

Faxing into the WEB 2.0 ERA

- Integrations
- Virtualization
- Fax over IP, Voice Over IP

- Cost and investment benefits of virtual fax servers
- Leveraging VoIP networks
- Cost optimization structures: least routing costs
- SharePoint, Active Directory, Oracle integrations



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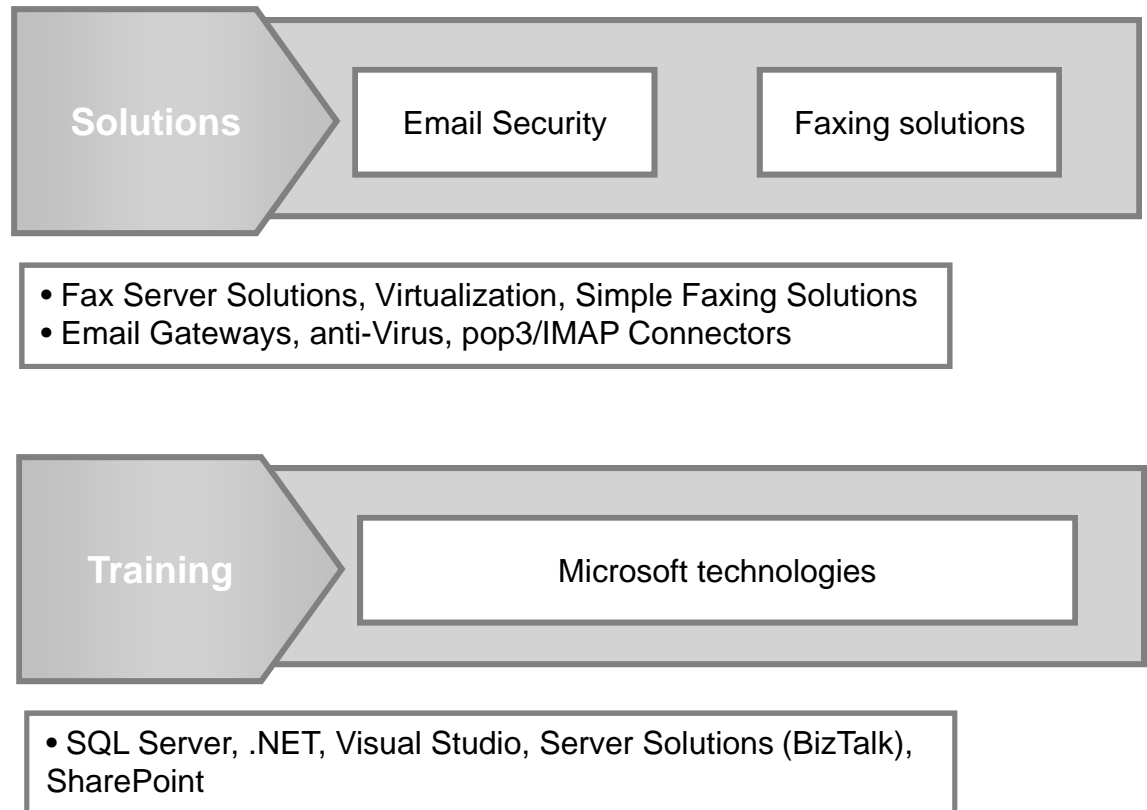
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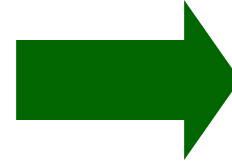
by **Visendo**
by ppedv



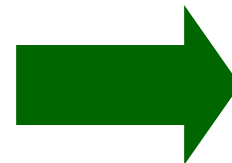
Visendo is a global communications solutions provider, specializing in Fax and Email Solutions

- Since its establishment, more than 10 years ago, Visendo has distinguished itself as one of the leading German provider of faxing solutions focused on Microsoft Technologies
- Part of ppedv AG, one of the leading German technology solutions and IT training center
- One of the first Microsoft Gold Certified Partners on the German market





@visendo
#visendoWeb



Group: Visendo

0. Faxing overview

1. Fax Technology Evolution in the New WEB 2.0 ERA

a. Green Faxing - overview

b. Fax over IP (FoIP) - fundamentals

c. Virtualization - fundamentals

2. Fax Challenges and the Industries

a. Legal Services

b. Real Estate Segment

c. Financial Services

d. Health Segment

3. Virtual FoIP: reduced costs, improved operational efficiency

Why faxing is still being used in the new WEB 2.0 ERA

1

Ubiquity and format insensitivity: ~ 100 bn faxes sent every year

2

The easiest and most secure way to exchange legal documents: invoices, orders, contracts etc

3

The only world wide accepted protocol for transmitting legal and official documents

4

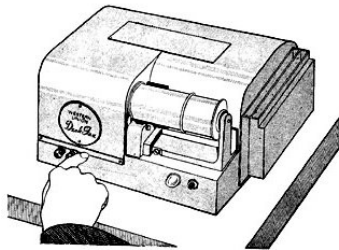
Mission critical in many industries: financial services, health industry, legal services, real estate due to regulations

5

There are several technical aspects that improve document management and workflow: FoIP, virtual servers

Despite rumors and technology boom, faxing has strongly evolved and isn't going to be laid off

Faxing technology in the past



- ➔ The fastest method of communicating on long distances
- ➔ Based almost exclusively on PSTN and Radio lines
- ➔ Used by everyone who owned a fax machine (no efficient competition available)

Faxing technology in the WEB 2.0 ERA

- ✓ **Strong competition:** email, electronic messaging, social media
- ✓ **Advantages:** security, reliability, legal regulations
- ✓ **Switch** from fax machines to fax servers
- ✓ Evolving towards fax over **IP (FoIP)**
- ✓ **Integration** SharePoint, Outlook, Office etc
- ✓ **Send and receive official documents:** bills, invoices, contracts etc
- ✓ **Industries:** legal, health, financial services, government
- ✓ **FoIP Server (*) Market** – \$ 460 mn by 2013 (CAGR 35%)
- ✓ **Overall Fax Services Market** – \$ 1.6 bn 2013 (CAGR 13%)

Faxing Industry is growing due to the evolution of technology (FoIP, virtualization) and because companies still need a reliable method to send and receive official documents

(*) Davidson Consulting – FoIP Markets Report 2008-2014

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The WEB 2.0 ERA is about people creating and managing media without any limitations



Faxing in WEB 2.0 Features

- ✓ Should **integrate** with corporate software for managing documents (e.g: SharePoint, SAP, MS Office)
- ✓ Should help users **tag** and search/store shareable documents
- ✓ Should be **easy to use** by anyone in the company: friendly UI
- ✓ Should **be secure**: faxing is not Facebook!
- ✓ Should consume **minimal resources** and shouldn't have an impact over the environment
- ✓ Should allow **back-up** of the documents (just like with any social media – once you have a document, you shouldn't lose it under no circumstances)

Faxing in the WEB 2.0 ERA is about securely managing important documents and being able to use WEB 2.0 features on them without impacting the resources / environment

What Green Faxing is

Green faxing means reduced environment impact and decreasing associated costs while achieving better performance:

- ✓ less physical resources: paper, physical servers, fax machines
- ✓ reduced staff resources
- ✓ reduced direct impact over the environment

Technology

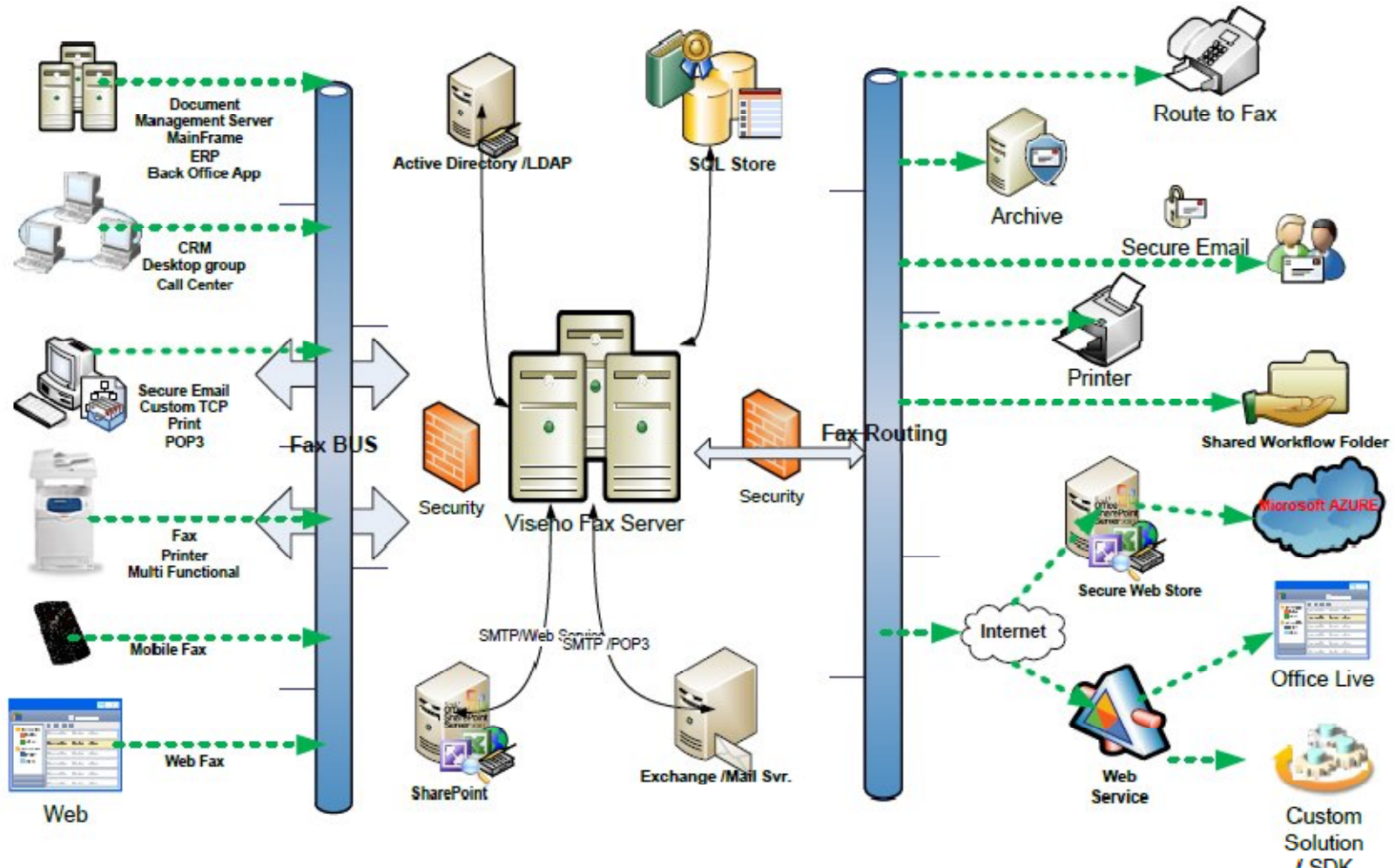
- ➔ **Fax servers** that replace faxing machines
- ➔ **FoIP** in VoIP environments with media gateways: T.38 vs. T.30 protocols
- ➔ **Server virtualization:** using virtual machines to share common resources
- ➔ **Fax services integration** with ERP, ECM, UC platforms

Benefits

- ➔ **reduced man/hour labour costs:** associated sending time, application managing time
- ➔ **reduce associated asset costs:** maintenance, physical assets
- ➔ **increase efficiency and flexibility:** automatic back-up of documents, document sharing, tagging, secure archiving, least cost routing
- ➔ **reduced carbon footprint** of the organization

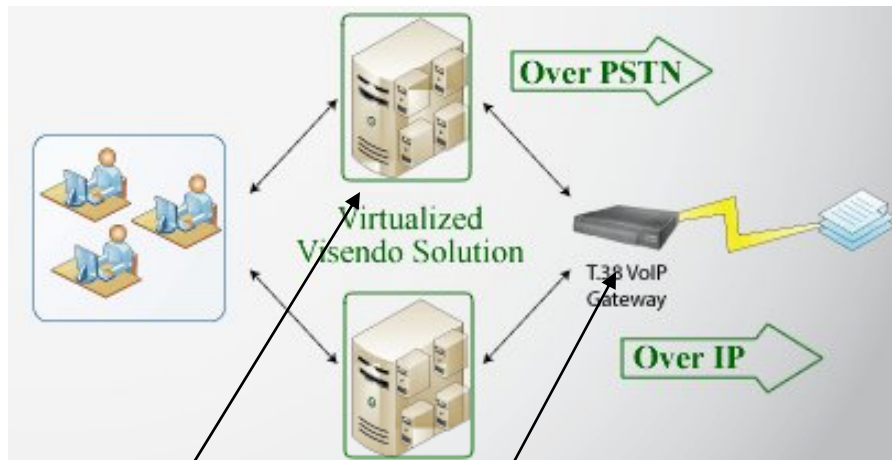
Green faxing is in direct contact with cost reduction due to: virtualization, more efficient asset management and improved staff efficiency

Green faxing: Fax Servers within the company's communications environment



The fax server integrated with all the company's current assets yielding in a unified communications platform

Virtual Fax Servers



Visendo Fax Software Application

Virtual VoIP Gateway - FoIP

T.38 Protocol / T.38 Drivers / SIP / H323 (UDP / TCP packages)

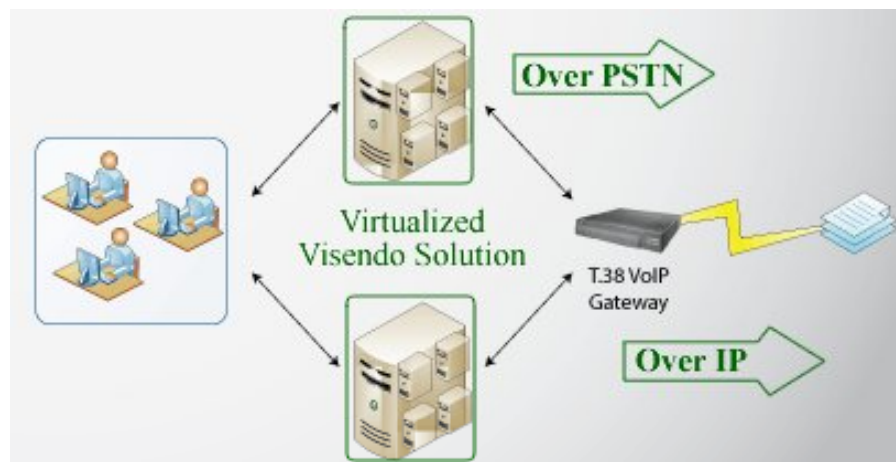
Benefits of virtualized environments

- ✓ Business continuity
- ✓ Increased server utilization
- ✓ Reduced software and hardware costs
- ✓ A smaller data center footprint with no reduction in scalability
- ✓ Line and bandwidth cost reduction
- ✓ Resilience and reliability
- ✓ Centralized control
- ✓ Streamline business processes by automating communications

Virtualization is a scalable solution for companies to reduce costs and improve security/ control

Fax over IP (FoIP) Configuration

Details and Functionalities



Together with a virtual machine, Visendo Fax server reaches an unexpected flexibility. With support for **fax over IP (FoIP)** and **USB**, it is also possible to connect a **Fax Adapter** to a virtual environment.

- ✓ **T.38 Protocol** - is the recommendation for allowing transmission of fax over IP networks in real time
- ✓ **Media (VoIP) gateway** – from different providers (we recommend Lancom or Funkwerk)
- ✓ **Fax Calling**
- ✓ **Fax on Demand**
- ✓ **Fax Back**
- ✓ **TMail Sending**
- ✓ **Mail2Fax** distribution rules
- ✓ Voice Messages Sending
- ✓ Distribution on MSN/DDI
- ✓ ECT - Connect
- ✓ Fax Plus Receiving

Fax Servers, in a virtualized environment, when working as FoIP, become unexpectedly flexible and various useful functionalities

1

Green faxing means reduced resources (energy paper), decreased direct and indirect costs and support for the environment

2

By virtualization, companies achieve increased scalability, back-up recovery, security of their documents and application security

3

Fax Over IP (FoIP) allows fax server integration in VoIP environments, and hence extended capabilities: voice messaging, TMail Sending

4

Virtualization and the FoIP concept yield to virtual media gateways that enhance further the flexibility of faxing systems

5

No matter the size, any company should embrace virtualization; it allows companies to scale up/down depending on their strategic goals and paying less for the hardware support

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Industry Challenges

Legal industry: eliminating storage and securing the documents sending and receiving are the main challenges

Documents

- ✓ Contracts and proposals
- ✓ Court decisions
- ✓ Non- disclosure documents
- ✓ Forms and agreements

Challenges

- ➔ Save costs while still delivering a best-of-breed solution
- ➔ Not be dependent on analog technology
- ➔ Be transparent to end-users (via their Microsoft Outlook/Exchange email programs) who were already sending and receiving faxes
- ➔ Integrate with document management systems
- ➔ Respect regulatory compliance rules

By using Visendo Fax Server (eventually within a virtual environment with FoIP), together with a VoIP environment, virtually integrated, any legal business will receive the best solution on the market, regulatory compliance, security, independence of any analogue technology.

Solution

Documents

- ✓ Lease agreements
- ✓ Rental applications
- ✓ Disclosure documents
- ✓ Mortgage contracts
- ✓ Bank forms
- ✓ Sales agreements
- ✓ Offer to purchase/
counter offers

Challenges

- ➔ Speed and mobility
- ➔ 24/7 availability
- ➔ No private documents
- ➔ Managing loads of paper
- ➔ Productivity
- ➔ Environmental footprint

By using Visendo Fax Server (eventually within a virtual environment with FoIP), the real estate agents will become fully available to their customers, no longer use loads of paper, will be able to receive and send faxes from their laptop, enhancing productivity and flexibility and protect the environment

Solution

Financial Services: the regulatory and organizational challenges are the most important and hard to overcome

Specific needed features

- ✓ Account summaries, Acknowledgments
- ✓ Bid specifications , Branch summary reports
- ✓ Change orders, Confirmations
- ✓ Credit applications
- ✓ Derivatives, Expediting notices, Financial reports and
- ✓ Statements
- ✓ Fund transfers
- ✓ General correspondence Invoices

Challenges

- ➔ Security challenge
- ➔ Confidentiality challenge
- ➔ Regulatory challenge (Sarbanes-Oxley, Gramm-Leach-Bliley, Basell II)
- ➔ Productivity/ efficiency challenge
- ➔ Financial challenges
- ➔ Organizational challenges

Due to the flexibility of archiving, scheduling, integration with SharePoint and Microsoft Office, Visendo Fax Server is an affordable, yet efficient solution to cover the main challenges of the financial sector.

No matter the size of the company, Visendo Fax Server can be configured to serve 1 or multiple lines and users yielding flexibility in usability and costs.

Solution

Health Industry: Regulatory compliance, safety and EMR indexing are the main challenges

Documents

- ✓ Invoices
- ✓ Medical records
- ✓ Reports
- ✓ Invoices
- ✓ Orders
- ✓ Offers

Challenges

- ➔ Safely indexing the medical record into the EMR
- ➔ HIPAA (or similar) compliance
- ➔ Security challenges
- ➔ Productivity/efficiency challenge

By using Visendo Fax Server every user with a dedicated fax line can receive her faxes in her email inbox: simple and easy. So, as stated above, the Health Industry can benefit from Integrated Fax Servers in terms of efficiency, simplicity and cost-cutting.

Solution

1

Among all industries that use fax services, security, efficient document sharing/back-up and cost-cutting are the most important factors

2

Any document transmission needs to comply to international standard regulations depending on the industry (HIPAA, BASEL II, Sarbanes-Oxley)

3

A very important characteristic of any fax software is to be easily integrated with the document management solutions available in the company: e.g SharePoint

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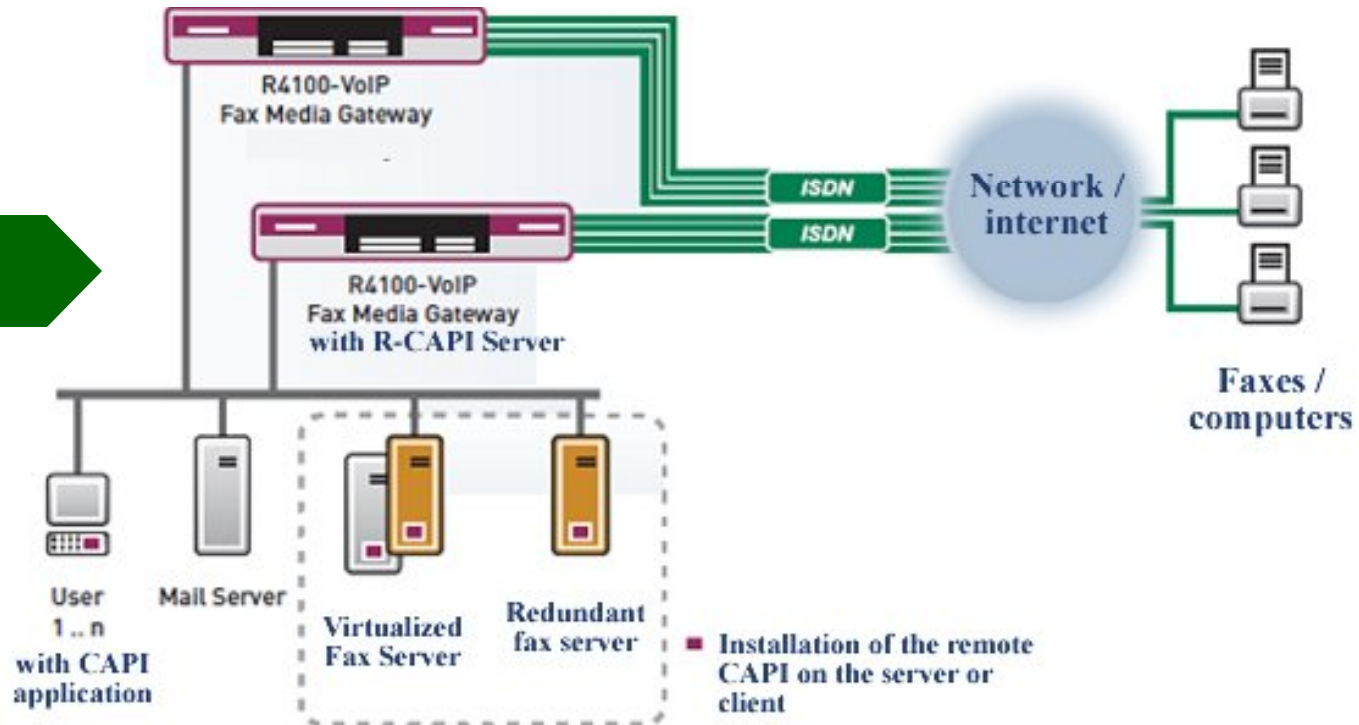
Case study: Visendo Fax Server + Virtual Gateway = efficiency in productivity and cost allocation

Description

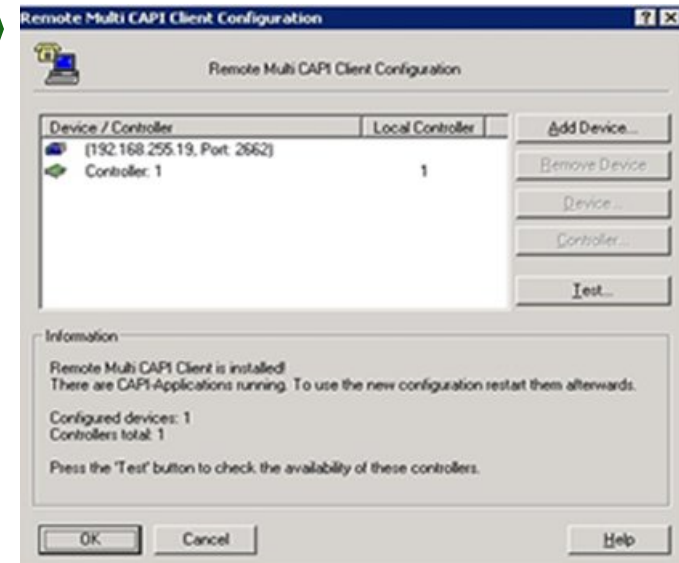
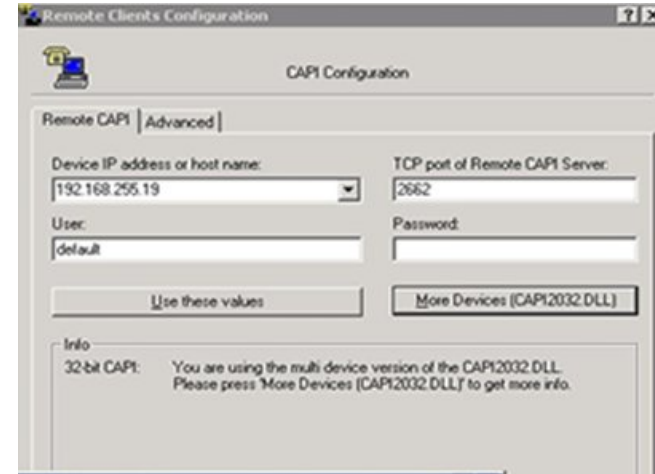
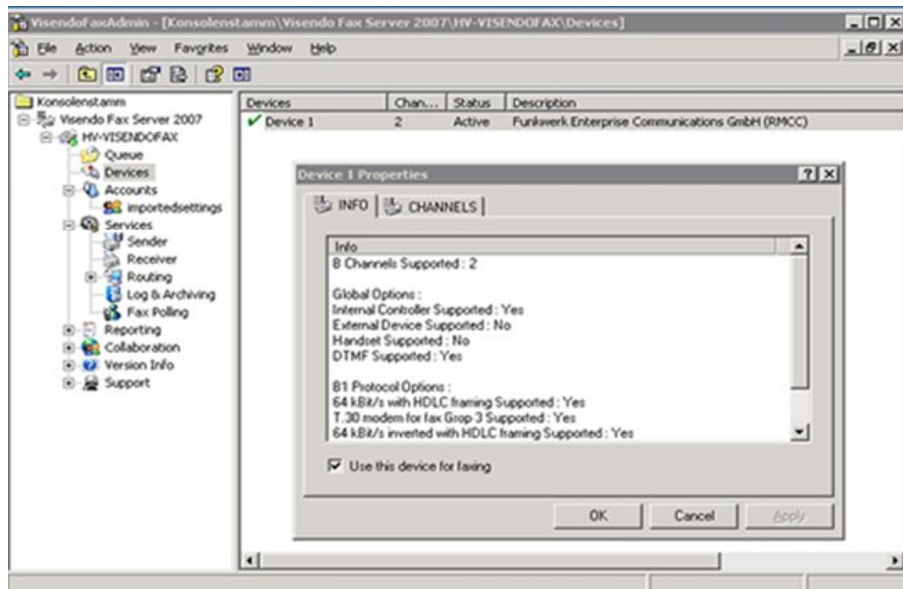
Visendo Fax Server is used as a Virtual Faxing Server in a system with a virtual gateway

Results: cost reduction, operational efficiency, flexibility

Diagram



Example: FoIP Configuration in a VoIP environment with a virtual media gateway from Funkwerk



Operational efficiency

- ✓ R1200-VoIP: Media Gateway with two ISDN interfaces and 4 DSP channels
- ✓ R4100-VoIP: Media Gateway with four ISDN interfaces and 8 DSP channels
- ✓ Supported B-Channels sending depending on the device: 2, 4 – 8
- ✓ Supported B-Channels Receiving - depending on the device: 2, 4 - 8

- ✓ No server redundancy
- ✓ Fax calling, Fax Back, Fax on Demand
- ✓ TMail sending, mail2fax distribution rules
- ✓ Voice Message Sending

Cost reducing: personnel case (*)

- ✓ Average duration of sending one fax = 10 minutes (fax machine)
- ✓ If a person that sends a fax is paid \$12/hr, then the cost of sending that fax will be of **\$2**.
- ✓ By using an integrated faxing system, it will take her no more than 1 minute to send the fax. This means a cost of **\$0.2/ fax**.

	Fax machine costs	Fax server costs	Cost reduction
100 faxes	\$200	\$20	\$180
1.000 faxes	\$2.000	\$200	\$1.800
10.000 faxes	\$2.0000	\$2.000	\$18.000

90%

(*) fixed and assets costs not included



Microsoft Technology integration: SharePoint 2010, Active Directory,
Exchange 2010 UM, Office 2010



- ✓ **Small Faxing Solutions:** just for receiving faxes to your inbox
- ✓ **Standard Solutions:** a defined number of users
- ✓ **Customized solutions:** a custom number of users or lines
- ✓ **Enterprise Solutions and Consultancy at implementation:** Fax over IP, Fax Integrations (SharePoint, Oracle, Active Directory, MS Exchange etc)

25% discount to the participants of this Webminar

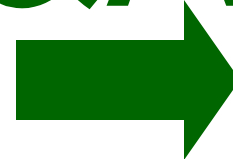
- Referral programs
- Common Advertising Program: ADS exchange, banners, cross posting

www.visendo.com

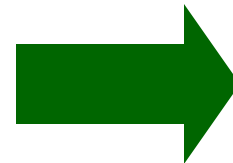
Thank you



Q&A



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