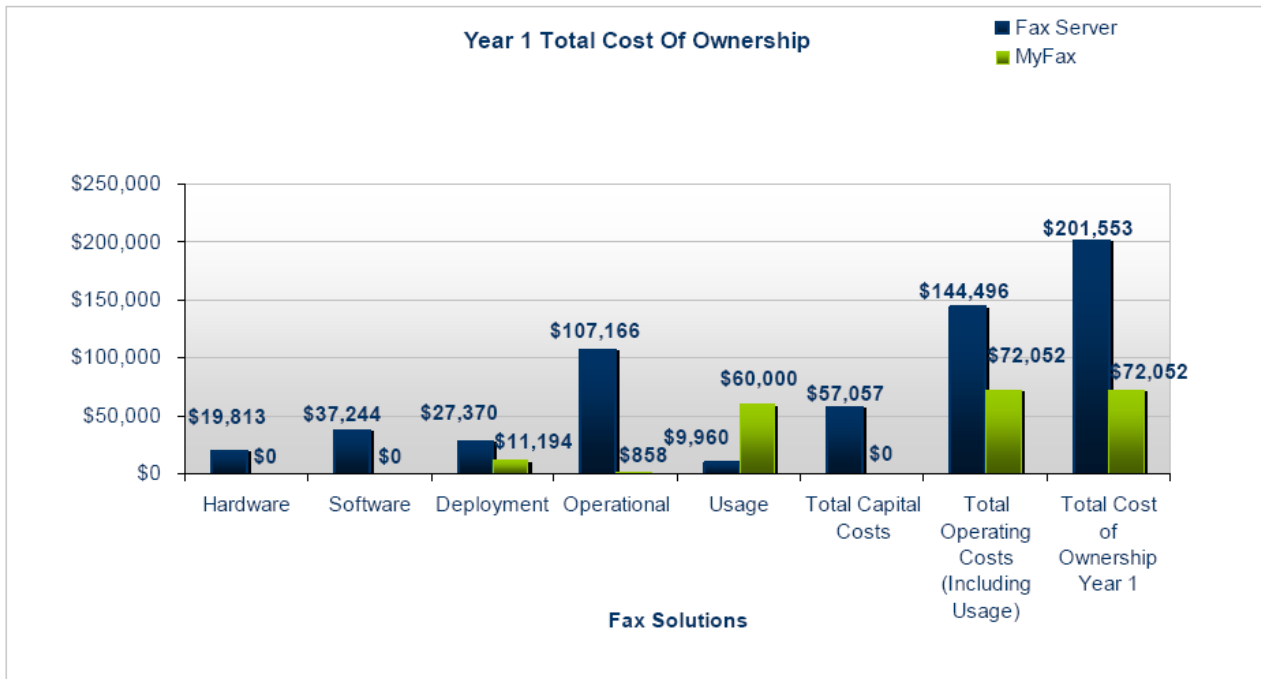
Number of unique fax numbers	500
Total Monthly Inbound Volume	50,000
Total Monthly Outbound Volume	50,000

5 Years Total Cost



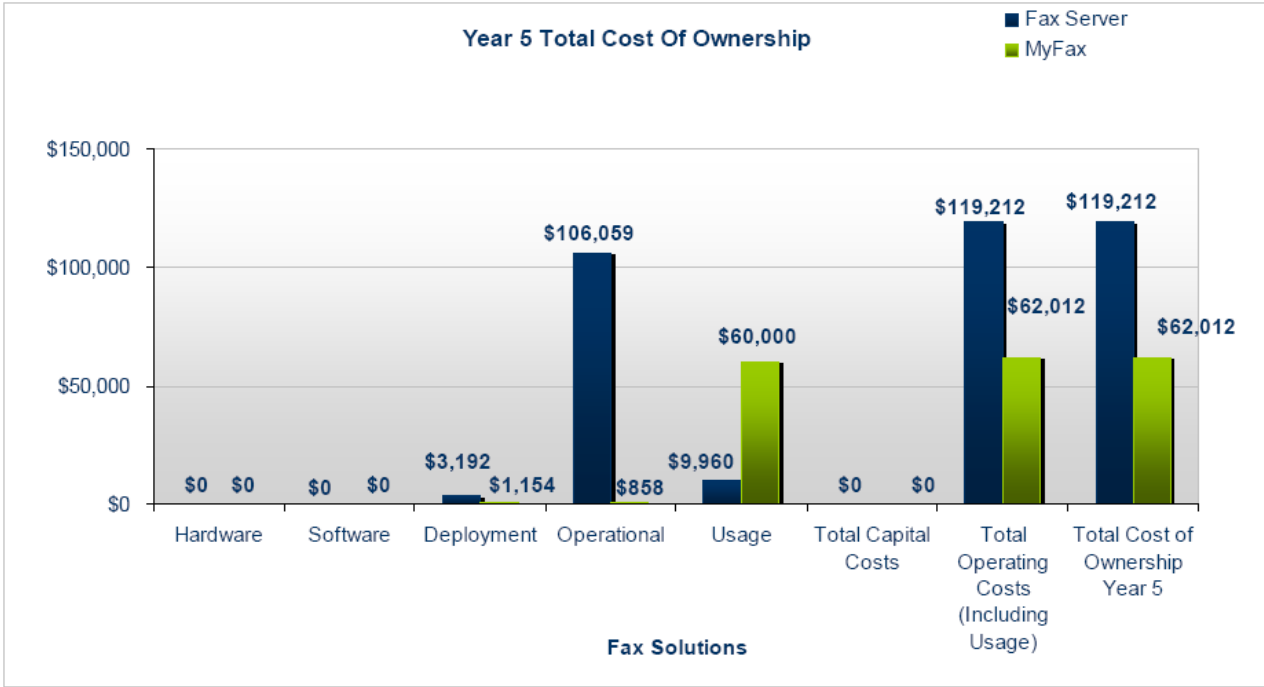
Save over 45% year after year with MyFax

Year 1 Detailed Costs



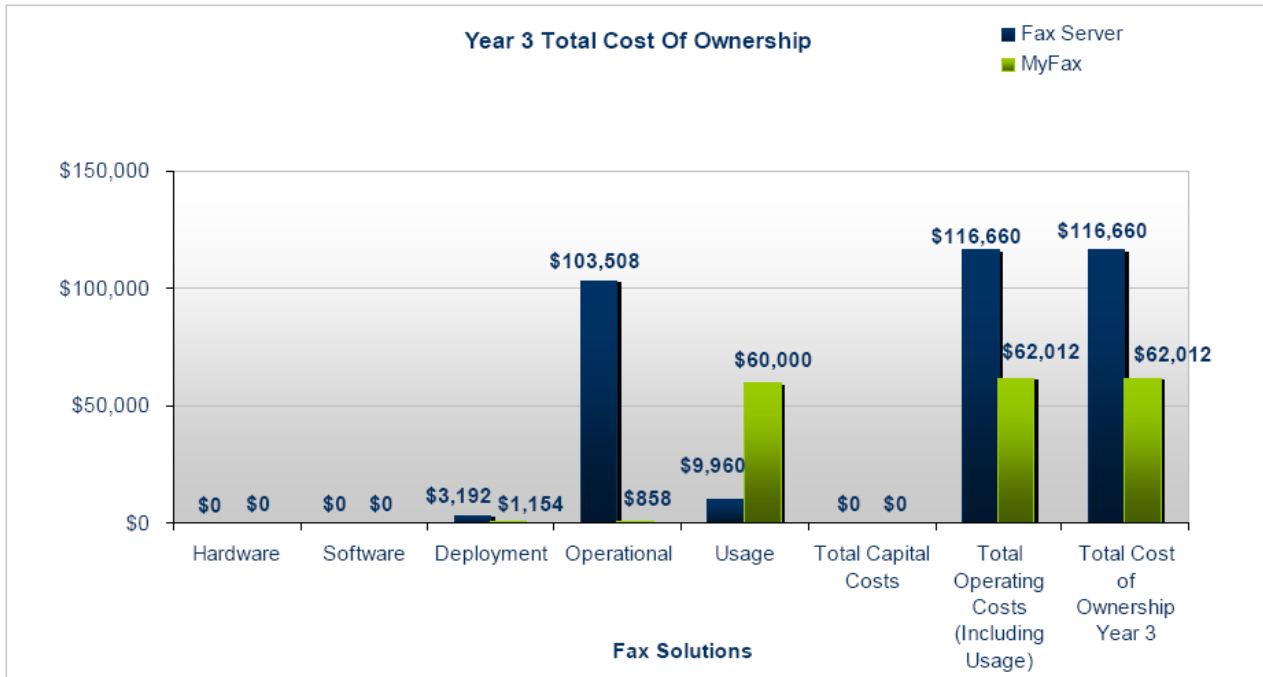
Save 64% in year 1 with MyFax

Year 3 Detailed Costs



Save 47% in year 3 with MyFax

Year 5 Detailed Costs



Save 48% in year 5 with MyFax

Conclusion

Today, fax has a new face. Still an integral part of the business environment, it has been infused with new technology to make it more convenient, secure, inexpensive and efficient.

Hosted fax solutions, like MyFax, eliminate the time, effort and cost issues associated with fax servers, but retain all of the same functionality. At the same time, security and control through the advanced, easy to use administration and reporting tools are increased.

Contact MyFax and ask for a consultation that will help identify your fax service needs, including a total cost of operation (TCO) analysis.

About MyFax

MyFax is the fastest growing Internet fax service used by individuals, small, medium, and large businesses to send and receive faxes using existing email accounts or the web. MyFax offers services in North America and Europe, including the United Kingdom, to industries recognized among the fastest growing adopters of internet fax including finance, insurance, real estate, healthcare, transportation and government. More than 15,000 new customers subscribe to MyFax each month. Additional information is available at www.myfax.com and www.myfax.uk.com.

Toll-free: 1-866-657-9885 | 613 733-0000 | Email: sales@myfax.com

© 2010 Protus®. All rights reserved. Protus®, MyFax® are trademarks of Protus®. Other trademarks referenced in this document are the property of their respective owners. Customers are solely responsible for ensuring regulatory compliance.