

# Top Five Reasons to Integrate Electronic Fax with Microsoft Exchange Server

## 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 Server to automate faxing and gain the most value from these essential productivity and communications tools.

## Top five reasons to integrate Electronic Fax with Exchange

### One: Make your people 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 Office 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.

### Two: Reduce your costs

Paper-based document delivery can be very costly\*. By integrating electronic faxing capabilities with 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.

### Three: 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 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

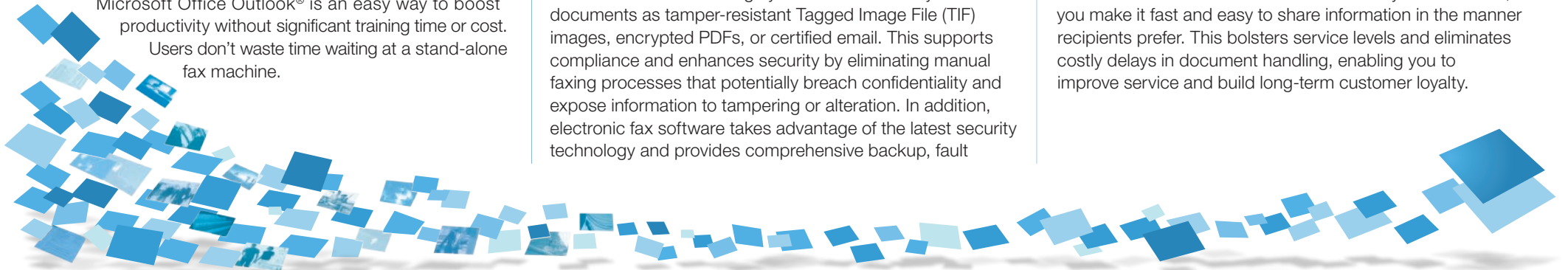
tolerance, and archiving capabilities to ensure reliable disaster recovery, document security and 24x7 uptime.

### Four: Maximize your IT investments

You've made a big investment in 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.

### Five: 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.



## Customer story

MagnaCare supports compliance and improves efficiency by bringing together fax and email.

MagnaCare is a family of physician-directed, managed healthcare organizations offering more than one million patients affordable, cost-effective healthcare in New York and New Jersey. Its service offerings and extensive networks—with more than 50,000 providers—offer exceptional value without sacrificing patient care or satisfaction.

**Challenge:** “As a paper-oriented company, faxing is a big issue for MagnaCare,” said Meir Weinraub, MagnaCare system administrator. Every day, he explained, staff handles hundreds of faxed customer claims, requests and other documents from its healthcare provider network. These faxes, often urgent or confidential, require secure and fast handling. To meet the HIPAA requirements designed to protect personal health information, MagnaCare needed tight control of its fax machines. In addition, MagnaCare wanted to better handle their high-volume faxes. With some staff members receiving dozens—even more than 100—faxes per day, mailroom staff were spending hours delivering faxes to their designated recipients.

**Solution:** MagnaCare integrated Open Text Fax Server, RightFax Edition with Exchange and other business applications to meet their document delivery needs. Now more than 130 MagnaCare staff use Fax Server to send and receive faxes from desktop, Exchange, and other business applications.

For instance, incoming faxes to MagnaCare employees—each with an assigned personal fax number—now appear as a message denoted by a fax icon in their Outlook Inbox. “Desktop fax capabilities have been instrumental in helping us meet HIPAA guidelines,” Weinraub said. “Faxes are delivered directly to the planned recipient’s computer which

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—Meir Weinraub,  
MagnaCare

has built-in security policies, so we avoided the costly process of analyzing and securing all the stand-alone fax machines.” The centralized process has also improved efficiency. Weinraub estimates staff reduced the time they spend managing faxes by 30 percent with Fax Server. For example, instead of waiting for hand delivery of faxes, recipients may view an urgent fax immediately upon receipt. This offers cost savings in time and effort, as well as paper expenses.

Delivering faxes into the integrated system also eases management and builds in more tracking capabilities to the paper trail. “We can now view and save fax documents in an electronic, organized manner, just like email,” Weinraub said. He is glad to have found answers in one place. “We wanted a single, dependable vendor that offers solutions for all the pieces,” he said. “It ensures compatibility and makes the job of administration easier.” He also said the open architecture has allowed MagnaCare to leverage existing IT hardware and software, especially as employees can fax directly from a variety of applications. Whether employees are sending information via Outlook, Microsoft Office Word, Microsoft Office

Excel® or other programs, they simply enter the recipient’s fax number on the Fax Server management screen and send the document directly from their computers.

## Get it together

Do you like the sound of bringing together fax and email? Fax Server makes it easy. Fax Server is the world’s leading electronic fax server product and provides the most reliable, robust and integrated electronic faxing solution for Exchange. That’s also why customers such as MagnaCare depend on the Fax Server and Exchange integration. “More employees are using email—an increase of approximately 35 percent. They found they enjoyed the increased functionality offered by both technologies,” praised Meir Weinraub.

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