

Cloud-Based Fax Service

Reinventing Facsimile Communication

THE NEXT GENERATION OF FAX TECHNOLOGY

Fax technology dramatically changed the way businesses communicate when it was introduced decades ago. Mailing times were avoided and costly carrier services were seldom needed. While there have certainly been improvements, today's fax machines are not all that different from those of years gone by. Neither are their shortcomings. Email has drastically reduced the need to fax communications, but some business applications still require faxed documents. The good news is that there is now a better way: Cloud-Based Fax Service. Cloud-Based Faxing offers an array of benefits, from lower cost and improved reliability to greater efficiency and less environmental impact.

HOW CLOUD-BASED FAX SERVICE WORKS

Cloud-Based Fax Service is a cloud-based service that makes it practical and economical to send or receive faxes using a computer. An account is set up with a Cloud-Based Fax service provider, which routes documents from a computer to a fax machine and vice versa.

Sending Cloud-Based Faxes – The sender starts by scanning or creating a document in a common format, such as PDF, TIFF, TXT, MS Word or MS

Excel. Acceptable formats may vary with the Cloud-Based Fax service provider.

The file is then attached to an ordinary email, with a special email address containing the recipient's fax phone number entered into the "send to" address. Text in the email message area will be received as the cover page. The attached file will be printed as the document pages on the fax machine.

Receiving Cloud-Based Faxes – The Cloud-Based Fax service provider will route the recipient's fax phone number to its cloud-based server, which will convert the incoming fax into a PDF or other format that can be read on a computer. The file will then be sent to a user-designated email address as an attachment.

The person sending a document to or receiving a document from an Cloud-Based Fax Service user does not have to do anything different. It will appear to be a normal fax transmission.

CLOUD-BASED FAX SERVICE ADVANTAGES

The benefits of using Cloud-Based Fax Service are significant:

Cost Saving

- No need for dedicated fax phone lines.
- No fax machines to purchase and maintain.



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Simplified Telecommunications

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- No service contracts on equipment.
- No toner.
- Less paper usage.
- No fax server to purchase and maintain.

Efficiency

- Better send-receive ratios.
- Improved document distribution.
- Access anywhere with an Internet connection for mobile and remote workers.
- Cloud-Based Faxes arrive and send instantly – no backlogs.
- Better document management – electronic files are far easier to manage.
- No maintenance or downtime.
- Online portal to check statuses, receive time-stamped confirmations and review history anytime, anywhere.

Reliability

- Instant time-stamped confirmation of transmission is received by the sender.
- No physical equipment to fail.
- No paper jams.
- Never runs out of toner or paper.
- No phone line to fail.
- Always accessible - cloud-based service can be accessed from anywhere.

Security

- No misrouting – Cloud-Based Faxes go directly to the desired destination.

- No paper faxes sitting unsecure on fax machines.
- No physical paper trail to be compromised.
- Outgoing Cloud-Based Faxes can only be sent from authorized domains.

Sustainability

- Much lower paper usage.
- Far less toner/ink usage.
- Less electricity usage.
- No fax machines to dispose of at end of life.

SELECTING THE RIGHT CLOUD-BASED FAX SERVICE

Businesses can select the right Cloud-Based Fax Service provider for their specific needs. Cloud-Based Fax Service companies offer different options and functionality that users should understand before making a selection. In addition, there are different levels of Cloud-Based Fax service, primarily based on the volume of Cloud-Based Faxes that will be sent and received each month.

If a business needs to retain its existing phone number for incoming faxes, it is important choose a Cloud-Based Fax Service provide that can port that number. Not all service providers can port numbers from all local carriers.

COST SAVING

The amount of saving a business will realize depends on how many fax machines and lines they have. At the most basic level, replacing a single fax



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machine that processes several transmissions a month with Cloud-Based Fax Service will likely save up to two-thirds of the monthly phone line charge, plus the supplies and maintenance of the fax machine. A reasonably accurate cost savings estimate can be made by a telecom specialist.

SUMMARY

With the convenience and capabilities of email some may wonder if traditional fax machines and transmission are in their final days. It may be

surprising to know that faxing is far from dead. It is estimated that 210 billion pieces of paper are sent via faxes annually within the US, alone. There is still a need for faxing, but now it can be even better. Cloud-Based Fax Service is more economical, efficient, reliable, secure and environmentally friendly. Businesses should give it serious consideration before sending another document.

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