



## **A Special Guide on RightFax**

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Will Your Company Benefit from Enterprise Fax  
and Electronic Delivery?

## Will Your Company Benefit from Automating Document Delivery?

Today's economy presents enormous business challenges. Companies are under heightened pressure to increase profits and strengthen vendor- and customer-relations while cutting costs, streamlining processes and improving efficiency. Demands for speed, accuracy and reliability in communications also turn up the pressure. To remain competitive and profitable, companies look to their IT investments—systems such as email, ERP, CRM, workflow applications and multifunction products—to help them address these challenges and improve overall business performance. These applications, as well as other business systems, generate huge volumes of information vital to running a high performing, profitable and customer-focused business. Efficient, secure and cost-effective distribution of this business information can have a significant impact on overall business performance by extending process efficiencies. That's where fax server software can provide a business edge.

Fax server software provides enterprise fax and electronic document delivery capabilities that enable companies to dramatically improve office productivity and reduce costs by streamlining Business Information Delivery.

That means if your organization is still employing stand-alone fax machines, it is wasting time and money and is way behind current fax technology. So, too, if your employees use desktop modems to fax documents, or if you manually fax or mail batch-oriented documents generated from your back-office applications. Fax server software does the job more quickly and efficiently so your employees can be more productive. It also does the job more securely and accurately at a much lower cost.

*“RightFax enables companies to dramatically improve office productivity and reduce costs by streamlining Business Information Delivery”*

## Fax Server Software: What It Does

Today's fax server software provides enterprise fax and electronic document delivery capabilities to give organizations the flexibility to distribute virtually any document from any application, using a central server integrated in a company's network.

Fax servers process inbound and outbound documents and store them on the server. They also integrate with desktop, email and multifunction products to enhance office productivity and reduce costs by bringing network faxing capabilities to office-workers' fingertips. Among other functions, they can track fax history, add fax billing codes, route incoming faxes to groups or individuals' fax or email Inboxes, provide fax cover sheets, supply fax notifications and broadcast fax. However, today's fax servers provide more than just faxing of user-generated documents from desktop and email applications. They also integrate with ERP, CRM, host, legacy and other business applications to automate the delivery of documents such as purchase orders, invoices and statements. This process, also known as production fax, provides an unattended, electronic method to cost-effectively exchange information with customers and suppliers via fax, email or over the Internet.

## Fax Server Software Benefits

Implementing a solution for enterprise fax and electronic document delivery has countless benefits. Some of the top benefits include:

### **Fax Servers Reduce Costs**

Fax servers eliminate the labor, printing, postage, equipment and supply costs associated with manual faxing or mailing documents to provide significant savings. In addition, the use of a fax server generally reduces the number of phone lines in a company to make lower telephone bills the norm. Adding multiple servers allows for least-cost routing, which enhances cost savings even more.

### Fax Server Software Improves Productivity

By providing faxing capabilities from desktop and email, as well as automating document delivery from back-office applications, companies that implement fax server software can reduce time-consuming manual processes. Your employees do not have to waste time in line at a fax machine waiting to send or receive documents. Instead, they can conveniently fax documents right at their desktop or automatically from business applications.

### Fax Servers are Secure and Reliable

Fax servers integrate faxing and electronic document delivery capabilities with your business applications, eliminating the need to worry about lost or missing faxes. Users can send and receive documents directly at their desktops. In addition, large batches of documents such as invoices and purchase orders can be delivered automatically and unattended directly from back-office applications. They can also take advantage of the latest computer security features and can provide secure delivery alternatives to ensure document confidentiality.

### Fax Servers Reduce Administration and Maintenance

Fax server software allows administrators to consolidate faxing services on the network. Administrators do not need to waste time dealing with multiple fax modems, phone lines or stand-alone fax machines. Centralized and easy-to-use administration tools make ongoing administration simple.

## Fax Servers for Electronic Document Delivery: Do You Need One?

Do you need a fax server? According to Maury Kauffman, managing partner of The Kauffman Group, a consulting firm specializing in fax server technology, if a 25-person organization manually faxes just 30 two-page documents daily, it's squandering 1,000 man-hours a year. "That equates to one employee spending six months each year printing documents and feeding fax machines," explains Kauffman. Another industry expert, Peter Davidson of Davidson Consulting, calculates that labor savings from using fax server software alone in a large company can exceed \$100,000 a year. In addition, companies that use fax servers to automate delivery of high-volume, batch-oriented documents such as purchase orders, invoices and statements can reduce document delivery costs by up to 90 percent.

### Return on Investment

Fax servers are designed to reduce overhead costs by providing flexible enterprise fax and electronic document delivery options that eliminate the costs associated with manual document delivery and receipt processes. The table below illustrates the cost-savings companies can realize.

#### COST SAVINGS IN US DOLLARS USING RIGHTFAX

Number of pages faxed	100	200	300	500	1,000
Mail cost per page	\$1.20	\$1.20	\$1.20	\$1.20	\$1.20
Cost if mailed	\$120.00	\$240.00	\$360.00	\$600.00	\$1,200.00
RightFax cost per page	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10
Cost if delivered with RightFax	\$10.00	\$20.00	\$30.00	\$50.00	\$100.00
<b>MONTHLY SAVINGS</b>	<b>\$2,200.00</b>	<b>\$4,400.00</b>	<b>\$6,600.00</b>	<b>\$11,000.00</b>	<b>\$22,000.00</b>

\*Based on averages of intrastate and interstate phone rates at various times during the day. Mail costs include postage, printing, labor and associated supply costs.

The numbers above are impressive if you think about the number of documents that go through your business every day. And they don't even take into account the cost of buying fax machines or modems, modem software, toner and paper, or repairs. Nor do they take into account the incalculable cost of even one vitally important fax that is lost or misplaced.

Will your organization benefit from using fax server software for electronic document delivery? Most firms with more than 25 employees sending faxes probably need fax server technology; those with more than 50 definitely do.

## Choosing Fax Server Software for Your Organization

Choosing the right fax server software can be overwhelming because every manufacturer claims to be the leader, with every product seeming to have "Yes" checked in every column of a reviewer's feature comparison chart. If you're about to make a substantial investment in an installation, you probably wonder how you make an informed decision about a solution before committing yourself.

### Research Enterprise Fax and Electronic Document Delivery Technology

It's simple: Ask the right questions; get the right answers. As computer-based fax server technology has matured, so has the enterprise fax software. Today fax server software provides more than just network faxing. Now fax servers provide a base platform for electronic document delivery via fax, email or the Internet, as well as secure and certified delivery options. Remember that all products are not created equal. Some features touted as available in a product are executed so differently in real application that they are hardly comparable without in-depth research. Where do you start your research on fax server technology? Trade shows, Web sites, online computer magazines and other industry-magazine reviews will help you pinpoint fax server products.

### Determine Your Document Delivery Needs

The next step is to evaluate your company's faxing needs. When selecting a fax server, saving time, leveraging hardware investments, ease of faxing and integration with the applications you are already using should rate high on the list. Do your employees "live" in Microsoft Outlook, Word, IBM Lotus Notes or other desktop applications? Do you need to integrate faxing capabilities with ERP, CRM, workflow, archival and imaging applications? You will need an application that supports the software programs your organization uses most. Do you have a multifunction product for copying, scanning and printing? You can add network-faxing capabilities to this solution to enhance productivity as well.

### Determine Your Fax Server Software Budget

Finally, look at cost. What is the budget—both in hard costs to purchase a fax server software system and in hidden costs such as the ability to leverage the hardware and software your company already owns? Ask how transparent the software is for users. If it is difficult to learn and use, people will revert to old fashioned, stand-alone fax machines, and potential savings will be lost.

## Fax Server Software Features to Ask

When looking for a fax server software solution for your electronic document delivery needs, there are some important features to consider.

### Fax and Email Integration

Fax and email integration is vitally important because people already communicate extensively via email. Your solution needs to integrate fax with the email program your employees already use, for example Microsoft Exchange or IBM Lotus Notes. They should be able to fax from within the application and receive fax documents as attachments to email messages.

### Fax Server Integration with Business Applications

Your fax server investment will be best leveraged if you look for a solution that has proven and reliable integrations with all the applications you use to run your business. Does the vendor have strong partnerships and tested integrations with leading ERP, email, CRM, document management, imaging, workflow and multifunction products? Does your fax server take advantage of technologies that make it easy to integrate with your business systems?

### Sound ROI

IT departments are under increasing pressure to justify the value of any IT investment. Therefore, your fax server should give you long-term value and provide a platform for all of your document delivery needs. Can it provide convenient desktop faxing capabilities as well as automate delivery and receipt of back-office documents? Is it robust enough to handle multiple users and integrate with multiple applications? What is the ROI? Does the vendor have tools and strategies in place to help you build a long-term solution for your Business Information Delivery needs?

### **Routing of Faxes**

The ideal fax server routes a fax over telephone lines, Internet, intranet, WAN and LAN environments and directs incoming faxes to the appropriate desktop without human intervention.

### **Least-cost Routing of Faxes**

Where do people send their documents? Is your business mostly local? Or does your company have branches and/or clients all over the country, even the world? According to Davidson Consulting, faxing can account for as much as 40 percent of a company's long-distance telephone costs. Ask about Least-cost Routing (LCR), which automatically transmits faxes by the most economical path, taking advantage of off-hour telephone rates for non-critical faxes and even bypassing commercial telephone lines altogether by using the Internet for international transmissions. Most developers offer LCR, but some have added enhancements that save even more time and money. Check to make certain you can customize LCR.

If your company is in New York City but conducts a lot of business in Westchester County and Long Island, you already know that intrastate telephone rates can be higher than interstate. Can you tailor your fax server installation to route your faxes to your firm's fax server in Philadelphia or Boston or to a third-party service provider to save telephone line charges? With some fax server products, you can also customize LCR to optimize server installations at your branch offices. For instance, if your server in Atlanta has a busy fax queue, yet an associate there has prepared a critical outgoing fax, special rules within the fax software can assure the fax goes instantly from your Atlanta office to Chicago for transmission. The sender will not have to do anything to make this happen, and sender and receiver alike will be unaware of the routing change. They will know only that the fax arrived quickly.

### **Cost Recovery**

If the fax server software you are contemplating integrates with many other popular document management systems, work done by your employees is automatically assigned billing codes with time spent tracked and updated automatically. If billing codes are important to the way you do business, check that it includes this feature.

### **Easy Administration**

Is the fax server program easy to install? To maintain? Is backup automatic? Will you have to shut down the fax server to back up or make changes or will the system run 24x7x365? For your own convenience, is remote management possible? What kinds of statistics can you monitor on the server? Can you receive pager alerts to help you respond quickly to any potential problems? What about disaster recovery? What is the fax server software developer's reputation for technical support? Judge this from magazine reviews, industry awards and success stories on companies' Web pages.

### **Fax Server Software with Multiple Document Delivery Channels**

With today's fax server software, fax should be just one of the methods for document delivery. Does the software allow you to deliver your documents via fax, email or over the Internet? Does your vendor have tools and a plan in place to take advantage of new and expanding document delivery channels as technology evolves?

### **Fax Servers with Multiple Input Connectors and Data Recognition Tools**

Organizations today require business communications in many formats from a variety of desktop and back-office systems. Look for a solution that provides the flexible data recognition tools needed to capture data from virtually any application. Companies also need to be able to integrate their fax server using technologies that fit their environment. Look for technologies such as Java, XML or Facsimile Command Language that provide powerful, flexible tools for integrating or customizing the solution specific to an organization's faxing and electronic document delivery needs and environment.

### **Remote Fax Access**

How many people do business away from the office? How important is it for them to have access to faxing while on the road? Does the program let users send, receive and manage faxes from their email mailboxes? Can they access their faxes from the Web? From a touchtone phone? Be clear about remote access capabilities of the fax software you are considering.

### **System Security**

Naturally, you want to assure that your company's fax documents are safe from prying eyes—both in-house and externally. Expanded government regulations and heightened privacy and security concerns make it essential to put into place measures to safeguard business information. In this environment, security features that help ensure privacy and data integrity as well as provide a comprehensive audit trail are extremely important. As a result, you should make sure that your electronic document delivery system has robust security and management features to ensure that documents are not altered and that confidentiality is retained. You should make certain that passwords cannot be read in plain text and that password lists are inaccessible to other users. Ask about additional safeguards that ensure that a fax cannot go to the wrong number. Ask if the fax server lets you send documents as encrypted files or certified email to ensure the confidentiality of important communications. Also, check to see if the administrator can control access to billing codes.

### **Fax Status and Notifications**

The documents you fax are the lifeblood of your business so you need to be confident that they reach their destination. Ask what types of fax notifications are available with your solution. Can you receive fax status confirmations in your email or back to a host application? Can notifications be customized to include a variety of information?

### **Scalability**

Think about your fax server from the perspective of both today and tomorrow. How many people will use it today? How many employees will your organization have five years from now? Organizations grow much faster than you think; nearly every company needs a scalable fax server (one that can grow as your company grows). Will the system you are considering let you build a modular fax server network, i.e., expand, add on and customize to meet your specific needs? Also, look at licensing. Is the number of users limited, which will necessitate replacing or spending a lot more money down the line for planned or unforeseen expansion?

### **Database Design**

What is the database design for the fax server? Does it provide an open database design to simplify administration, maintenance and customization? Look for a solution that provides an open database that can cost-effectively meet your performance, storage and interoperability needs.

### **Intelligent Fax Board Support**

Fax boards vary in price and, as with all products, you get what you pay for. Does the fax server support intelligent fax boards? Intelligent fax boards cost more than modems but provide hardware intelligence through advanced compression schemes that reduce fax transmission time, thereby lowering operating cost. They also assure a path for smooth upgrades in the future. After considering your organization's faxing needs you will come up with more questions, but with these, you are on the way to making an informed decision about the correct fax server software solution for you.

## About Captaris, Inc.

Captaris Business Information Delivery solutions help organizations automate the information and document flow throughout the information lifecycle (capture, process, manage, deliver.) With a comprehensive suite of software and services, Captaris helps organizations to grow revenues and increase profits while meeting compliance goals. Through a global distribution network of leading enterprise technology partners, Captaris has installed more than 90,000 systems in 95 countries in companies of all sizes, including the entire Fortune 100. Captaris is headquartered in Bellevue, Wash. The company was founded in 1982 and is publicly traded on the NASDAQ National Market under the symbol CAPA.

## About Instant InfoSystems

Instant InfoSystems is a leading implementer of Enterprise Message Management solutions including email archiving and enterprise fax management to Fortune 1000 companies and enterprises nationwide. We combine expertise with absolute customer commitment to deliver solutions that comply with complex information management requirements. Our solutions are based on best-of-breed technology supported by award winning service, training and support.

Founded in 1993, Instant InfoSystems is headquartered in Los Angeles, with additional offices in San Francisco, New York, Chicago, Atlanta, Phoenix and Orange County, CA. Instant InfoSystems maintains strategic relationships with leading technology providers, including Captaris, Cantata Technology (formerly Brooktrout Technology) H&S Heilig and Schubert Software AG and ZANTAZ. For more information, visit [www.instantinfo.com](http://www.instantinfo.com).



### Sales Department

Tel: 310.750.7200  
Fax: 310.750.7210  
sales@instantinfo.com

### Los Angeles HQ

20000 Mariner Avenue  
Suite 250  
Torrance, CA 90503  
Tel: 310.750.7200  
Fax: 310.750.7210

### New York

50 Main St., 10th Floor,  
# 1058  
White Plains, NY 10606  
Tel: 914.968.3083  
Fax: 914.968.3085

### Phoenix

3131 East Camelback Road  
Suite 200  
Phoenix, AZ 85016

### Technical Support

Tel: 310.750.7209  
Fax: 310.750.7219  
support@instantinfo.com

### Orange County / San Diego

8001 Irvine Center Drive,  
4th Floor  
Irvine, CA 92618  
Tel: 949.955.1565  
Fax: 949.955.1511

### Chicago

10 Riverside Plaza  
Suite 1800  
Chicago, IL 60606  
Tel: 630.717.4995  
Fax: 630.717.1355

### Training

Tel: 310.750.7256  
Fax: 310.750.7210  
training@instantinfo.com

### San Francisco

111 Pine Street  
Suite 1550  
San Francisco, CA 94111  
Tel: 415.393.9982  
Fax: 310.750.7265

### Atlanta

1170 Peachtree Street  
N.E. Ste. 1200  
Atlanta, GA 30309  
Tel: 770.351.0513  
Fax: 770.394.6709

