FAXability Broadcast
The Best Way to Fax Broadcast

SIMPLER, FASTER, SMARTER. That's what makes FAXability Broadcast software the best there is. As an easy-to-use and cost effective browser-based solution, FAXability Broadcast enables organizations of all sizes to distribute high-volume, personalized, business-critical documents.

Why Fax Broadcast?

A few simple clicks of your mouse and you're quickly and easily sending personalized faxes to scores of contacts. Fax offers a great way to stay in touch with your customers, prospects, vendors and associates.

With the deluge of mail on desks and spam in e-mail inboxes, a fax stands an excellent chance of being noticed. FaxBack's broadcasting module offers the perfect, hassle-free solution for high-volume outbound faxing.

Fax Broadcasting has been proven to reach large groups quickly and reliably in a cost effective manner. And for industries such as banking, finance, marketing and travel, it is an indispensable tool to add to the their communications arsenal.

Emphasis on Usability

Emphasizing everyday usability and speed, our broadcast software receives high marks from customers seeking unlimited mail-merge capabilities, flexible scheduling options, automatic de-duplication to purge identical records, and state-of-the-art "Do Not Fax" list management.

An easy-to use setup screen helps you get your broadcast started.
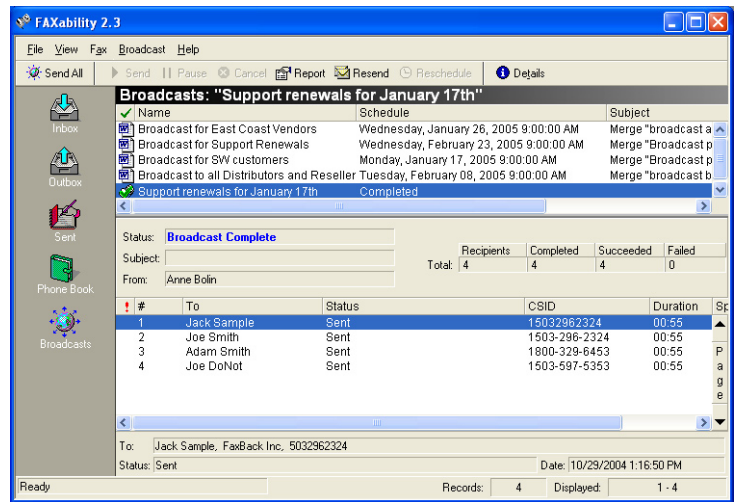
Just enter the name, select the type of broadcast, and choose your preferences.

Highlights

- Simplified installation and configuration with easy-to-use, wizard-driven interface

- Personalize documents using Microsoft Word's mail-merge feature

- One-click de-duplication automatically purges duplicate records

- Automatic retry for busy and non-answering numbers

- "Do Not Fax" database list management

- Print driver converts documents to high-quality images

- Local administration allows users to monitor and control broadcast jobs from their desktops

- Mail-merge processing can happen on either the client or the server for maximum flexibility

- Detailed reports to track activity

- Queue multiple broadcasts and then send them concurrently

- Supports variety of fax hardware including Brooktrout, Dialogic GammaLink and Digi fax boards

- Provides proof of transmission assuring users that their faxes were successfully delivered

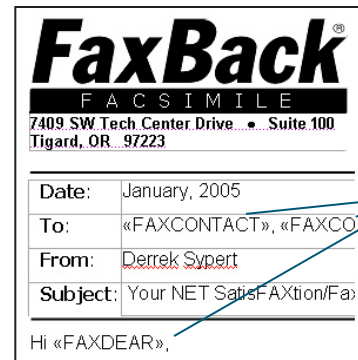- Optional Consensual Fax Module to collect opt-in/opt-out fax numbers from callers

FAXability Job Management

The FAXability Broadcast client is well known for its straightforward, intuitive user interface that allows professionals of all levels of expertise to send hundreds, or even thousands or faxes effortlessly. The main FAXability Broadcast screen gives you a listing of all your completed, active, and scheduled jobs. When you select a job from the top part of the screen, a listing of the records is shown on the bottom half of the screen. This split screen image allows you to see at once each broadcast you have scheduled and those that are completed, and the status of each individual fax within the selected broadcast is displayed below.
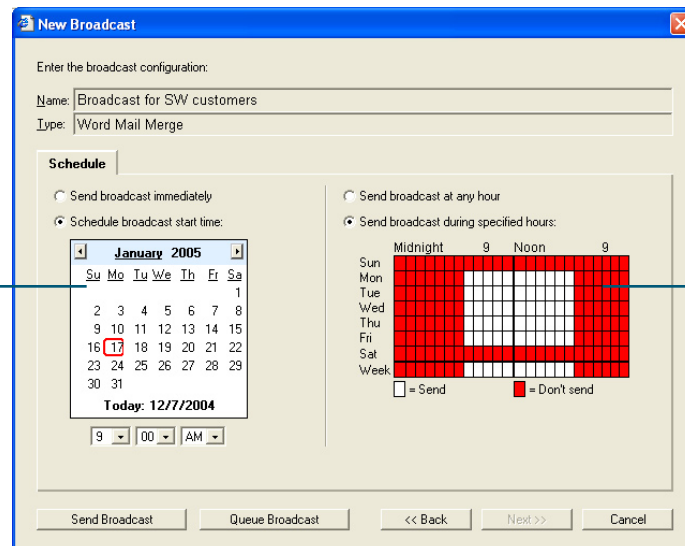

Personalize with Mail Merge

Using Microsoft Word's Mail Merge feature, you are able to incorporate personal information for each of your fax recipients. You can effortlessly create custom cover pages and header information and faxes by merging contact data such as name, company, fax number, etc. from your recipient list.

Merge Fields

You're in Control

FAXability Broadcast software puts you in complete control of when your information is sent. You may start, stop and resume broadcast times as you wish. A sophisticated schedule menu allows for immediate faxing or scheduling for a later date and time. For example, if you would like to broadcast during off-peak times in order to save costs but you don't want to have to manually start it, simply schedule when you would like the broadcast to begin and you're done. You can also graphically select times when broadcasting should be permitted and not permitted in order to prevent faxing during non-peak hours such as 8 pm – 7 am. And because it's browser-based, you can set-up, schedule and monitor jobs virtually anywhere, anytime.
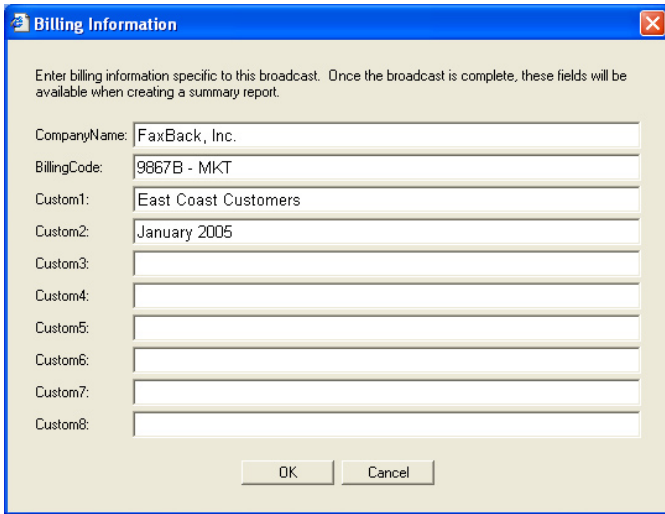

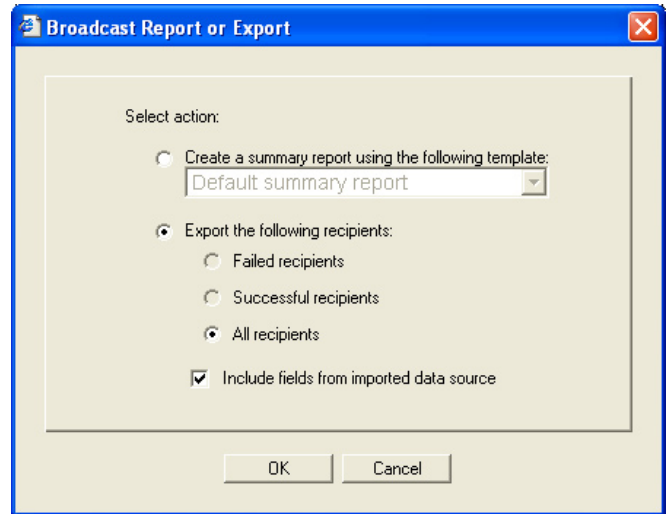**Choose to start the broadcast immediately or schedule a time when you would like it to begin.**

The graphic display allows you to designate what specific hours and days you want your broadcast to go out. FAXability Broadcast will automatically start, stop, and restart the broadcast for you.

Advanced Reporting and Database Support

FAXability Broadcast provides extensive database support, incorporating a full range of reports to provide you with critical data on each transmission. You can choose from several built-in reports to make analyzing fax data simple. Standard report templates let you track sent and/or received faxes, sent faxes by billing codes, transmission histories and more. In addition, users can export transmission histories, log details and other useful data information to spreadsheets, databases and other report generators. Access data from virtually any source: names, numbers and other data can be quickly imported.

With FAXability Broadcast, you can enter billing information and up to 8 custom billing fields to be tracked with a broadcast.

Once a broadcast is complete, select 'Report'. The pull-down menu allows you to select the report you want.

View a broadcast summary report
based on your specifications.

Easily reference billing codes for department or work group bill-back

Effortlessly monitor successful / undeliver-able fax ratios

See what time your broadcast started and when it was completed

Know at-a-glance the total amount of time it took for your broadcast to be delivered

Broadcast Benefits

Most businesses prefer to integrate fax with mission-critical applications on an in-house basis rather than risk security breaches from third-party service personnel. Integrating fax servers with in-house e-mail systems also serves to better streamline communications. Fax servers, like NET SatisFAXtion, are much more fully-featured than outsource fax services.

	Faxability Broadcast	Using a Service
No ongoing, monthly delivery charges	✓	
No charges for non deliveries of documents	✓	
No per page delivery charge	✓	
Maintain complete control	✓	
Start and stop jobs on-the-fly	✓	
View sending of faxes in real-time	✓	
Customize retry option	✓	
Resend failed faxes easily	✓	

Fax Server vs. Fax Service: Crunching the Numbers

Some businesses may choose to use a fax service because they don't have in-house personnel to set up a fax server, don't have an in-house e-mail system, or they have low-volume computer faxing needs. But what most businesses do not realize before signing on with a service is that services tend to charge 50% to 300% more for each fax sent than it would cost with a fax server. What's more, most companies today are taking advantage of lower telephone service rates (e.g., 5 cents per minute versus 10 -15 cents per minute that outsourcing typically charges). When you calculate the monthly charges with a service, it is easy to see how costs can quickly add up.

Take Broadcasting to the Next Level!

Make the most of your FaxBack system with Consensual Fax. It provides an automated solution for effortlessly gathering fax numbers from your prospects, customers, and distributors who wish to receive business communications from your company. The Consensual Fax collection system can help you to maintain an active and interested prospect list that complies with FCC regulations.

- Automatically records fax numbers entered into a Microsoft Access or SQL database for easy retrieval
- Eliminates the need for staff members to manually handle the requests
- Generates date/time-stamped lists with each entry showing the data and time of the request and the corresponding fax numbers
- Scalable to handle as many calls as you anticipate

To find out more about this collection system, read our Consensual Fax whitepaper.

FaxBack™
Shaping technology for over 20 years

Corporate Headquarters
7409 SW Tech Center Drive
Tigard, OR 97223

1.800.329.2225
info@faxback.com
www.faxback.com