



faxing simplified. anytime. anywhere.



# Switch Your Fax Server with a Hosted Fax Solution

The number of organizations choosing to switch their fax server with a Hosted Fax Solution is on the rise. Companies are realizing that the ongoing costs associated with fax servers are too high. Reliability headaches like lost faxes and busy signals add to the mix. Capacity issues requiring that considerable attention be paid to managing fax volume and provisioning are also a factor. Moreover, the fact that fax servers require dedicated IT personnel that detract from other mission critical systems drives organizations to explore hosted fax solution.

Hosted fax solutions enable users to send and receive faxes using email and the Internet. It requires no additional hardware or software allowing a rapid deployment throughout the enterprise. While some companies have initially struggled with the decision to replace their fax server because of the initial and ongoing investment made, those that have introduced hosted fax solutions have realized significant productivity and financial gains.

This white paper discusses when to consider replacing your fax server. It addresses the benefits of making the switch from a company's fax infrastructure to a hosted fax solutions provider. Finally, in the context of MyFax, an enterprise-ready Hosted fax solution, the paper will provide a practical framework as to how to replace the fax server in your organization

## **Does your organization's fax server need retiring?**

Knowing when to retire your fax server is key. Do you relate to any of the following scenarios?

### **Scenario A**

#### **"We use our fax server mainly for outbound faxing"**

I am the Director of IT at a large financial services company that relies on a fax server for outbound faxing. We are currently experiencing poor reliability with our fax server and often field calls from our customers claiming that they have not received the fax documentation our server has supposedly sent to them. More often than not, this is due to system failure or downtime relating to server maintenance or upgrades on our side. Redundancy is also an issue for us. We have no mechanism in place to rely on when our fax server goes down and this negatively impacts business.

### **Scenario B**

#### **"We use our fax server mainly for inbound faxing"**

I am responsible for managing our company's fax server implementation. Ours is a logistics firm that requires an efficient and reliable inbound fax solution for the quick turnaround of customs documentation. Unfortunately, we are often missing or losing key faxes with the fax server we have installed and we never seem to have enough lines provisioned to manage the high volume of faxes we receive. Recent changes in North American border regulations have resulted in strict requirements being placed on brokers. Shipments are delayed at the border if the requisite documentation has not been processed in time and that's where our heavy reliance on fax comes in.

### **Scenario C**

#### **"We use a unified messaging PBX with fax capabilities"**

I am the IT Manager in a medium-sized mortgage broker firm. We use a unified messaging PBX with fax capabilities used for processing mortgage applications. With our current setup, faxes are not being delivered 100% of the time, there is no tracking functionality for inbound or outbound faxes and administering the entire system is overly complicated.

## Scenario D

### “We fax high volumes of transactional documents and our fax server is currently integrated into our electronic medical records application”

I work as an IT consultant to a large health care provider. The company currently uses a fax server to fax high volumes of billing and insurance information between doctors and insurance firms. The fax server often does not have enough capacity to manage the fax volume and external parties often experience busy signals when sending faxes to our organization. The company needs a solution that provides rapid scaling for high-volumes of faxes and one that will support integration into the existing electronic medical records application.

#### Top reasons why your fax server needs replacing

- ▶ Cost - Ongoing maintenance and upgrades
- ▶ Capacity Issues - Balancing fax volume
- ▶ Reliability and Redundancy
- ▶ Significant IT investment
- ▶ Poor scalability

### Why should my organization replace its fax server?

**Capacity Issues - Balancing fax volume:** The use of fax servers often forces organizations to schedule the delivery of higher volumes of faxes at specified times to reduce long-distance charges or to balance the quantity of faxes being delivered to ensure successful receipt. Hosted fax solution providers typically offer flat rates for fax pages sent within a geographic region, e.g., fax free zone, such as North America. This reduces costs associated with long distance charges and provides a fixed cost per transaction. This cost savings is further enhanced as many hosted fax solution providers offer a set number of free inbound and/or outbound fax pages per month.

**Reliability and Redundancy:** Fax servers fail for a number of reasons. Delivery times for faxes often take hours due to poor planning or provisioning of telco resources and/or fax volumes have scaled more quickly than expected. Fax servers experience downtime during system re-boots because of hardware or software failures, poor maintenance or lack of upgrades. To make matters worse, many corporations do not provision an extra fax server for redundancy purposes, so if the system goes down, fax service stops entirely. Internet fax services have unlimited capacity and fully redundant systems. Daily maintenance and monitoring is undertaken on the organization's behalf.

**Significant IT investment:** Fax servers require ongoing maintenance and upgrades that pull resources away from other, more mission-critical systems and applications in your IT environment. When fax servers are integrated with other applications, such as a document management system, a customer relationship management system or even Microsoft Office, then custom integration work must be repeated each time these complementary systems require upgrades. An organization's IT infrastructure is already overly complicated. By deploying hosted fax solutions, the IT staff can shrink their IT footprint and focus on the more important components that directly impact the company's bottom line.

**Poor Scalability:** Each time a new fax number is assigned to a new employee, your IT department must ensure the fax server has enough lines to bear the added fax volume the employee will generate. Hosted fax services require no line provisioning. Adding a new user to the system can be done quickly using online administration tools. The service provider manages all line provisioning on your behalf and with guaranteed service availability, you'll no longer have to worry about exceeding maximum capacity.

**Complicated administration functionality:** The administration tools available with fax servers are often complicated and include more features than what is truly required of the fax server. Hosted fax solutions provide online administration tools that are simple and straightforward to use and allow you to easily provision new fax numbers, manage user accounts and access fax history and billing reports.

**Requires custom programming for application integration:** When the fax server is integrated with other systems or applications, additional programming resources are required. As more components are added to the system, training is required to advise users of new functionality. Fax server APIs are often complex, proprietary and difficult to implement. Hosted fax solution providers offer industry standard web services to download and no DLL's are required for updating the system.

**Burdens of managing multiple fax servers throughout the enterprise:** Managing one fax server in an organization can be onerous enough. But if you're responsible for managing multiple fax servers whether situated at a single corporate office or distributed throughout regional offices, then it can be taxing from a human resource, productivity and cost perspective.

**Data center consolidation:** Existing multi-fax server implementations are not easily consolidated. Data center amalgamation is complicated and requires the consolidation of phone lines. Organizations must have their carrier route existing fax numbers back to the main data center. In these cases, it is more productive to investigate hosted fax solutions that support local and toll-free numbers from one main account easily across geographies.

**Geographical expansion:** If an organization is facing geographical expansion, it must be emphasized that one fax server cannot easily support multi-locations with different area codes. A hosted fax solution can easily support, from one central location, an environment where the user base is located across disparate area codes. Organizations can choose between a local fax number in the area code of their choice or a toll-free fax number. Toll-free fax numbers are of further benefit as those people faxing into the organization do not incur the long-distance charges.

**Time and effort spent facilitating confirmation of fax delivery:** Most fax servers provide tools that automatically track inbound and outbound fax activity. However, if your organization does not have enough lines provisioned or if your system is prone to failure, then employees may be spending time manually tracking whether a fax has been sent or received successfully. Hosted fax solutions offer on-demand service and in most cases, almost 100% uptime, ensuring that incoming faxes will not fail due to busy signals and outgoing faxes will not be blocked from being sent.

## The MyFax Advantage: the benefits of outsourcing your fax infrastructure to MyFax, a hosted fax solution.

<b>Cost Savings</b>	<ul style="list-style-type: none"> <li>• Replacing your fax server with a hosted fax solution results in a shift of CAPEX to OPEX linked to the volume of actual fax activity. This results in better control over the profitability of operations and also enables costs to be shared, and better tracked, amongst those departments actually using the service.</li> <li>• MyFax requires no added hardware or software. Your organization's existing IT and email infrastructure are leveraged and become your prime faxing mechanism. This reduces your overall cost of ownership as compared to the fax server.</li> <li>• With MyFax, all system maintenance is taken care of on your behalf, freeing up your IT staff to focus on more important systems in your infrastructure.</li> <li>• All upgrades to the MyFax service are free and automatic. For those organizations that don't subscribe to maintenance programs for their fax server, they will no longer have to pay for upgrades to the system.</li> <li>• Monthly fees for dedicated fax lines and DID numbers are completely eliminated with MyFax.</li> <li>• Long distance charges on faxes do not apply with MyFax. Users pay low per page costs depending on where the fax is being sent. Costs are further reduced as MyFax users are also eligible for a number of free sent and received pages per month.</li> </ul>
<b>A Hosted Fax Solution</b>	<p>Fax is the primary business focus at MyFax. By outsourcing non-core processes to an external service provider where fax is their main business, you can tap into their expertise and not have to retain that expertise in-house through dedicated systems and personnel. MyFax offers the following fax solutions - adaptable to your business needs and IT environment:</p> <ul style="list-style-type: none"> <li>• Desktop Fax Solution</li> <li>• Mobile Fax Solution</li> <li>• Transactional Fax Solution</li> </ul>
<b>Simple Installation</b>	<p>MyFax allows for rapid deployment throughout the enterprise. There is no installation required and user provisioning can be done on the fly through an easy-to-use online interface. The power is completely in your hands.</p>
<b>Reliability</b>	<p>MyFax guarantees 99.5% service availability and uptime. The system is fully redundant: all networking components, SSL accelerators, load balancers, Web servers, and application servers are in a redundant configuration. Your fax numbers are never busy, resulting in fewer lost faxes. Contracted customers are eligible for a service level agreement that sets out guarantees with respect to service availability, fax delivery and Customer Support.</p>
<b>Scalability</b>	<p>MyFax grows seamlessly with your business. Employees are easily added to or deleted from the MyFax account. MyFax, being an on-demand service, helps to transition your fax budget to a tangible operating expense. Organizations will benefit by paying only for the fax volume they actually use.</p>
<b>Security</b>	<p>MyFax has technical, physical and organizational safeguards in place to ensure your fax communications are kept fully confidential. As fax communications flow through the MyFax system, data encryption, user authentication, and application, database, and server management security are implemented collectively to ensure information is kept private and secure.</p>
<b>Geographic Diversity</b>	<p>Your enterprise MyFax account can support toll-free numbers and local numbers from various area codes. You can manage your entire organization's fax activities from one central location, allowing faxes to be easily tracked by department or even by regional office. MyFax can scale quickly as your organization grows.</p>
<b>Global Solution</b>	<p>MyFax offers global outbound capability and inbound capability for a number of countries around the world.</p>
<b>Support</b>	<p>The first-line MyFax Customer Support center is located onsite in North America and is staffed 24 hours per day, 7 days per week. 80% of Customer Support calls are answered within 90 seconds. Emails are responded to the same day they are sent. On-line support options are also offered including a comprehensive Knowledge Base, User Guides and online chat functionality. Second- and Third-line customer support teams are also available 24/7 to actively monitor data center equipment and systems.</p>

GMAC-RFC was repeatedly hitting capacity roadblocks with their internal fax systems. On a monthly basis, they typically receive 12,000 to 15,000 pages of faxed documents relating to real property and mortgage financing. Prior to GMAC-RFC's rapid business growth in this area, all faxes received were managed by one staff position and then distributed accordingly. However as business continued to grow, so did the number of faxes received.

With the implementation of MyFax, all capacity issues relating to sending and receiving large volumes of faxes were eliminated. GMAC-RFC customers are no longer greeted with busy signals when trying to send information. GMAC-RFC receives detailed, real-time reports, as well as delivery confirmations, auto re-sends for failed transmissions, and 24-hour operation. Misplaced faxes are no longer an issue. The inherent cost savings of MyFax was also an important benefit. Within 24 hours of deployment, they were up and running. By implementing MyFax, they were able to offer better service and a more positive experience to their customers. Paperwork is processed more efficiently as faxes are electronic, they can be easily saved, forwarded, deleted, and stored.

"MyFax is too good to be true. The service was quick to implement and integrate into my operation. New underwriters receive personal fax numbers right away and are instantly productive."

**Lorraine Sato**

Vice-President, Underwriting  
GMAC-RFC

## My organization wants to replace its fax server with MyFax. What do I need to do?

Contact a MyFax  
Solution Specialist  
to define needs and  
requirements

Assess Migration  
Path using TCO  
model

Determine  
Implementation  
Process

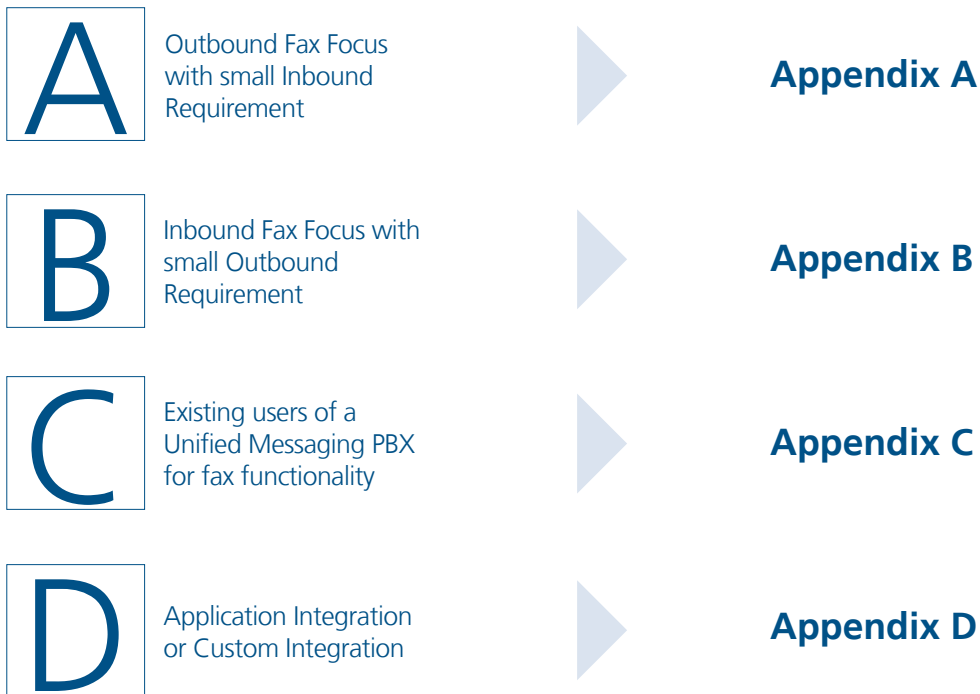
## A MyFax Solution Specialist Will Assist You to Define Needs and Requirements

Once it has been decided to replace your fax server with MyFax, consider the following:

1. Which groups or departments are currently utilizing the fax server in your organization?
2. Does your organization need to keep its existing fax numbers?
3. Does your organization require local or toll-free fax numbers? If you need local numbers, for which area codes will you require fax numbers for?
4. Does your organization fax more inbound or outbound pages?
5. Do you have any custom integration requirements?
6. What sort of training needs do you have?

## Assess Migration Path using Total Cost of Ownership Model

Which scenario best fits your current situation? Based on the scenarios listed on pages 1 and 2, skip to the Appendix to read more on how MyFax can serve as a viable alternative to your organization's fax server.



## Retiring Your Fax Server

What options does my organization have with respect to our current set of fax numbers? There are three options:

- 1. Number portability:** This is done through the organization's current telecommunications provider.
- 2. Call Forwarding:** The organization assumes new MyFax numbers. Present telecommunications provider then forwards calls to the new MyFax fax numbers. This is intended for organizations with a small number of DIDs or in those instances where DIDs cannot be ported to MyFax.
- 3. Switch to toll-free or local MyFax number.**

## Contact a MyFax Solution Specialist

For many companies, fax continues to be a very important mode of communication. In 2007 alone, the adoption of Internet fax by the enterprise market will increase by almost 30% (Davidson Consulting, 2006). Those organizations that do switch to a Hosted Internet fax Solution in lieu of a fax server will realize notable monetary and productivity gains and improved communications. If your organization is experiencing capacity, scalability, and reliability issues with your fax server, it may be time to switch to a Hosted Fax Solution. Speak with a MyFax Solution Specialist today to discuss how to replace your organization's existing fax server quickly and easily with MyFax.

**Toll-free: 1-866-657-9885 | Local & International call: (613) 733-0000 | Email: [sales@myfax.com](mailto:sales@myfax.com)**

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## 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](http://www.myfax.com) and [www.myfax.uk.com](http://www.myfax.uk.com).

**Toll-free: 1-866-657-9885 | 613 733-0000 | Email: [sales@myfax.com](mailto:sales@myfax.com)**

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## APPENDIX A: Outbound fax focus

This solution is intended for organizations that rely on their fax server more for outbound faxing, either via the web or by email. They may also have a requirement for small volumes of inbound faxing.

### The MyFax Solution

On-demand capacity - no need to provision more lines for increased volume.
Send fax via email or the Internet in TIF, PDF, .JPEG Bitmaps (JPG), Microsoft Publisher®, Microsoft Document Imaging® (MDI) file format.
Toll-free or local numbers available for moderate inbound faxing.
Account administrators can provision an unlimited number of users across geographies.
Support for multiple administrators.
Complete tracking of all outbound faxes is available online.
Fax confirmation via email. Fax confirmations can include the failed fax in the email for easy reference.
Send to multiple recipients at once.
Fax support for 200 commercial file formats.
Integration with Microsoft® Outlook, Microsoft® Office, IBM Lotus Notes®, Act!
Wireless faxing - send faxes from your handheld device.
“Print from Anywhere” functionality. Using MyFax on your handheld, documents can be sent to any fax machine to be printed instantly.
Send faxes using your standard corporate fax cover page. Manage all cover pages online.

### Migration Steps

Migrating from a fax server to MyFax is a simple process. Boxes in green indicate tasks the organization assumes and boxes in blue indicate tasks MyFax will assume.



## APPENDIX B: Inbound Fax focus

This solution is intended for organizations that use their fax server more for inbound faxing, where they require the transfer of existing fax numbers to MyFax. They may also have a requirement for small volumes of outbound faxing.

### The MyFax Solution

On-demand capacity - no need to provision more lines for increased volume.
Receive thousands of faxes to the same fax number simultaneously - experience no busy signals or lost faxes.
Local and toll-free numbers available at no extra charge.
Account administrators can provision an unlimited number of users and fax numbers across geographies.
Support for multiple administrators.
Received faxes can be tracked through online fax history reports.
Inbound faxes are stored online for up to 365 days.
Receive fax notifications via email for secure download of the fax online.
Receive faxes via email or the Internet in PDF or TIF format.

### Migration Steps

Migrating from a fax server to MyFax is a simple process. Boxes in green indicate tasks the organization assumes and boxes in blue indicate tasks MyFax will assume.



## APPENDIX C: Existing users of a Unified Messaging PBX for fax functionality

This solution is intended for organizations that currently rely on unified messaging solutions that handle voice, fax and text messages in a single mailbox that a user can access either with a regular e-mail client or by telephone. These organizations require the transfer of existing fax numbers to MyFax.

### The MyFax Solution

Organization keeps their PBX exclusively for phone and text functionality. Existing fax numbers are ported or transferred to new MyFax numbers, or entirely new MyFax numbers are retained.
MyFax extends the organization's existing inbound fax functionality from their PBX by providing an outbound functionality as well.
On-demand capacity - no need to provision more lines for increased volume.
Receive thousands of faxes to the same fax number simultaneously - experience no busy signals or lost faxes.
Send and receive faxes via email or the Internet in PDF or TIF format.
Toll-free or local numbers available.
Send to multiple recipients at once.
Online reporting tools to track inbound and outbound faxes.
Account administrators can provision an unlimited number of users and fax numbers across geographies.
Support for multiple administrators.
Fax confirmations available via email with or without the fax attachments. Inbound faxes can also be downloaded from the MyFax secure website.
Integration with Microsoft Outlook, Microsoft Office 2003, Lotus Notes, ACT!
Fax support for 200 commercial file formats.
Wireless faxing - send faxes from your handheld device.
"Print from Anywhere" functionality. Using MyFax on your handheld, documents can be sent to any fax machine to be printed instantly.
Send faxes using your standard corporate fax cover page. Manage your cover pages online.

### Migration Steps

Migrating from a fax server to MyFax is a simple process. Boxes in green indicate tasks the organization assumes and boxes in blue indicate tasks MyFax will assume.



## APPENDIX D: Application or custom integration or automated high-volume transactional faxing

This solution is intended for organizations with fax servers that integrate into custom-developed or packaged commercial applications or for those organizations that require a solution for the automatic delivery of high-volume transactional faxes.

### The MyFax Solution: XML Web Services

- ▶ Can be integrated and called from any system or application that can connect to the internet.
- ▶ MyFax XML Web Services support integration into:
  - Document Workflow Systems
  - Customer Relationship Management Systems (CRM)
  - Enterprise Resource Planning Systems (ERP)
  - Billing Systems
  - Software Applications
  - Web Applications
- ▶ MyFax XML Web Service Features
  - Send single faxes
  - Report on faxes in progress, fax history and fax confirmations
  - Receive single faxes
  - Download received faxes
  - Delete received faxes
  - Obtain reports on account profiles
  - On-demand fax number provisioning
- ▶ The MyFax Sales Engineering team acts as Project Managers for the integration process. They will guide your organization through full deployment offering support, sample code and documentation as required.

### Migration Steps

Throughout the development, testing, QA and implementation, MyFax Solution Specialists are available to fully support the organization.

