

Top 5 Reasons to Integrate Electronic Fax with Microsoft Exchange

Create a Unified Fax and Email Environment

Overview

Fax and email are unquestionably two of the most effective tools ever developed for exchanging information. However, anyone who has ever wasted time walking to a fax machine to send or receive documents knows how inefficient this can be. And any administrator faced with managing fax machines and email applications knows the time and cost of managing multiple hardware and software solutions. It doesn't have to be that way. Smart organizations are integrating electronic fax software with Microsoft Exchange to automate faxing and gain the most value from these essential productivity and communications tools.

Top 5 Reasons to Integrate Fax and Email

Make Your Employees More Productive

According to 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. Enabling users to fax from Microsoft Outlook is an easy way to boost productivity without significant training time or cost. Users don't waste time waiting at a stand-alone fax machine. Instead, they can send, receive and manage both fax and email from a central Outlook

Inbox. Combining fax with Exchange also improves IT staff productivity. Since fax and email services are consolidated on the network and administration is centralized, system and document management is simplified enabling you to spend time on other valuable IT functions.

Reduce Your Costs

Paper-based document delivery can be very costly. By integrating electronic faxing capabilities with Microsoft Exchange you can eliminate the expense of installing and maintaining fax machines, phone lines, modems and leased equipment as well as paper, toner and related supplies. You also eliminate the labor costs associated with manual processes. Simply eliminating these costs can result in savings of up to 90 percent.

Support Compliance and Enhance Security

Sarbanes-Oxley (SOX), Health Insurance Portability and Accountability Act (HIPAA) and other regulations place security at the top of IT agendas. By integrating electronic fax software with Microsoft Exchange you can electronically deliver documents as tamper-resistant Tagged Image File (TIF) images, encrypted PDFs or certified email. This supports compliance and enhances security by eliminating manual faxing processes that potentially breach confidentiality and expose information to tampering or alteration. In addition, electronic fax software takes advantage of the latest security technology and provides comprehensive backup, fault

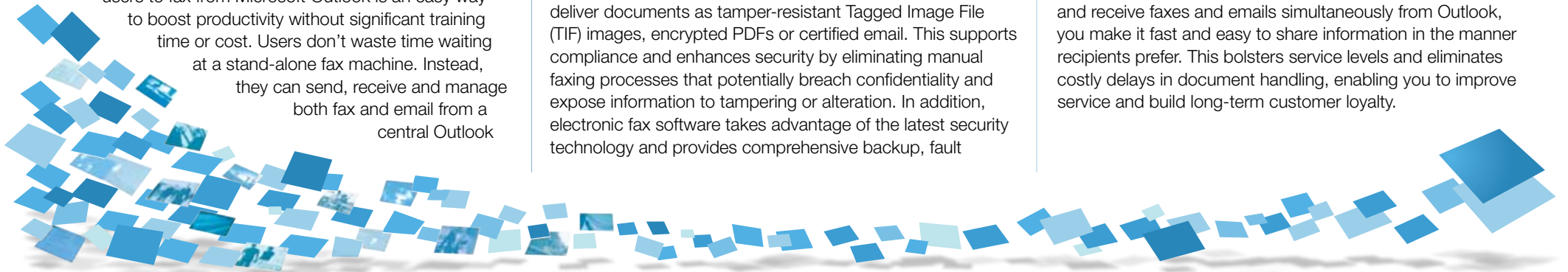
tolerance and archiving capabilities to ensure reliable disaster recovery, document security and 24x7 uptime.

Maximize Your IT Investments

You've made a big investment in Microsoft Exchange. Electronic fax software is a simple and effective way to optimize this important asset. It is highly interoperable and flexible, making it easy for both administrators and users to leverage to improve their overall performance. Not only that, but you can extend it to other enterprise systems such as CRM, ERP document management, workflow, host, legacy and MFPs. Together they give you a more connected work environment resulting in a rapid payback on an affordable investment.

Improve Service to Your Customers

Not everyone can receive email or has access to email all the time. Some of your customers, partners and suppliers may want correspondence via email, others via fax or a combination of the two. And some legal documents are still required to be sent via fax. By enabling employees to send and receive faxes and emails simultaneously from Outlook, you make it fast and easy to share information in the manner recipients prefer. This bolsters service levels and eliminates costly delays in document handling, enabling you to improve service and build long-term customer loyalty.



Bring It All Together

Do you like the sound of bringing together fax and email? Open Text Fax Server, RightFax Edition makes it easy. Open Text Fax Server is the proven market leader in fax server and electronic document delivery. It delivers the most reliable and robust fax software solutions to integrate and automate the flow of a full range of fax, paper and electronic documents and data, enabling enterprises to achieve significant cost reductions.

Open Text Fax Server integrates advanced faxing capabilities within Microsoft Exchange to deliver fax directly into Microsoft Outlook Inboxes. Word documents are converted to fax and are sent via tamper resistant, certified and encrypted document delivery. Fax Server is certified on Microsoft Windows Server 2008 and also SQL Server 2008.

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