

Genifax™

Omtool's Enterprise Fax Solution



Centralize and Automate Your Fax Communication Infrastructure

omtool™

Genifax™ is Omtool's centralized, digital fax solution and is designed to address the fax infrastructure requirements of any type of business. Organizations use this network-based, fax communication solution to dramatically reduce fax infrastructure costs, automate manual paper processes, and improve employee productivity.

Genifax is ideally suited for environments where fax documents are a vital portion of the document communication workflow. Genifax is scalable to any size organization and incorporates intelligent and flexible routing features that are ideal for securing and controlling the pervasive fax activity in every industry.

Benefits of a Centralized Fax Server Solution

With Genifax organizations can:

Reduce or eliminate overhead costs of fax machines

- Eliminate costs associated with fax equipment (i.e. individual analog phone lines, maintenance costs, energy use, and consumables)
- Support high-volume inbound and outbound fax transmissions more effectively and reliably rather than using a multitude of fax machines
- Eliminate time-consuming and wasteful "print and fax" behavior with desktop fax origination
- Utilize voice infrastructure for aggregating fax into low cost call routing and delivery plans

Increase user productivity

- Enhance document communication and processes by digitizing fax transmissions and making faxes available at the point of delivery
- Fax-enable individual desktops and key business systems to minimize manual, paper fax activities
- Integrate inbound and outbound fax into the e-mail messaging infrastructure
- Add fax capabilities to business and ERP applications such as SAP, Oracle, and many others, saving key personnel from having to manually print and fax business documents

Enhance business processes

- Digitize fax images immediately for faster processing, response time, and integration with workflow systems and business processes
- Increase company's ability to process high-volume inbound and outbound fax transmission activities
- Gain more effective capture and monitoring of business process metrics

Establish compliance and business continuity policies

- Capture and authenticate inbound and outbound fax transmissions to adhere to company information and retention policies, compliance requirements, and risk mitigation best practices
- Avoid fax transmissions from falling into the wrong hands, avoiding possible litigation and privacy issues
- Include proprietary clustering features to support uninterrupted operations in the event of a fax infrastructure component failure

Take advantage of emerging telephony technologies such as a Voice-Over-IP (VOIP) and Fax-Over-IP (FOIP)

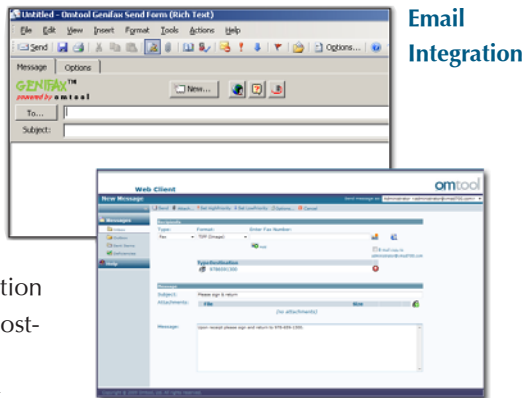
- Integrate fax communication into the voice communication infrastructure
- Utilize voice infrastructure for local fax access
 - Eliminate analog gateways
 - Aggregate fax into the lowest cost routing and delivery plans
 - Strengthen the ROI of VOIP infrastructure

Support "green" initiatives

- Avoid the manual, paper waste of traditional fax transmissions by using Genifax to digitize the fax communication infrastructure
- Consolidate fax equipment, resulting in reduced energy and consumables usage

User Fax Options

Genifax includes two methods to send and receive fax transmissions directly from a user's desktop. Email fax integration is the first and most-widely adopted method. Genifax seamlessly integrates with a user's email activity to minimize training and foster quick adoption. A user is alerted to the status of his fax transmissions through email notification messages.



The Web Client is available as an alternative to email fax integration. The strengths of this method include its simplicity, ease-of-use, and integration into a user's email address book. The Web Client user experience is similar to popular internet email applications, and therefore, easily adopted by users.

Centrally Manage Your Fax Infrastructure

The Genifax Administrator Console allows a local or remote IT administrator to set up, configure, and manage the Genifax system in the most efficient way possible for the organization. The Genifax Administrator Console provides full control over the transaction queues and reporting, telephony configurations, document conversion and OCR settings, routing behaviors, failover and redundancy, archiving, and system maintenance. In short, it controls everything needed to deploy and run Genifax in any size enterprise.

The Genifax System Monitor allows an IT administrator to set up alerts so any warnings or problems with the Genifax infrastructure can be quickly addressed. Genifax is also integrated with the Windows Server Performance Monitor and Event Log.

Genifax offers FaxCenter to facilitate centralized fax dispatch for organizations that desire to have fax routing performed by administrative or mailroom personnel. FaxCenter is designed for fast, efficient viewing and processing of inbound faxes for distribution inside the organization. With address book integration, it is the perfect fit for centralized or mailroom fax operations.

Corporate Directory and Rules-Based Delivery

Genifax is designed to seamlessly integrate with Active Directory and other LDAP directory solutions in order to personalize fax messages and provide a fax phone number lookup source without having to maintain a separate fax server user database. In addition, Genifax supports a rules-based format to allow the creation of flexible fax delivery workflows with full control over image format (including auto-OCR) and delivery locations (email, printers, document management systems, network file system, etc.). Together, the individual directory routing and the routing rules deliver incredible fax delivery flexibility.

Fax Using Popular Network Scanning Devices

Genifax email integration allows a organization to extend these digital fax benefits to the network-enabled scan devices and multi-function printers (MFPs). Scanners and MFPs enabled to 'scan to email' or 'scan to network' can connect to the Genifax infrastructure and support paper document faxing, in turn eliminating the need for standalone fax machines and the high cost to support those machines.

Utilize Existing Telecom Infrastructure

In addition to integrations with popular VOIP infrastructure solutions, Genifax also integrates with many popular PBX systems such as Avaya, Nortel, Mitel, NEC, and Siemens, and also supports popular telephone company connections such as ISDN PRI.

High Availability and Continuous Operation

Genifax is designed to meet the business continuity requirements of even the most demanding customers, while providing unsurpassed scalability. Genifax features clustering as a way of providing failover for high availability, continuous operation. The Genifax Cluster processes fax messages without leaving the processing or sending capacity in an idle or unused state. Should a cluster component fail, the other cluster component will continue to process faxes without losing a fax message.

The Genifax cluster-based architecture allows an administrator to configure clustered systems comprised of multiple, redundant processes operating together to deliver high-throughput processing in addition to failover, fault-tolerant operation.

Vertical Market Benefits Using Genifax

Financial Services - Genifax helps financial services organizations adhere to compliance and security regulations regarding fax transmissions, document retention, and retrieval requirements (e.g. SEC 17a, SOX). By implementing a secure fax communication policy, companies avoid potential fines, litigation, and brand damage, as well as misdirected or lost fax transmissions.

Healthcare - By creating audit trails of all faxed patient medical records, hospitals and healthcare organizations benefit from using Genifax. Digitizing paper fax documents not only helps a healthcare organization meet HIPAA and other compliance regulations, but it also accelerates and streamlines the facility's billing cycle.

Legal - In the effort of creating complete electronic matter files, law firms use Genifax to capture all fax transmissions - such as signed contracts, approved invoices, discovery documents, and incoming mail. Other benefits include the integration with cost recovery terminals, and the reduction of courier costs and on/off-site storage requirements.

Any Organization With Fax-Dependent Communications - Genifax can help any organization who relies on fax communications as part of its business processes by reducing or eliminating manual, labor-intensive fax activities and enabling true end-to-end digital workflow processing. Organizations who have implemented enterprise-wide digital document workflows and are still using traditional fax machines can strengthen their electronic document initiatives by using Genifax to add digital faxing to those workflows.

Move Beyond Fax to Enterprise-Wide Document Capture and Routing

Genifax is a scalable solution that can help your organization build to a full, enterprise-wide document capture and routing solution. The full version of AccuRoute builds on Genifax features to establish a document capture and routing platform that provides fast, secure, and simultaneous document distribution to multiple destinations in multiple formats.



Working with virtually any network-enabled scan device or MFP and a myriad of information management systems, AccuRoute becomes the foundation for all your document capture, conversion, and communication activities from any document source to any destination or repository. Not only does AccuRoute provide centralized digital fax capabilities, it also enables your fleet of MFPs to provide simple user options such as scan-to-self and scan-to-folder.

About Omtool, Ltd.

Omtool, Ltd. is a leading provider of document capture and handling solutions that simplify the integration of paper and electronic documents into enterprise information management systems. Omtool solutions are used worldwide by businesses in document-intensive industries that demand secure handling, integration, and tracking of documents in full compliance with a range of regulatory requirements.

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