Biscom: The Only Provider in the World Offering a True Enterprise Server and Hosted Fax Service

Biscom is the only vendor in the world offering both a true enterprise-wide fax server and a true enterprise-wide hosted fax service. By offering both an on-premises server and a hosted service, Biscom can deliver a solution scaled precisely to an organization's faxing volumes. Moreover, when a Biscom fax server is used in combination with the Biscom-hosted fax service, the result is a fully redundant fax solution that guarantees business continuity without any additional capital investment.

There are many fax service providers, but none offers Biscom's breadth of functionality and rock-solid reliability. Coupled with its world-class customer service, the Biscom solution is the market's most flexible offering.

OVERVIEW

Biscom, a longtime successful manufacturer of enterprise fax servers, now offers a hosted fax service. What makes the hosted service unique is that it offers the exact same features and capabilities as the fax server. This fact makes Biscom the only vendor in the world that offers a true enterprise-wide fax server and a true enterprise-wide fax service. There are many fax server providers for enterprises, but none offers services with the breadth of functionality and the rock-solid reliability that Biscom offers.

Customers can use either one of the Biscom offerings or both of them in tandem for business continuity and "peak load" balancing. Coupled with its world-class customer service and technical support, this choice makes the Biscom solution the most flexible offering on the market for enterprises. Biscom is also the only vendor to offer enterprise fax servers on both Windows and Linux platforms. Today, in an environment of global macroeconomic challenges, and where many users of RightFax servers are worried about the future of their systems now that Captaris has been acquired by Open Text, businesses are looking to alternatives. One alternative that stands out is Biscom, with its unique support of equally functional fax servers and hosted fax services.

> *"Many providers of Internet fax services offer services for enterprises, but none offers services with the breadth of functionality and the rock-solid reliability that Biscom offers."*

FAXCOM FAX SERVERS

Biscom's fax server solutions encompass both conventional servers and fax over IP (FoIP) servers. One can use either one by using Biscom FAXCOM with the Dialogic TR1034 fax board, which has interfaces for both the Internet and time-division multi-plexed (TDM) networks. Biscom's existing customers have begun to migrate to software based FoIP for free, since Biscom offers free software upgrades as part of its mainte-nance contracts.

Biscom also supports virtualization as it offers FAXCOM with the Dialogic SR140 soft-ware-based FoIP subassembly with full support for VMware. And Biscom offers its SR140 solutions for Cisco routers, Avaya Communication Manager and Avaya Media Gateway, Alcatel OmniPCX, Dialogic DMG and IMG and Quintum Tenor. The company will add support for the Nortel CS series in 2009. FoIP server sales are expected to grow from $76 million in 2008 to $147 million in 2012, a compound annual growth rate of 17.9%, according to a report on FoIP Servers published by Davidson Consulting in 2009. This forecast is for growth in a time of economic crisis when virtually no companies are forecasting growth. And Biscom is coming up in the world; while the company was not listed in the 2006 leading FOIP suppliers because it had no offering, it was the fourth-leading supplier in 2007 and shot up to third place in 2008.

FAXCOM FAX SERVERS (Cont.)

Biscom FAXCOM fax servers, both conventional and FoIP, have long supported enter-prise-wide requirements: multiple operating system support, various clients and types of fax configurations. Biscom FAXCOM supports Microsoft Windows and Exchange, IBM Lotus Domino, Novell GroupWise, SMTP email systems, Microsoft SharePoint, Oracle EBS, SAP, IBM iSeries, Linux, Apple Macintosh, and Web clients, as well as GE, Siemens, McKesson, and other health systems.

All these systems support faxing directly from clients, but Biscom FAXCOM also supports production faxing, whereby customers fax purchase orders or similar documents in a batch, but with every fax having different details. A purchasing department, for example, can send out a batch of purchase orders, with every order having a different address and every order specifying different items to be ordered. FAXCOM enables production faxing from any environment, including Oracle, SAP, Siebel, IBM mainframes and the iSeries, and Microsoft environments: the server can email or fax purchase orders, invoices, requests for quotation, and order acknowledgments. Users can specify any document type, including dynamic attachments, allow document submission via automatic, batch, and interactive methods, and integrate it all with purchasing workflow processes. Biscom production fax servers are known to simply work, day after day, with virtually no human interference whatsoever.

INTEGRATION WITH MFPs

Biscom seamlessly integrates FAXCOM with many leading multifunction peripherals (MFPs). FAXCOM integration with MFPs supports the HP Digital Sender line, the Lex-mark Optra line, the Xerox Document Centre line, the Sharp OSA platforms, and e-Copy ShareScan and ShareScanOP systems. These solutions automate inbound and outbound faxing from MFPs and enable audit trails of all fax activity.

APPLICATION INTEGRATION

Biscom offers the capability to fax-enable virtually any application by supporting programmers via the broadest range of APIs in the industry:

– The .NET API, which includes a .NET library that can be accessed by any programming language that supports Visual Studio Common Language Runtime. The API includes Web Services sample code for connecting to a FAXCOM Queue to send a fax and then retrieve a transmission status on the sent fax, plus C# sample code for accessing message status collection, the Pending queue, and received faxes

APPLICATION INTEGRATION (Cont.)

– The hosted fax service Web Services API, which is a simple Web Services interface that enables users of the hosted fax service to submit faxes securely using any programming language that can consume Web Services. The documentation and sample code provided for the hosted fax service Web Service API is intended for use by developers who are building Web-based applications that send and receive faxes, and return the status of faxes. While the documentation assumes the developer of a Web-based application is experienced with either Java or C#, such experience is not required to use the interface.

– The COM API, which provides an easy interface to the fax queue service from Visual Basic, C/C++ or any other programming or scripting language that supports COM objects; Because the COM API supports programming to standardized Windows programming environments, developers have an easy-to-use API with which to write their own applications or simple macros

– The Java API, which enables developers to interface their Java applications to the fax queue service; Biscom's Java API works with any Java Virtual Machine (JVM) running on any platform

– DocFlow, which provides organizations with alternative methods of delivering documents via fax and email without the need to modify or recode existing applications; DocFlow operates in conjunction with the FAXCOM Queue Services and the FAXCOM Server. Data to be faxed is transferred from an application to DocFlow

– The Envelope Specification, a "file-drop" API, whereby an application locates the file or files to be faxed, as well as the fax destination details, in a specific directory within the fax queue service

– FAXCOM Command Language (FCL) for interfacing directly to the FAXCOM fax server

Biscom's Consulting Services (BCS) can also create customized applications in direct response to customer requests.

POLICY AND DIRECTORY INTEGRATION

FAXCOM also integrates with Microsoft's Active Directory and Novell's Directory Services via LDAP, so there is no need to maintain and synchronize a separate fax user list. User properties and permissions are administered natively through directory services. Integrating with Active Directory and other LDAP-compatible directory services enables FAXCOM Suite for Windows administrators to manage and control multiple fax services independently according to their network needs. Integration with an LDAP-compatible service involves the following:

POLICY AND DIRECTORY INTEGRATION (Cont.)

-- Enabling the integration with the directory service

-- Establishing policies (AD Group Policies or FAXCOM Policies) that allow users to send and receive faxes

-- Configuring the FAXCOM Queues to perform directory service lookups to route incoming faxes

– Specifying the automatic cleaning of fax directories, including cleaning successful transmit statuses older than a certain date, cleaning failed transmit statuses older than a certain date, and cleaning received faxes older than a certain date

– Hiding Pending Queue view from users, and also hiding Activity Log view so users have no access to the Activity Log of fax activity

– Assuring that users can view only their own faxes in the logs

– Assigning queue managers who can manage all entries in the Pending Queue of a FAXCOM Queue

Group Policy integration with FAXCOM Suite for Windows enables administrators to assign and control such aspects of the fax service as:

Policies for outbound faxes:
– Default Cover Page – select the default cover page for the users covered by the policy; if appropriate, allow users to select only the default cover page
– Max Priority – select the maximum priority users can specify when transmitting a fax
– Account – specify an Account Number to track fax usage
– Authorizing - select users whose outgoing faxes must be authorized for transmission
– Transmit Restrictions - slect users allowed/not allowed to fax to specific numbers/ groups

Policies for received faxes:
– Destination for received fax messages – such as SMTP to receive to an email address or Fax Directory to receive to a directory location created for the user
– Format of Fax – such as TIFF Group 4 format or PDF
– Send notifications to users' email addresses
– Include URL Link – specifies that a received fax notification is sent to the email address with a link to the fax image

SECURE LARGE FILE TRANSFERS AND EMAIL ATTACHMENTS

Biscom also offers its Biscom Delivery Server, an enterprise managed file transfer (MFT) solution that enables users to send faxes, files, documents, and messages securely while maintaining a complete transaction and audit trail of the deliveries. BDS is an ideal email attachment management solution that makes file delivery hassle-free and frees up the IT department from managing a non secure and cumbersome FTP server.

ADVANCED FAX ROUTING

Biscom also offers Advanced Fax Routing and Image Indexing to assist a company's workflow. Biscom's Advanced Fax Routing module provides an extensive set of features for processing and delivering received faxes. Advanced Fax Routing offers the following enhanced methods for delivering received faxes:

-- Redirecting faxes when a recipient is out-of-office
-- Delivering faxes to different locations based on the date-and-time
-- Delivering fax images along with additional extracted data in CSV
   or XML format
-- Splitting a multi-page fax into multiple deliveries
-- Sending email to people or distribution lists
-- Printing faxes to the specified printer
-- Routing faxes to people or distribution lists
-- Splitting faxes into multiple deliveries
-- Changing routing instructions by date and time
-- Renaming fax images prior to delivery

WORKFLOW - IMAGE INDEXING

Image Indexing is an application for processing document images – typically as part of a business workflow where roles are assigned to perform specific functions. In a typical workflow, document images progress from role to role based on information specified in data entry fields. In response to the data entry, Image Indexing updates the status of the image and, if specific criteria have been met, transitions the image from role to role. In addition, Image Indexing supports Alert roles, where an individual can receive a visible and audible alarm if escalation is required. Such a role enables a manager to efficiently leverage the live business process information being recorded by the Image Indexing application. Image Indexing supports document inputs such as received faxes, scanned paper documents, and electronic files. Biscom can therefore send and receive faxes and move received faxes and other images into workflows, where customers get the capabilities required to complete the workflows.

The capabilities described above are the capabilities of the Biscom Fax Server – and they are the exact same capabilities offered by the Biscom Hosted Fax Service. That's it. The Hosted Fax Service is supported by the Biscom Fax Server, so customers can take advantage of the exact same functionalities and in the exact same ways. And both offer the enterprise-wide reliability, the capability to support huge volumes of traffic, and the capability to manage fax networks from one end to the other.

FAX SERVER, FAX SERVICE, or BOTH?

Automate a Application

Biscom won't sell you a fax server or a fax service. Instead, they sell you on how they can automate your applications. Whether you are a medical scheduling service that needs to speed up service, a school system that needs to worry about protecting the privacy of communications, or a manufacturing company that needs to get out invoices quickly and at low cost, Biscom has a solution tailored to you. Whether you need high- or low-volume solutions, and whether you have Microsoft applications or specific IT-generated applications, Biscom provides the tools with which companies can integrate solutions that benefit their bottom line.

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It doesn't matter whether a corporation wants to run applications from within their firewalls, or if they would prefer to outsource them. Either way, Biscom offers the same set of capabilities. In fact, Biscom enables companies to satisfy their early deployment requirements with the FAXCOM service and, once they get their applications up-and-running, install fax servers that do the same exact thing. There is no retraining of any users and no relearning of any aspect of the solution.

Business Continuity

Many businesses use the hosted fax service to fill gaps in their offerings, such as for disaster recovery. Biscom can automatically implement a solution whereby a fax server system automatically kicks over to the fax service if something should happen to the server or to any of its network components. Other fax providers say they offer this kind of redundancy, but 90% of the time they don't have the fax features to seamlessly transfer the application. This "always on" capability has proven to be highly desirable to many IT departments, as using the service in this way is so much less expensive than buying additional fax servers and additional phone lines. So, for no additional capital investment, businesses can use fax services in order to test out an application, to meet any sudden peak load requirements, or to kick in automatically when disaster hits.

HEALTHCARE SOLUTIONS

Nowhere is Biscom's capability to support applications more striking than in the health sector. Biscom has relationships with GE Healthcare to fax prescriptions and track activity in electronic patient records, McKesson Automation for intra-hospital prescription fulfillment, Siemens Medical Systems to fax radiology results, and Kryptiq to handle workflow for electronic medical records. In the medical field, many hospitals have different systems in their different departments and the systems cannot communicate with each other. Biscom fax becomes the lowest common-denominator that is compatible with every system. Biscom doesn't just offer fax, it also offers secure email delivery, image indexing, and advanced routing so businesses can automate their document workflows.

Many central scheduling offices related to health care facilities receive scheduling requests to traditional paper fax machines. The scheduling office staff retrieves these paper documents, enters data from the paper fax into their scheduling application, and begins the scheduling process. Once the process is complete, the scheduler then files the paper documents to a file cabinet. But schedulers routinely walk to and from the fax machine, and to and from file cabinets. Not only is the scheduling process unnecessarily slow, locating past documents is also difficult. Locating the document assumes the documents were filed properly, which is not always the case. These offices may want to continue receiving scheduling requests via fax so that there is no disruption in the way physicians' offices communicate with the central scheduling office. In that case, they will find a fit with Biscom's FAXCOM Image Indexing solution. Image Indexing is an image processing application that works with the FAXCOM Server solution. As faxes are received, they are presented to Image Indexing users for review and processing. Image Indexing supports multiple roles and responsibilities to facilitate multi-step workflows and records all image processing activity to a SQL database. Image Indexing takes a paper fax into the scheduling step of a shop's workflow in just 10 seconds, compared to an average of 90 seconds before Image Indexing was implemented. Image Indexing has been described by a Biscom customer as the first product that delivers on every one of its promises.

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Forwarding faxes and tracking processes can became very complicated for many businesses. By using a combination of barcode recognition and Optical Character Recognition (OCR) technology, Biscom's Advanced Fax Routing (AFR) can identify inbound faxes and automate most of the ensuing fax process. AFR also works with ODBC-compliant databases to read values, insert rows of data, or update records. This capability not only reduces the amount of human input required, but it also simplifies the system for everyone. Companies that implement AFR are generally able to greatly reduce the amount of fax numbers, sometimes to one-sixth as many.

Whatever the need is in your business, Biscom has the solution for you as it can automate communications in ways that benefit your bottom line.

CUSTOMER SUPPORT

Biscom offers terrific customer support. The company is known for the high-quality customer support that it has provided to enterprises for its fax servers since 1986. Now it offers the same customer support for fax services. This level of support is in contrast to many Internet fax service providers whose only customer support comes from offshore workers. Indeed, the customer support that is available from many service providers is suspect by any standard. Biscom, on the other hand, runs a company where customers do not dread calling customer support. Many clients have remarked how nice it is for a company to have such knowledgeable, polite, and reliable representatives.

Biscom offers standard customer support that allows unlimited telephone calls to the Biscom Support Center for hardware and software and services support, which includes software updates and hardware repair. It also offers Premium customer support which allows for unlimited telephone calls to the Biscom Support Center for hardware, software and services support, including software updates and hardware repair. Under the Premium plan, if the Biscom Support Center cannot resolve a problem, factory-maintained standby units of equivalent functionality are shipped to the customer. If the request for a standby unit comes into Biscom by 2:00 PM EST, the unit is shipped via overnight courier by the close of that business day. Biscom also offers 24/7 support as an add-on to the Standard/Premium service program, giving subscribers telephone access to the Biscom Support Center 24 hours a day, 7 days a week. Biscom's Consulting Services (BCS) can also create customized applications in direct response to customer requests.

BISCOM ENTERPRISE EXPERIENCE

Biscom has broad experience with large enterprises in every field and has a successful track record covering the 23 years it has been operating as a corporation. Biscom was the first fax server vendor to offer solutions for the full breadth of the corporation – not only Windows systems, but also systems that served IBM mainframes and minicomputers, Linux, and even Apple Macintosh computers. With capabilities like "always on," Biscom offers cost-effective solutions to tough problems. Biscom has been serving large corporations since 1986 and has always backed up its products with knowledgeable customer support technicians.

INTERCHANGEABLE SOLUTIONS

Biscom offers a chain of solutions that range from hosted fax services, on-premises fax solutions, and secure solutions. The company also offers faxing resources, image capture and workflow automation. Finally, it offers conventional fax and fax-over-IP solutions. Enterprises should remember Biscom when it comes to automating fax and workflow applications as Biscom is the only company that can do it with either or both on-premises and off-site solutions.

In the current economic turmoil, companies are looking for solutions that provide them with reliable performance and do not impinge greatly on their bottom line. One solution is going with the software-as-a-service (SaaS) model and the best SaaS solution in the fax-related marketplace is Biscom's Fax Hosted Service, which offers true enterprise-wide functionality that exactly mirrors the capabilities of Biscom's Fax Server.

About Davidson Consulting

Peter J. Davidson is president of Davidson Consulting, a firm that specializes in market research, consulting, newsletter and industry conferences covering facsimile and unified communications. Davidson has covered the fax industry intensively since 1986, when he became the writer of FAXreporter, a monthly newsletter published by Buyers Laboratory, a Consumer Union spin-off that tests and reports on office systems. In 1994, Davidson authored a report, also published by Buyers Laboratory, entitled "Hidden Fax Costs and Secrets to Savings," which was a best-seller among fax machine dealers and corporate buyers.

Davison Consulting has published scores of fax-related reporting including: Fax Messaging Markets, 2007-2012, Computer-Based Fax Markets, 2005-2010, and Fax Machines -- 2001-2006.

About Biscom

Biscom was founded in 1986 and pioneered the fax server marketplace, providing many of the world's largest organizations with its award-winning FAXCOM fax servers. In addition to enterprise fax server products, Biscom also offers hosted fax services, secure file transfer and messaging solutions, file conversion software, and document workflow and automation tools. The company is headquartered in Chelmsford, Massachusetts.