



Enterprise Fax Technology: Changing with the Times

An exploration of technology innovations and evolutions that impact corporate enterprise fax solutions

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Driving Your Information Route™

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Enterprise Fax Technology: Changing with the Times

Enterprise fax is no longer the ground-breaking, revolutionary technology infrastructure it once was. It has become a mature and mission-critical application to organizations of all sizes. As enterprise fax technology evolves, organizations need to adjust their approach to providing fax support to address new technology infrastructure shifts, as these can be significant and should be addressed proactively. There are several catalysts that have caused a reemergence of enterprise fax solutions. A few of these changes are highlighted below:

- **VoIP and FoIP** – The rapidly expanding use of Voice over IP (VoIP) telephone networks has fueled an adoption of Fax over IP (FoIP) to make full use of the expanded data networks and costs savings that can be achieved through these new technologies.
- **“Smart” MFPs** – The introduction of “smart” multi-function peripherals (MFPs) with their embedded and configurable software integration can provide for secure and direct scanning to fax capabilities. Smart MFPs provide a true onramp for hard-copy (paper) documents, requiring signature, storage, or physical alteration, to be an integral part of the enterprise fax landscape.
- **Compliance and Audit Requirements** – Organizations realize standard, fax-based communications do not fulfill corporate compliance and audit requirements. Traditional fax communications through a fax device may not be compliant with corporate record retention policies or governing regulations because of the lack of information tracked during the transmission. Traditionally, the related information captured was only limited to the receiving fax number and number of pages sent. Neither the identification of the sender nor the contents of the fax were accessible or auditable. With the increased scrutiny around regulatory compliance and corporate governance, it is now essential to track the fax sender, an image of the fax document(s), and other key data in order to maintain a complete and accessible audit trail.

Consider, for example, investment banks. The communications between broker/dealers and their clients has been traditionally performed via fax. This has been of great concern to the SEC considering the lack of ability to access and audit the information passed between the bank and its clients. As part of the SEC 17a regulation, a bank must be able to provide details regarding who sent the fax (identification), to whom (recipient), the contents of the fax, and the date and time the fax was sent. This information must be furnished within twenty-four hours of an SEC request. This process and procedure simply cannot be achieved with a traditional fax infrastructure.

As another example, in the healthcare industry, where faxing remains the primary means of sending documents and physicians orders, these processes are often not secure nor HIPAA compliant. This is of particular concern to hospitals and other healthcare providers as inspection and monitoring practices are continuously pressured for improvement by internal policies and through government regulations. The US Government, as part of the American Recovery and Reinvestment Act of 2009, has earmarked approximately \$3 billion to help healthcare organizations integrate enterprise healthcare information technology systems into their business processes. Fax documents are a key ingredient of this integration and need to be a part of this technology change. A properly implemented enterprise fax solution can help with the transition to true document digitization.

- **Information Accessibility** – Organizations and users are now demanding greater access to information as well as the ability to index and retrieve that data when needed at a later date. As part of society's apparent requirement to be 'connected' at all times, many tools and technologies have been developed to achieve total information integration into the workplace. Tools, such as unified messaging, allow users to receive e-mails, voice mails, and text messages through a single source. Corporate and desktop search applications can provide e-mail and file indexing for instant key word search and retrieval. Smart phones and mobile internet-enabled devices provide constant access to social and work lifestyles. Fax communications are simply part of this kaleidoscope of information that is stitched together by traditional and emerging technologies, such as an enterprise digital fax solution.

Factors to Consider

There are a number of factors that make up an effective enterprise digital fax solution. Ingredients will change based on the requirements of the organization. In general they should include:

- A scalable environment to meet today's and tomorrow's fax needs
- The ability to pull content from fax images through optical character recognition (OCR) capabilities
- Intelligent document routing
- A flexible user interface through a desktop or Web-based fax client
- Simultaneous integration with other systems that require fax communications

An enterprise digital fax solution should also have obtainable goals that include, at a minimum:

1. Infusing fax content into the organization's messaging infrastructure for easy retrieval through e-mail or universal messaging
2. Meeting auditory and compliance goals with security and tracking capabilities
3. Ensuring document and fax digitization requirements are met
4. Leveraging the company's investments in voice networks through FoIP
5. Capitalizing on the business' deployed 'smart' MFP fleet
6. Facilitating an easily adopted transition from traditional fax machines

Perhaps the most quantifiable objective of implementing an enterprise digital fax solution is to provide the company with a solid return on investment (ROI), ultimately achieving greater profits for the business.

This white paper is designed to raise awareness of the challenges and the opportunities that exist in the enterprise fax market. There are many organizational issues that may be important to a specific department or business; however, many of the topics addressed in this paper are applicable across industries and organizations. Even today, fax has popular acceptance and requires organizations to support what is thought of as a traditional and paper-based communication. Through technology and proper planning this once paper-based form of communication can be tightly integrated into digitized business processes, compliance requirements, and future corporate goals and initiatives.

Industry Trends

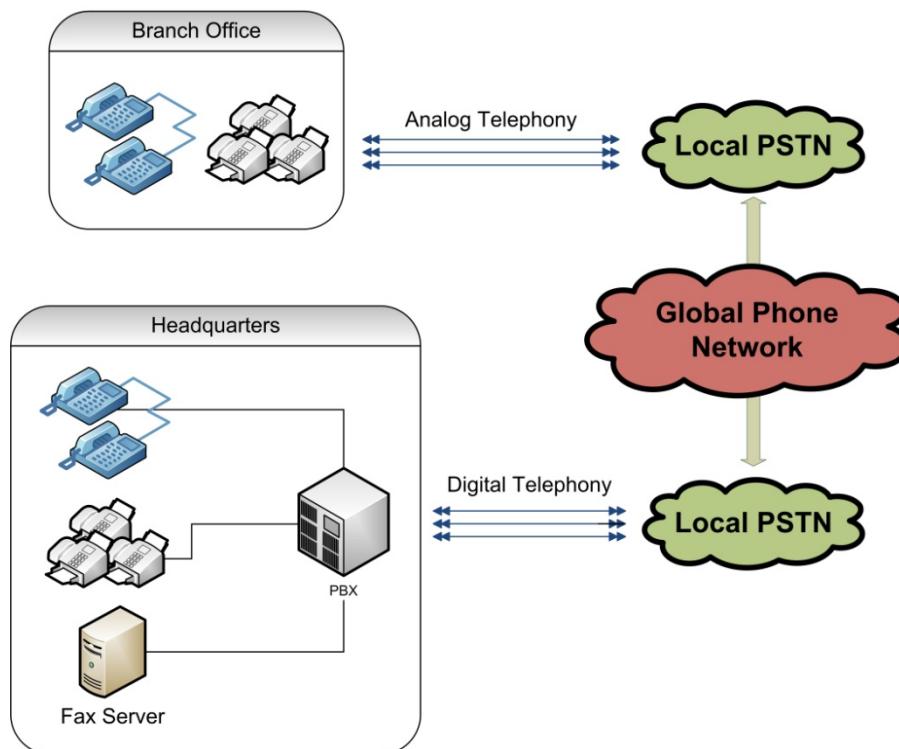
Fax communication, whether through traditional standalone fax machines or through fax server software, is a mature and stable technology that connects businesses and individuals with critical information. Used in a number of business transactions, such as credit applications, prescription fulfillment, order processing, and contract management, fax communication continues to be an integral part of many organizations. In a recent survey conducted by Omtool, Ltd.¹ nearly 54% of respondents reported that the fax volume at their organization is either the same or increasing in comparison to the previous year. The notion that fax communication is a dying medium is inconsistent with the realities of most businesses. Although the reasons for faxing may not be changing, there are a number of industry trends that

continues to shape the evolution of enterprise fax software technology. The drivers behind these changes are motivated by VoIP investments, the push to implement virtualized IT infrastructures where possible, document digitization as well as auditing and compliance mandates. These are just a few key factors that are continuing to drive enterprise fax server software into new directions, leading to significant savings through efficiency improvements, hardware and/or software consolidation, and increased transparency.

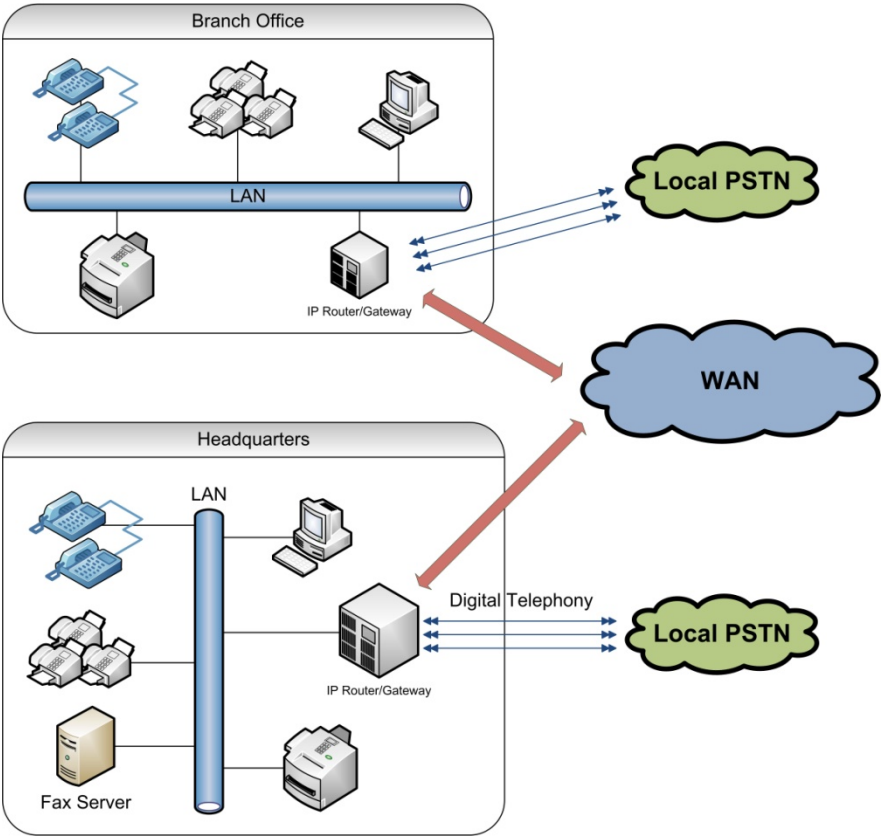
The Path to Fax-Over-IP

Over the past several years, the large increase in VoIP networks has started to transition organizations from traditional public switch telephone networks (PSTN) and private branch exchanges (PBXs) to VoIP solutions. Residential telephony users are also being prodded by vendors to turn their broadband connections into fully-functional telephone lines in their homes. Although there are several key benefits that could result from this switch, the greatest factor for consumers has been the push to reduce costs. The trend of turning fax communications into a network traversing protocol in the corporate world, however, has not been as swift, as companies are choosing to take on primary voice communications first. Companies are now starting to reevaluate their fax communications and the traditional phone service that connects those systems. In the same survey, almost 50% of the respondents indicated their company uses VoIP; only 7% said they are using the VoIP technology for faxing. This can be at a significant cost since the organization's fax infrastructure is still connected to the traditional telephone service provider being charged monthly service costs, high toll calling rates, and the maintenance costs of additional hardware gateways attached to the VoIP network.

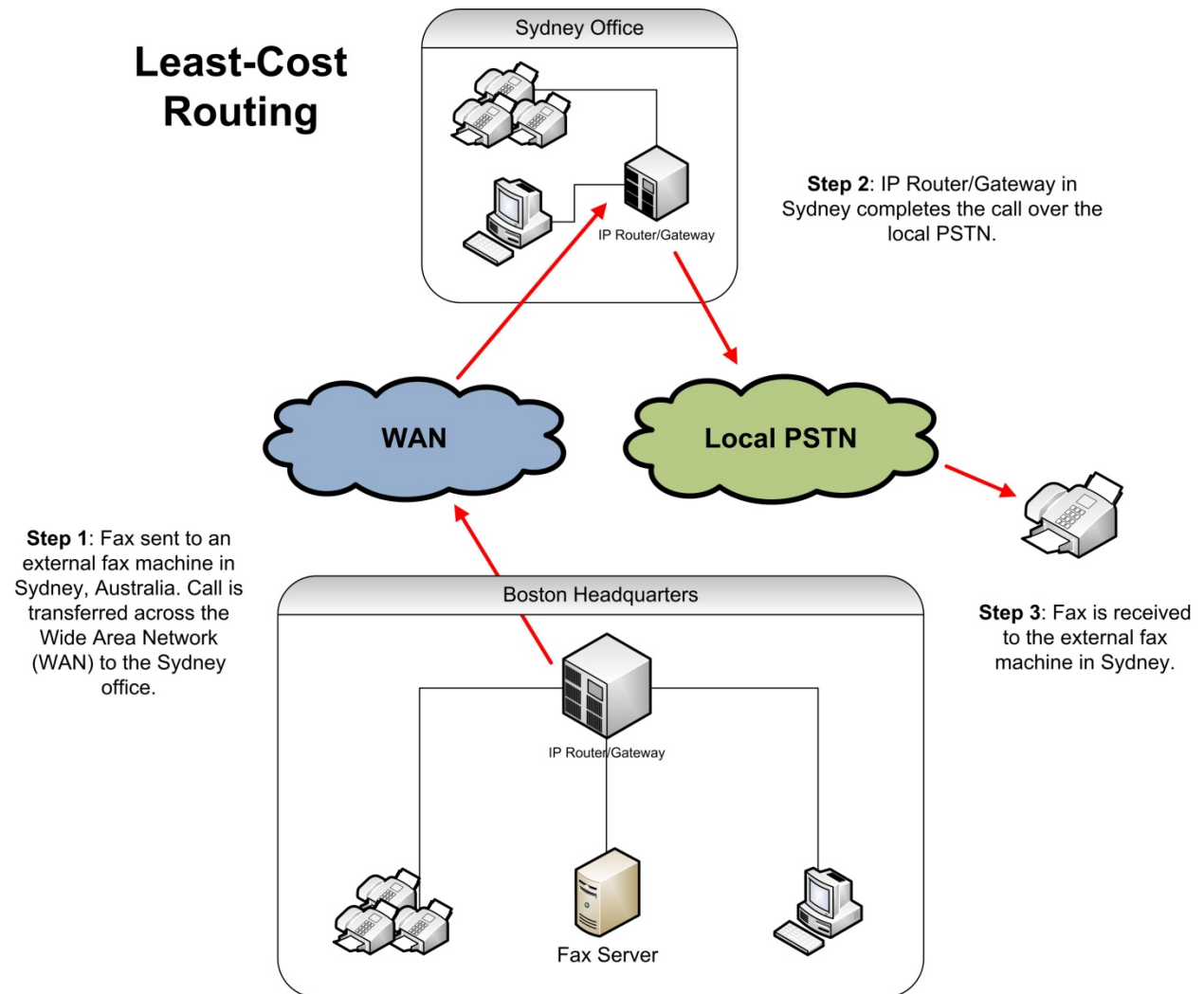
Traditional Fax



Fax-Over-IP



FoIP can provide a very cost-effective routing capability for organizations with multiple offices (also known as least-cost routing). By integrating with the VoIP network, fax communications become part of the LAN/WAN network that is already in place. Assuming the organization is using VoIP corporate wide with local gateways in each office, it is generally possible to route a fax with an Australian-based phone number that originates in Boston, MA to the organization's local gateway in Sydney for reduced toll costs and local delivery. In addition local phone numbers can be used to receive local fax communications and then routed to the correct corporate recipient regardless of their current location in the VoIP infrastructure, also eliminating forwarding and toll call expenses.



Factors to Consider

It is worth noting that, although well proven in the marketplace, FoIP is still fairly new technology, relatively speaking. There are a number of dependencies that determine its compatibility within any given environment. It is highly recommended that organizations work with their enterprise fax provider to insure interoperability with VoIP products. Given the ongoing advancements in both VoIP and FoIP technologies, it is important for companies to regularly check with their fax vendors to see if their organization's infrastructure is supported, as this can change quickly. Every organization should evaluate all of the benefits and implications of implementing an enterprise fax platform, including integrations with its traditional telephony service.

IT Infrastructure Virtualization

IT infrastructure virtualization is a trend that has gained strength over the past decade. However, with the continued improvements in hardware and virtualization software, the trend has significantly increased in the last few years. It seems as though any organization looking to implement server-based software or new software systems will inevitably ask if the solution can be virtualized. Much like VoIP deployments, one of the key motivators of this trend is cost savings. It simply makes sense to run multiple servers and software applications from one properly configured physical server. The cost savings come from the reduced need for hardware, the space required to host the servers, and the decreased level of electricity to operate those servers.

Traditionally, a fax server platform could not be virtualized due to the physical hardware requirement of the fax modem cards that connect and communicate with the telephone infrastructure. With FoIP, the need for physical fax cards is eliminated by using a software host-based system, which now, clearly lends itself to virtualization. While FoIP and virtualization were developed on two separate paths, they have merged into a powerful offering that can provide significant efficiencies and cost reductions to an organization.

Factors to Consider

There are a few important factors that should be considered when looking to create a virtual organization. When installing an application onto a virtual server, the resources of the physical host server will be shared among several servers and applications. When architecting an enterprise fax server infrastructure, an organization should think about inbound and outbound fax volumes, data extraction through OCR, image enhancement, image cleanup, and system integration. Certain aspects of image manipulation can be resource-intensive and, depending on the requirements, will dictate what special considerations should be made during the virtualization planning.

Document and Data Digitization

With the increasing use of document management, collaboration, and content management systems, organizations are working towards mixed-mode (both paper and electronic) document search and storage in digitized formats. Document digitization and storage has evolved into moving a physical document or electronic image into a structure that provides for storage and retrieval with immediate accessibility. This could be as simple as a network file folder structure, to a more elaborate document management system that provides for profiling and enhanced search capabilities. Increasingly, document storage is moving into its next generation which requires the ability to mine data from documents, including faxes. With an enterprise digital fax infrastructure this requirement is easily met because faxes being sent and received will already be digitalized into an image file. In order to search and retrieve the document, it is necessary to 'lift' the content from the image itself using OCR technology. OCR technology has come a long way over the past decade, and can now provide quality content extraction from the confines of a pure image file. Together with the image and the content layered together, a fax can now be profiled and stored as a

document (vs. an image) in an organization's content management, archival, and/or collaboration system as a fully text-searchable record.

The benefits of content extraction are not limited to an enterprise content management or document management system. Users find great value in being able to search fax content from within their e-mail clients and desktop search applications. Further, the readability of a text-searchable PDF file (vs. a traditional PDF image) has increased dramatically on smart phones because mobile viewers are better equipped with presenting text in a readable format in comparison to a straight image file.

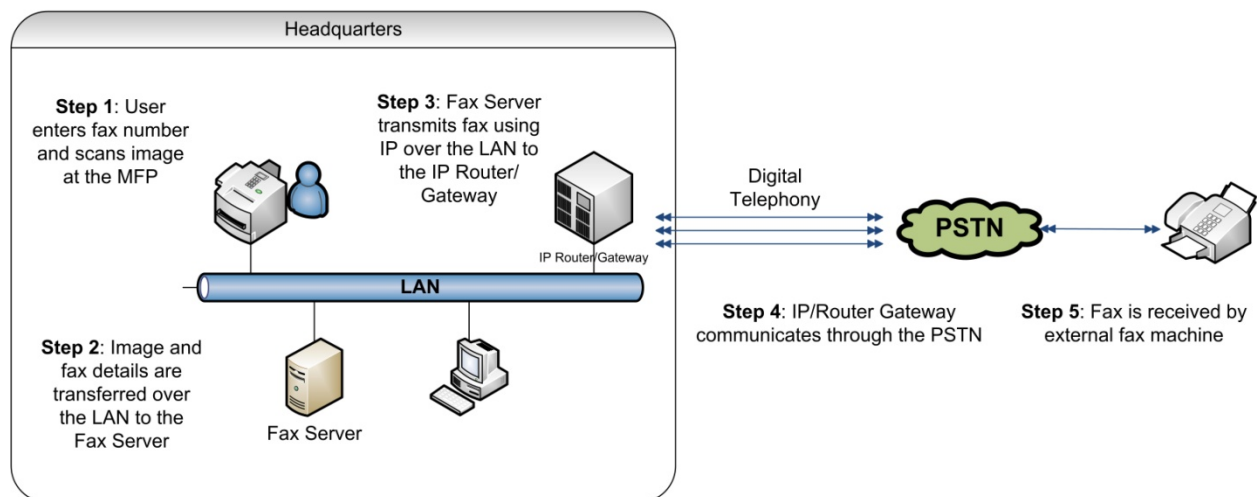
Factors to Consider

Whether a fax communication needs to be searched and retrieved by a user at their desktop or by an organization for auditing purposes, that fax needs to become part of the organization's information ecosystem. When evaluating the needs and requirements of an organization's enterprise digital fax infrastructure, it is important to think about the scalability of the current fax infrastructure and/or the fax software solutions being considered. If the company's current (and future) needs and strategies include the extraction and storage of the data it produces and consumes, then it is important to pay attention to simultaneous OCR capabilities, image cleanup, and document compression to ensure the system is a true enterprise platform that can handle the inbound and outbound fax volumes of the business. Further, scanning solutions that perform server-based OCR are highly recommended in order to avoid any performance degradations at the user level.

Enablement of Smart MFPs

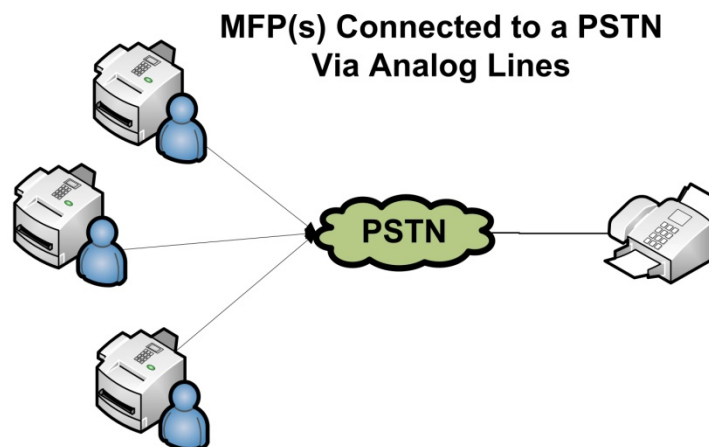
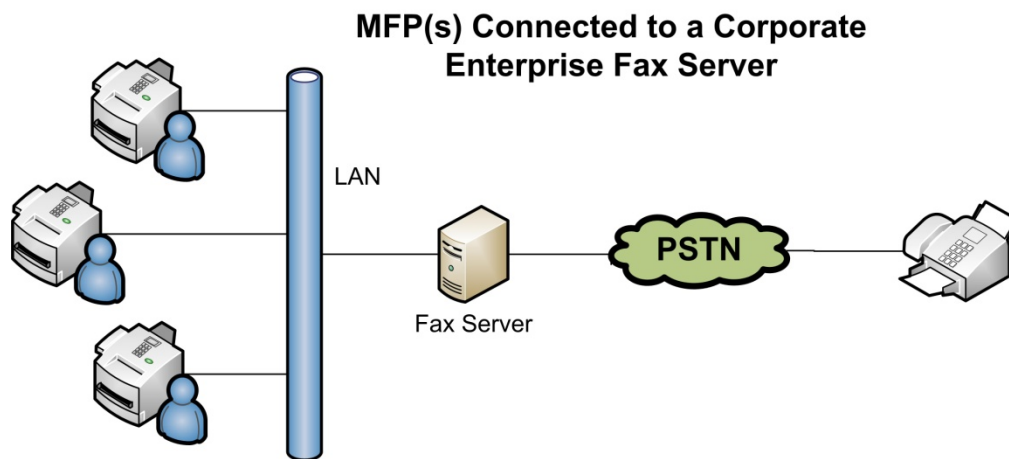
Beyond the basic fax server inbound and outbound capabilities, the features of an enterprise digital fax solution and how it can be used in an organization can change dramatically. Many organizations are deploying new MFP devices as part of their print/copy device consolidation initiatives. Smart MFPs (those containing embedded software for extensibility) now provide the ability to scan a document to a fax number when used in conjunction with the right enterprise fax software provider. The extent of MFP integration, application integrations, and expanded MFP scanning support is what usually differentiates the various digital fax solutions. Some vendors make no claim to the MFP fax connectivity world, while other solutions do not have aspirations to move beyond fax. Others solutions are designed as foundations for MFP scanning applications, in addition to the fax functionality.

Network Fax-Enabled MFPs



A centralized fax solution is a different consolidation strategy than fax-enabling an MFP fleet with individual analog fax lines to replace traditional fax machines. While this approach can be effective in traditional enterprise deployments, there are significant benefits in moving beyond the analog fax-enabled MFP strategy which will be described later. When an organization purchases an MFP fleet, it is typical to be offered both the analog fax-enabled MFP and centralized digital fax approaches.

An analog fax-enabled MFP has one or two analog phone lines plugged into the fax modem of the MFP. This functionality has been adopted for years and has proven to be a good solution for many businesses. Alternatively, some MFP vendors provide a centralized fax server (also known as LAN Fax) enablement feature that integrates the MFP device directly with an enterprise fax server solution. In this model, the MFP device allows the user to input a fax number and some other basic information, perform a scan of the hard copy document, and forward the image and control data to the connected fax server solution. The fax server solution is responsible for communicating the fax to its end destination.



Factors to Consider

The primary benefit of enabling an MFP with an analog fax card is to make the device capable of multiple business functions, increasing its usefulness as a pervasive user tool for printing, copying, scanning, faxing, and fulfilling the true definition of a multi-function device. In small environments where there are only one or two fax line connections, this option is an economical and simple choice. However, as the organization becomes larger and more complex, there are significant deficiencies to this approach versus using a centralized model. Cost savings through the reduction of analog phone lines, consumables, and maintenance of these different systems will prove to be a primary factor in the decision to centralize an organization's fax communications. By centralizing a fax server environment, an organization can still achieve a utilitarian approach to the MFP fleet while reducing or eliminating the foot print of analog fax machines. Whether deciding to implement a fax infrastructure using traditional phone lines or FoIP technology, the economies of scale achieved through this reduction will prove to be a significant return on investment. Just as important, centralization provides for transparency and audit capabilities by identifying where faxes originated from, who initiated the fax, and other key profile information. In addition, a common user experience and central point of control can streamline IT support and maintenance functions.

Innovations in technology have led to a breed of intelligent MFPs that offer more advanced scanning capabilities to users. When investing in a new enterprise fax infrastructure or upgrading to an existing platform, a company should determine if these 'smart' MFP devices are worth leveraging. Through their extensible interfaces, these devices become valuable tools when executing more complex document workflows, with fax being one of those workflows. With a direct connection to the centralized fax server, users can leverage the comforts and conveniences of their desktop applications to prepare fax communications without having to navigate the embedded soft keypads and reduced screen sizes of the MFP device. These 'smart' devices also provide direct profiling and fax submissions from the device control panel to the fax server software, providing IT administrators with greater flexibility and control over how the system is implemented and used.

Green Initiatives

From an environmental perspective, the benefits of an enterprise fax infrastructure cannot be ignored, especially for those companies looking for innovative ways to reduce their carbon footprint and reliance on natural resources. An enterprise fax infrastructure provides the ability to eliminate the use of inbound fax printing and the associated consumables. In addition, faxes that are electronically stored no longer need to be printed and then faxed from a traditional fax machine, but rather submitted directly to the enterprise digital fax server. Of course, paper and toner are not the only ways to have an impact on the environment and provide a more green approach to an organization's faxing needs. Each traditional fax machine will draw a constant energy feed which increases a company's electricity costs and carbon footprint. By centralizing to an enterprise fax solution these costs and impacts can be greatly reduced or eliminated. Finally, the continued manufacturing and eventual disposal of millions of short life span fax devices around the world simply adds another heavy toll on our landfills and natural resources.

Depending on the path a fax takes throughout the organization, further reductions in offsite storage, retrieval, transportation, and postal costs can be greatly reduced since an electronic document can be moved easily around a corporate network (i.e. through e-mail). These greener processes are smarter processes. Companies can improve the accessibility of their business-critical information – providing 24/7 access from almost anywhere to any authorized user. That means faster workflows and more efficient business processes. Document security increases because paper copies are not floating around in the hands of multiple people. And, of course, all of the associated costs are lower as well.

Major Infrastructure and Incremental Shifts

In addition to major technology shifts, there are incremental technology changes in the fax communications industry that must be addressed, such as changes in server hardware, support for existing fax modems, and integration with the latest e-mail technologies, delivery platforms, and operating systems. It is important to consider the future state of these technologies and how these changes will affect an existing enterprise fax infrastructure or the decision to adopt new fax solutions.

Software Considerations

Organizations that currently have an enterprise digital fax infrastructure may be motivated to review their solution periodically because of technology changes in their infrastructure. For example, an enterprise fax solution that was first integrated with Microsoft Exchange 5.5 Server may not be keeping up with recent Microsoft Exchange Server releases, requiring the IT staff to maintain separate systems that may no longer be supported or are very costly to maintain. It is important to provide a reasonable amount of time to evaluate new technologies that may include server virtualization, hardware refreshes, and other software-based systems, among others.

Hardware Considerations

Organizations that are looking at the benefits of deploying an enterprise digital fax solution may be more concerned about the compatibility with their existing infrastructure, as well as the solution's track record for maintaining current integrations for the systems supported. They may also be concerned with the potential cost savings that will affect the business's bottom line. These savings could include the reduction of telephony charges, such as physical line rental charges, toll charges, and service call charges that may be incurred for repairs from the telephone service provider. Additional cost savings can include the reduction of ongoing maintenance and consumable costs, real estate cost savings for no longer needed office space for each fax machine, and the decreased potential of future fines resulting from failing to meet compliance or regulatory requirements involving document retention and retrieval mandates. Costs to service and operate different fax device models, including user training, should also be considered as expense areas to reduce. Recreating lost and misfiled faxes can be a substantial reoccurring cost as well.

Additionally, as hardware refreshes occur (e.g. new server), in all likelihood existing fax modem cards and PCI interface slots will no longer be compatible in the new server hardware which may require an additional investment.

Cost of Supporting Existing Fax Solutions

Surprisingly, with all these changes and innovations, almost 70% of Omtool's recent survey respondents said they are still using traditional fax machines, regardless of the high cost of supporting these machines. The factors noted below provide the most clear-cut evidence of a strong ROI when making an initial determination to move to a centralized digital fax solution. The greater the number of fax machines generally leads to greater ROI, based on related expenses that can be identified, added up, and presented as hard dollar cost savings. The primary expenses include:

- Analog phone line charges
- Consumable charges
- Lease/maintenance charges
- Ad-hoc fax server software/hardware charges and purchases

Phone line charges are typically the largest expense component, but this can vary significantly based on an organization's negotiating and economies of scale power with a particular phone service provider.

However, it is reasonable to expect the cost of an outbound toll-call to be greater using individual phone circuits versus a centralized solution. This cost could be greater when determining the impacts for remote and branch locations, versus a corporate office that is providing most of this telephony internally through a PBX system. However, these costs should still be evaluated to determine if and what the differences in toll charges total.

When analog phone lines originate from on-premise voice infrastructure equipment, it may be perceived that the phone lines are essentially free. However, this is most likely not the case when evaluated further. An organization needs to consider the cost of additional equipment that supports the analog phone lines from the PBX system, the cost to maintain these lines both physically and in maintenance fees to the PBX vendor, and of course, in service personnel.

In smaller organizations it is not as common to see ad-hoc fax servers providing application faxing to systems, however, in larger organizations this is a common practice. In the past it was customary for departments to purchase and implement their own software solutions to address document-related problems. This led to an ad-hoc, highly distributed, and disconnected implementation of fax server technology throughout the organization to supplement the traditional fax hardware already in place. These systems are integrated with other applications and corporate systems, but often are still integrated with e-mail and other common messaging systems. This can lead to inter-departmental conflict and support issues when the stake holders of the systems are not clearly defined.

Factors to Consider

It is important for IT support specialists and analysts to recognize that most mail integrations are handled in a very specific way, usually specified by the mail providers. When multiple systems are integrated, resources may be complicated and a breakdown in the fax server software or corporate mail system could occur. By reevaluating and defining a new approach to successfully implement an enterprise fax server infrastructure, an organization should look at its ad-hoc fax system and determine how best to bring that environment under one solution and vendor in order to provide a more seamless integration and transparent and efficient environment. Total support costs and maintenance costs would generally decrease with this approach as well.

Corporate Initiatives and Compliance Requirements

In the wake of major corporate scandals, renewed compliance requirements have forced companies to address the way in which they handle corporate documents (both paper and electronic) and their associated information management infrastructure. Specifically, companies are revisiting their document collection and retention policies based on the compliance requirements of mandates such as Sarbanes-Oxley (SOX), Gramm-Leach Bliley, the Security Exchange Act of 1934 and Anti-Money Laundering (AML), among many others in order to insure required documents are retained for their specified period of time and are immediately accessible.

At the same time, consumer privacy continues to be a growing concern. The Gramm-Leach Bliley Act insures that financial services customers' personal information is protected in the same vein as the Health Information Accountability Act (HIPAA) for medical records. Document handling and faxing pose very significant risks to privacy because of the uncertainty of the conditions regarding the receiving fax machine.

Responding to this Act directly impacts the company's document handling processes of complex content, retention policies, and the supporting infrastructure for both paper and electronic documents. Similarly, the Gramm-Leach Bliley Act requires corporations to give consumers privacy notices that explain the institutions' information-sharing practices.

SOX requires hard copies of certain corporate records and work papers be maintained for a period of five years, while the SEC has adopted a seven-year retention period for paper documents. Further, given the E-Sign Act of 2001, documents must be retained in a form that accurately reflects the information in the contract or other record, and in a form that allows it to be accurately reproduced for later access, transmission, or printing. AML, for example, requires records to be retained for a period of five years and must be filed or stored in such a way as to be accessible within a reasonable period of time. It is imperative IT organizations of every size adopt a document retention policy that addresses all of its documents. This includes all faxes, whether in electronic or paper format. A sound IT infrastructure should address both disparate origination and destination sources for all paper and electronic documents. Even an organization that adopts an enterprise digital fax platform may still continue to deal with some paper fax documents as they remain an inevitable business factor for the foreseeable future. The integration of paper and electronic documents is imperative for enterprise-wide accessibility, compliance-based retention and tracking, as well as general productivity.

Special attention has been paid to corporate electronic information systems and their underlying support for compliance initiatives. However, until a company looks across their entire content base to both paper and electronically-archived information, they cannot achieve full compliance. Only solving half the problem does not put the company on a path to 100% compliance. On a daily basis, companies must efficiently handle and integrate paper and electronic documents (including faxes) into electronic information systems in order to become a fully-compliant enterprise.

Unified Messaging

Conceptually, unified messaging (UA) has been around for many years, but true corporate adoption is a more recent trend stemming from the increased use of personal digital assistants (PDA) and smart phone devices. Being able to retrieve all communications from anywhere, whether it's a voicemail, text message, e-mail, or fax, is a powerful tool that allows employees to be continuously connected. Long gone is the day of paper memos stuffed in employee mailboxes. Being able to instantly respond to communications is essential in the fast pace of today's business environment. Adopting an enterprise digital fax solution that can extract content from image files is an important ingredient in achieving total unified messaging.

As mentioned earlier, when the content is successfully extracted from fax image files, continued enhancements in desktop applications and productivity tools allow users to instantly search and retrieve fax information from e-mails, PDAs, and desktop computers. Combining these tools immediately provides business-critical content to users so they can be as productive and efficient as possible.

Aligning Imaging and Fax Communication Infrastructures

Certainly many fax vendors are content with providing a software solution that meets the faxing needs of an organization. However, there is a greater picture that should be explored when determining how to implement an enterprise digital fax infrastructure. Simply put, a fax that is received or sent from an enterprise fax application becomes an image file. How companies decide to manipulate, archive, repurpose, or utilize these images is largely dependent on the capabilities of the solution they choose to handle their fax routing.

There are vendors that have recognized fax as simply another form of business communication that needs to be handled within an organization. This is where it is important to consider not only where the company is today in terms of faxing, but also in hard-copy document capture and routing. To refer back to the compliance requirements discussed previously, meeting compliance requirements for only certain

types of documents does not make the organization compliant. The entire organization, including purchasing, logistics, legal, information technology, finance, and the executive departments, all have a stake in document imaging and fax communications. If one solution can be leveraged to handle multiple inputs, conversions, and output streams then that solution will provide a greater return on investment by leveraging the infrastructure that is put in place.

Summary

Enterprise fax capabilities have proven to be mission-critical application for organizations of all sizes. While enterprise fax may no longer be considered a revolutionary technology, there are evolutionary changes going on all around the fax infrastructure from both a technology and a corporate cultural environment that must be considered.

First and foremost is the convergence of new technologies that make enterprise fax more pervasive, accessible and cost-effective all at the same time. The rapid adoption of VoIP systems will quickly lead to the need for FoIP solutions built on the same backbone. The introduction of smart MFPs enable the enterprise fax technology to extend beyond the desktop and onto true multi-function devices now capable of copying, printing, scanning *and* faxing. Between these two factors, we now experience an unprecedented consolidation of hardware and related support and maintenance costs.

At the same time, corporate record retention policies and governing regulations have extended the focus of compliance beyond the digital document world and into the paper world. This includes fax. Now, compliant solutions can be offered through enterprise fax solutions with full accountability, audit-ability and accessibility of documents that originated in paper.

An enterprise digital fax solution is very compelling for organizations who have large fax machine fleets and/or who are highly dependent on fax workflows as part of their everyday business processes. A digital fax solution is a natural complement to an organization's MFP fleet, just as other imaging solutions are also complementary. An organization with a large fax machine fleet is a prime candidate for implementing this type of solution because of the easily-identifiable ROI of replacing the fax machines and the other associated costs (consumables, maintenance, etc).

To reiterate, these are the key factors an organization should consider when determining the right enterprise digital fax solution:

- A scalable environment to meet today's and tomorrow's fax needs
- The ability to pull content from fax images through optical character recognition (OCR) capabilities
- Intelligent document routing
- A flexible user interface through a desktop or Web-based fax client
- Simultaneous integration with other systems that require fax communications

Keeping corporate strategic goals in sight, an enterprise digital fax solution should also address these objectives:

1. Infuse fax content into the organization's messaging infrastructure for easy retrieval through e-mail or universal messaging
2. Meet auditory and compliance goals with security and tracking capabilities
3. Ensure document and fax digitization requirements are met
4. Leverage the company's investments in voice networks through FoIP
5. Capitalize on the business' deployed 'smart' MFP fleet
6. Facilitate an easily adopted transition from traditional fax machines

Enterprise Fax Solutions from Omtool, Ltd.

Omtool, Ltd. is a document capture and routing solution vendor who specializes in paper and electronic document capture, fax, processing, and distribution. Omtool's centralized digital fax solutions are designed to completely digitize the fax infrastructure of any type of business. Organizations utilize these network-based fax communication solutions to dramatically reduce fax infrastructure costs, enhance document-intensive business processes, and improve employee productivity.

Omtool's digital fax solutions are ideally suited for environments where fax documents are a vital portion of the document communication workflow. The solutions are scalable to any size organization and incorporate intelligent and flexible routing features that are ideal for securing and controlling the pervasive and loosely controlled fax activity in every industry. For large, high-volume, or business-critical fax communication environments, Omtool's digital fax solutions also include proprietary clustering features to support uninterrupted operations in the event of a fax infrastructure component failure.

AccuRoute® from Omtool

AccuRoute 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 its core fax features to establish a document capture and routing platform that provides fast, secure, and simultaneous document distribution to multiple destinations in multiple formats.

AccuRoute integrates with existing, familiar applications that users need on a daily basis, decreasing training time, and increasing user-adoption. AccuRoute allows organizations to maximize enterprise investments by leveraging existing enterprise information management systems, enabling more efficient archiving and retrieving. Working with virtually any network-enabled scan device or MFP and a myriad of information 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 allows your fleet of MFPs to offer simple user options such as scan-to-self and scan-to-folder – controlled by the administrative staff.



Contact Omtool, Ltd.

Based in Andover, Massachusetts with offices in the United Kingdom, Omtool can be contacted at 1-800-886-7845 or www.omtool.com/faxwhitepaper09.

ⁱ Omtool conducted a Fax Infrastructure and Usage Survey in June 2009. It was delivered electronically via e-mail to over 10,000 recipients and received a 4% response rate (approximately 400 respondents). The respondents varied in demographic information (e.g. vertical market, revenue level, company size, etc).