

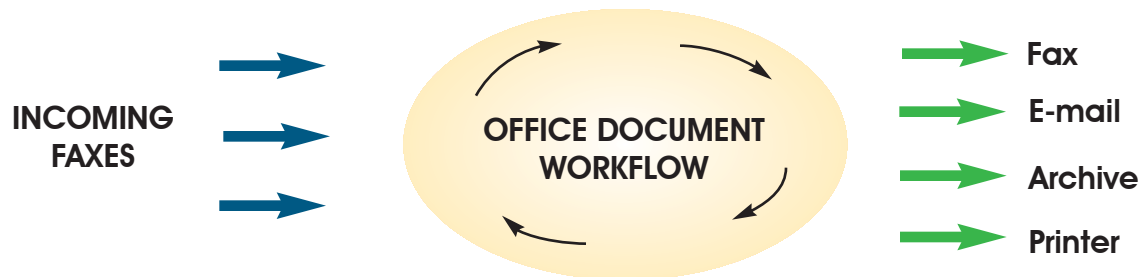
# Genifax™



Enterprise Fax for Today's Office

omtool™

**Genifax, an enterprise-class fax system providing the ultimate in performance, flexibility and manageability, converts faxes to text-searchable PDFs, automatically!**



*Genifax is ideally suited for environments where fax documents are a vital portion of the communications workflow. Whatever your volume, faxes can be processed rapidly and efficiently and directed to a variety of locations, such as faxes, as attachments to e-mail, archived quickly to an electronic information management system or sent to a printer.*

While fax has established itself as a mission critical component of the enterprise's document messaging process, recent technological advancements have made this venerable channel even more vital. In addition to being the preferred method of maintaining a document's integrity during electronic delivery, fax can now be used to help save money and increase workflow efficiency - all within the framework of existing IT infrastructures and industry-leading third party software systems.

No retraining. No new machines. Just feature-rich fax delivery, receipt and management.

### Capitalizing on the widespread acceptance of PDF

Omtool continues to optimize this robust system for maximum performance, failover and ease of use. Best of all, Omtool has incorporated PDF as the default document format. What does this mean for you? While TIF has been the standard for fax, PDF is much more useful since it can be formatted as text-searchable. Genifax now provides the capability to receive inbound faxes converted automatically to PDFs, which can be easily profiled and saved into a document repository. The system can also be configured to convert incoming faxes to TIF.

### Scalability from desktop to volume faxing

Genifax was designed to flexibly scale from regular departmental use to automated volume operations, while maintaining high performance and reliability.

### Genifax Feature Highlights

- Centralized fax administration
- Failover available through clustering
- PDF is the default format (with text-searchable options)
- Integration with popular content management systems
- High performance, function-configurable composers
- Automated for high volume, unattended faxing
- Multiple repository connectors
- Enhanced scalability and stability
- Advanced administrative tools
- Private fax option enables compliance with privacy regulations
- Document compression capabilities

### Rich feature set

Genifax offers a broad range of configurations to fit the unique requirements of organizations ranging from retail establishments to manufacturing, healthcare, financial, state and local government and legal firms. The system is component-based, so as a business grows and changes, Genifax can expand to meet those requirements.

### Private fax option

In response to evolving privacy and security mandates such as HIPAA and Sarbanes-Oxley, electronic communications have come under scrutiny. Genifax's private fax option automatically protects confidential documents from being sent to unauthorized recipients.

## Genifax provides even greater access to and control of important business documents than ever before.

Previously, faxed documents were delivered as TIFs, which provided a certain level of security, since they were hard to alter. However, unless you had accurately profiled and stored them, the only way to know what information they contained would be to reopen the file.

Genifax offers users more control than ever before for efficiently accessing, archiving and retrieving faxed documents. The system can be configured to convert incoming faxes to PDF, or text plus image (searchable PDF) or TIF. Searchable PDF, in which a text layer is created from the scanned image, allows for text searching and improved content portability and re-use. Documents in this format are ideal for archiving in document and records management repositories, now resident in many companies due to privacy and security regulations that enforce accountability through document tracking.

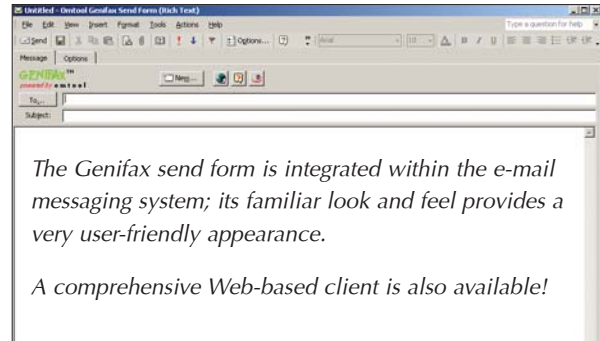
### Genifax manages fax traffic - for you or with you. You choose. Inbound, outbound, automatic, manual.

Through years of fax messaging experience, Omtool understands that the flow of information and documents can vary, depending on the type of corporate environment. To manage the flow of incoming faxes, Genifax enables a company to choose either to direct the flow through a centralized location or locations or through direct in-bound dial (DID) routing which delivers faxes to recipients via their e-mail inbox.

Centralized fax routing is administered by operators, acting according to customized pre-set rules, who quickly review, prioritize and forward fax messages. Genifax can be configured to enable primary and secondary contacts for each fax message, preventing critical fax messages and documents from falling between the cracks while accommodating users' busy schedules - whether they're in or out of the office.

As an alternative to centralized fax routing, Genifax also supports DID routing. This feature automatically routes inbound faxes to individual e-mail inboxes. In addition, Genifax supports a variety of routing rules and destinations that can be configured to optimize delivery and employee efficiency. They include:

- Automatic routing to a network printer
- Automatic routing to a specified network directory
- Automatic routing to a database
- Creation of special after-hours fax routing



### Powerful fax management and disaster recovery options provide peace of mind for IT system administrators

Genifax's modular design enables fast deployment and flexible scalability options. Importantly, Genifax is designed to grow as volume and document messaging needs evolve. The system features compose modules that can be dedicated to specific tasks, such as processing-intensive OCR conversion, enabling the system to configure processing tasks efficiently depending on the workload. Because Genifax was designed for advanced redundancy and failover, the system can be configured for continuous operation, providing viable disaster recovery options. Genifax operates using a standard SQL-based message queue, which is quickly becoming the industry standard database for office and enterprise-based information management systems.



*Optional Swiftwriter enhances productivity because it provides unparalleled PDF capability with one-click convenience. This application allows users to quickly and easily convert documents to PDFs, then save them to a favorite document repository or management system with profiling. When viewing incoming PDFs, users can simply click and save to their DMS, archive or compliance system seamlessly. Streamline your document management processes with this simple-to-use PDF power tool!*

*When combined with Genifax, which can be configured to convert incoming faxes to PDFs, Swiftwriter is a complementary application enabling users to easily read and save incoming PDFs to an information management system immediately rather than clogging an e-mail inbox.*

## Genifax FaxCenter: Looks Good, Acts Smart

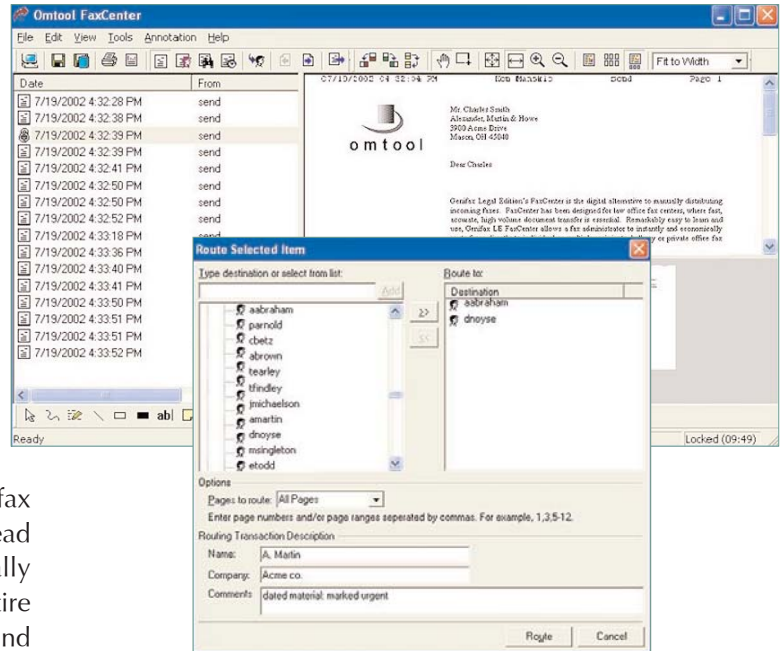
Traditional fax centers, whether internally staffed or outsourced, manage the flow of faxes. They use standalone fax machines, receive, deliver, manage and store confidential and time-sensitive documents in hardcopy fax format. This function provides a critical communication link between the company and its customers. On average, an inbound fax in a larger organization is managed through a traditional paper-based fax center, which can take thirty minutes or more to reach someone's desk. In the fast paced, Internet-connected world, that kind of delay can add up to lost opportunities.

### The Digital Alternative

Genifax FaxCenter is a desktop component of the Genifax enterprise fax system, providing a digital alternative. Instead of receiving fax messages on fax machines and manually delivering hardcopy, Genifax FaxCenter automates the entire process using the company's existing e-mail system. Inbound faxes are received by the Genifax server and directed to the FaxCenter desktop application via e-mail. The intuitive desktop menus enable the FaxCenter operator to quickly pick through the list of received fax messages and redirect them to the appropriate recipient or recipients selecting their e-mail addresses from the company's global address list. The entire process is simple, fast and efficient—just like forwarding an e-mail message. Permission rules can be set to restrict FaxCenter access to the cover page only, or allow for the operator to view and annotate the contents of the fax.

To improve efficiency, multiple faxes pertaining to a specific subject can be quickly combined into a single multi-page document at the FaxCenter prior to being routed to the recipient or recipients, eliminating the need to manually review and collate individual fax messages.

FaxCenter and the Genifax Server track, log and archive every fax that is processed by the FaxCenter administrator so there is no possibility that a critical communication will fall through the cracks. In the event that a recipient accidentally deletes a fax from their inbox, a quick search of the FaxCenter history log can locate the "lost fax" so it can be quickly re-delivered.

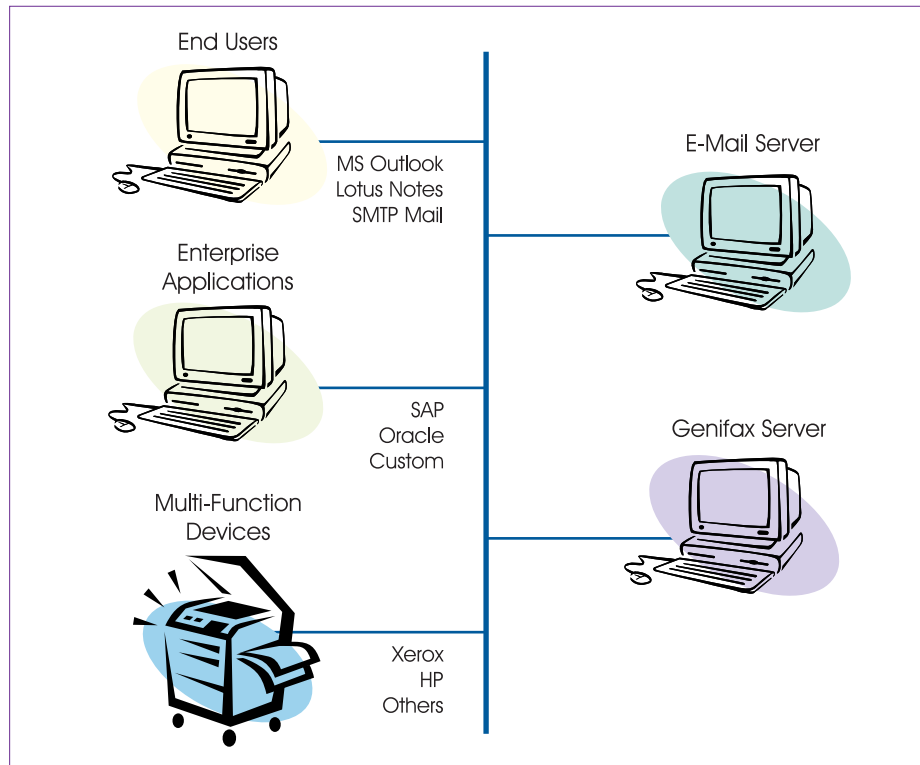


### Ideal for Law Firms or other Document-Centric Organizations

For many law firms, faxes and the information they contain are vital business assets that require management, control and security. FaxCenter is an important key to the effective and efficient flow of information.

A FaxCenter operator can quickly determine the appropriate routing path for incoming information. Since the system can be configured, through permissions, to allow viewing of only the cover page, vital information can be protected yet still directed promptly to an authorized recipient.

Flexibly, the system can also be configured to allow viewing and annotating by an operator. In addition, the FaxCenter operator can also selectively archive documents to the resident document management system.



## Genifax - integration is essential

Integration with desktop applications provide Genifax users with two distinct benefits. First - the convenience of being able to fax documents to any location from within any Microsoft office application or SAP environment. The process of creating and sending a fax from these applications is remarkably fast and easy. Best of all, the Genifax send form appears automatically as a choice in the print menu. It's so simple, it requires no training.

Second, creating and sending faxes using the Genifax integrated send form results in the highest quality document reproduction because the process employs the same print driver and rendering software used to print documents on a local or networked printer. The result is a fax document that looks the same, with the same pagination and line endings as it would if it were printed. 'What you print is what you fax' fidelity means that the fax document the recipient receives is exactly as the sender intended.

## Electronic Information Management Systems

With Genifax, users can easily fax documents directly from their information management systems such as iManage, Documentum, AccuTrac, Hummingbird and more. It's simply another choice in the print menu requiring no additional training. Saving to and from the systems is fast and easy.

## Accounting and Cost Recovery Options

Law firms and other organizations track faxes in order to bill for this service. Genifax's cost recovery option is a result of integration with popular time and billing applications. Genifax can track each and every fax transaction—documents sent and received. This data is maintained in the server history log, which can be exported in a format that is easily imported into time and billing programs such as CMS, Elite or Interaction.

## Beyond fax...

Fax users have begun to look beyond their fax needs to incorporating paper documents entering the company through fax, e-mail and courier into a manageable, controllable centralized electronic workflow. This workflow must also take into consideration the increasing presence of document management systems. Omtool's AccuRoute® takes Genifax users to the next step by incorporating not only fax communications but all electronic document transactions, including those generated from hardcopy originals, and makes the scanning, routing and archiving of documents in multiple formats from multiple sources a regular function of the workplace.

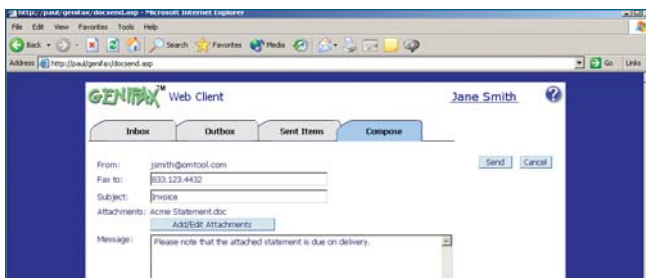
*(For more information, ask for the AccuRoute brochure or go to [www.omtool.com/products](http://www.omtool.com/products))*

Convenience and accessibility are critical when you need to check the status of faxes that have been sent, the list of faxes received, or to preview a fax document prior to sending as part of a management review process or to insure proper formatting.

The Genifax Web Interface is a management tool that provides a convenient way for system users to view the details of fax transactions and preview documents prior to delivery.

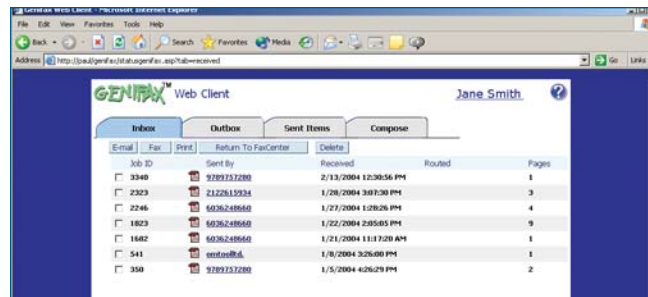
With complete accessibility via the Internet, users can stay on top of those critical document transactions - even from the road.

In addition, users can create and send one-off faxes from within the Web client. This capability provides a channel for sending faxes via the Internet and relieves the processing burden from the e-mail server.



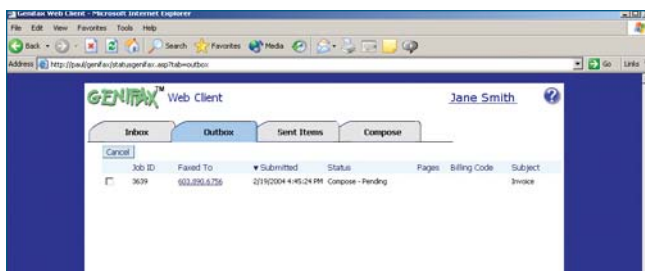
## Compose

Create an outbound fax from the web client. Attach file and select preview, billing or access code, as well as delivery options.



## Inbox

Displays incoming faxes and those awaiting preview or approval prior to delivery. Details include time & date, number of pages and status.

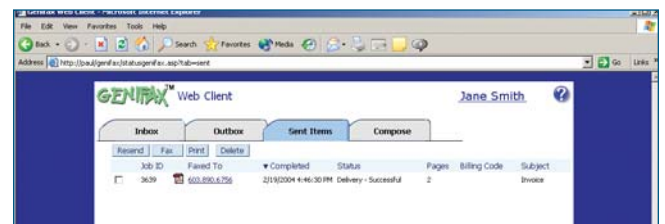


## Outbox

Displays queue of outbound fax messages, both pending and completed. Details include destination, subject, date & time submitted and status.

## Sent Items

View the list of faxes that have been sent through the system. Details include recipient, subject, time & date submitted and completed, as well as status—successful or failed.



## High Availability, Continuous Operation through Clustering: Omtool's Failover Strategy

Genifax is designed to meet the performance requirements of the most demanding customer, providing flexibility and scalability. Flexibility allows for configuration and deployment options to meet an organization's messaging and telecommunications infrastructure. Scalability provides organizations with the ability to start small and expand over time, and also insures that the system is always available and capable of handling high volume traffic. Genifax supports clustering as a way of providing failover for high availability, continuous operation.

Genifax's clustering implementation is based on the foundation of the underlying architecture of the Omtool Message Server. There are two key aspects of this architecture that are essential to support clustering: the relational database-based work queue and the component-based implementation of major system processes.

The Genifax work queue is stored in relational database tables, maintained using the MS SQL Server database engine. Genifax leverages the capabilities of the relational database system to provide data integrity, high-availability and high throughput access to this information. Multiple processes on multiple systems running in a network can access the data in the relational database. Transaction control and data integrity are ensured by the database server.

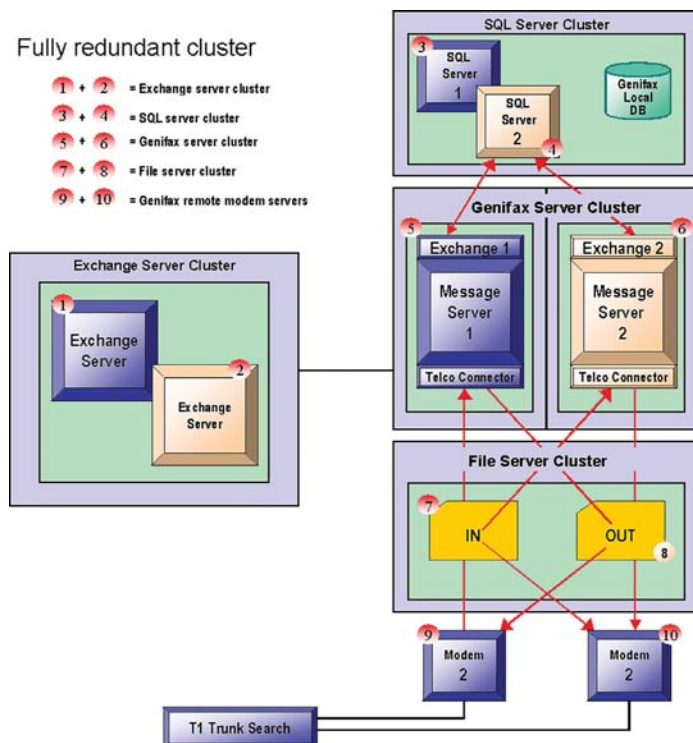
Demanding, high-availability installations incorporate data centers that can off-load the Genifax work queue to be maintained within separate, pre-existing, SQL Server database servers. In this scenario, Omtool leverages the sophistication of the database engine rather than rely on a proprietary implementation of a work queue that is specific to the fax server product and vendor. Traditional fax servers rely on proprietary implementations of work queues unable to deliver high-availability and high-performance requirements demanded by centralized messaging infrastructures.

The second key aspect is the Message Server's component-based implementation of major system processes. Each major task of the fax server is implemented as its own, discreet software module that communicates with the core message server and work queue to identify when it has work ready for processing and updating the work queue once completed. The

server can have multiple processes of the same type running concurrently. While the members of the cluster are running, they work together to process the fax messaging traffic. Should any member fail, the others continue to process work without a single fax message or phone call being lost!

This component-based architecture allows an administrator to configure clustered systems comprised of multiple, redundant processes operating together to deliver high-throughput processing as well as failover, fault-tolerant operation.

The database-based work queue ensures that all processes have constant, reliable access to information about the documents to process. The component-based architecture of the core system processes allows the administrator to configure as many processes on as many physical systems as necessary to handle the workload and ensure fault-tolerant, high-availability operation.



Omtool's Advantage Professional Services and Support helps customers realize the benefits of Omtool's software systems quickly and cost-effectively.

## Professional Services

Successfully integrating Omtool products into a complex, interconnected communications infrastructure requires an experienced engineering staff. Omtool professional services team is adept at anticipating problems, adapting to rapidly changing environments and identifying previously untapped opportunities to achieve cost savings and a streamlined workflow.

## Installation & Integration

Omtool engineers provide the skill and expertise necessary to make the installation and integration of Omtool products a success. This is achieved during a thorough checklist process that evaluates all the components required to ensure that installation proceeds smoothly, minimizes system disruption and prepares for fast deployment.

## Advantage Support & Maintenance

All support programs enable contact with a live, knowledgeable support professional who is trained to solve a wide array of issues and concerns quickly and efficiently. All levels also include Web-based access to our Knowledge Base, an FTP site for software downloads and updates, full documentation and contact through channels that include e-mail, telephone and fax.



## Training

The certified system administrator training jumpstarts the process of thoroughly understanding how to install, configure and maintain your enterprise messaging application from Omtool, and keep it operating at optimal efficiency.

### General Specifications\*

The system where you will install the Genifax server must meet the following requirements:

- Pentium® 3 server-class processor, 1GHz or faster
- 20 GB hard disk space
- 512 MB RAM
- Windows® 2000 Server with Service Pack 4, Windows® 2000 Advanced Server with Service Pack 4, Windows® 2003 Server or Windows® 2003 Server R2
- MSDE (Microsoft SQL Server 2000 Desktop Engine) with Service Pack 3 on the Omtool Server, or SQL Server 2000 with Service Pack 3 on another system that is on the same switch as the Omtool Server
- Internet Explorer 6.0
- Supported Brooktrout fax board
- Internet Information Services (IIS) 5.0 or later (only if your Omtool Server will support the Genifax Web Client)
- Microsoft Office 2000/XP/2003 (highly recommended)

*\*Requirements as stated are current as of this printing. Check with your sales representative for updated information.*

In addition to these requirements, the following enterprise applications must not be running on the Omtool Server:

- Active Directory®, Exchange Server, IBM Lotus® Domino™ server applications, SQL Server

Corporate Headquarters  
Omtool, Ltd.  
6 Riverside Drive  
Andover, MA 01810  
Tel: 978.327.5700  
Fax: 978.659.1300  
Sales: 800.886.7845

Omtool Europe, Ltd.  
25 Southampton Buildings  
London WC2A 1AL UK  
Tel: +44 (0) 203 043 8580  
Fax: +44 (0) 203 043 8581  
E-mail: salesuk@omtool.com

[www.omtool.com](http://www.omtool.com)