

# Top Five Benefits of Integrating Network Fax with HP MFPs

How to turn your MFP into a secure and efficient document delivery hub

Anyone who has ever managed multiple printers, scanners, copiers, and fax machines knows that consolidating these services on an MFP can save valuable time, resources, and office space. And anyone who has ever wasted time walking from one machine to another to print, scan, copy, and fax documents knows that it is more efficient to use a centralized solution to develop, duplicate, and distribute your business documents.

And the benefits do not have to stop there. Smart organizations are integrating fax server and electronic document delivery software with their HP MFPs to further extend their cost, time, and productivity savings. These software solutions give organizations the flexibility to electronically deliver any document using a central fax server integrated on their network. They also integrate with HP MFPs, including HP Digital Senders, to provide easy walk-up access to network faxing directly from the device and enable faxing directly from desktop, email, and other business applications.

## Top five benefits of automating fax from your HP MFPs

By offering robust and reliable electronic document delivery and receipt, fax servers enable you to reduce the complexity of information delivery and further optimize your HP MFPs.

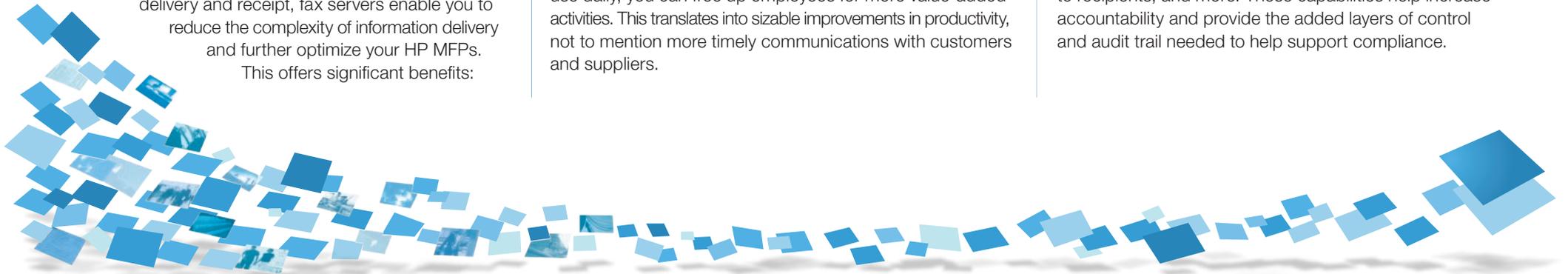
This offers significant benefits:

**Control costs by further consolidation**—A single fax server can support many MFPs around your organization. This allows you to further consolidate resources and reduce costs by eliminating multiple stand-alone fax machines, modems, phone lines, and associated supplies. Fax also offers an affordable and timely alternative to expensive and/or slow postal or express delivery services. Combine this with features such as Least-cost Routing and email or Internet delivery, which can dramatically reduce longdistance phone charges associated with faxing, and fax server software can have a significant impact on revenues and costs. In fact, organizations are known to reduce document delivery costs by more than 50 percent simply by adding electronic fax capabilities to their office environment.

**Improve productivity and efficiency**—According to Maury Kauffman, of 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. "That equates to one employee spending six months each year printing documents and feeding fax machines," explains, Kauffman. However, by making it fast and easy to fax from MFPs and other applications employees use daily, you can free up employees for more value-added activities. This translates into sizable improvements in productivity, not to mention more timely communications with customers and suppliers.

**Extend infrastructure investments**—By combining network faxing capabilities with your HP MFPs, you can maximize your document output devices and achieve higher utilization of network resources. A fax server is a simple and effective way to optimize your existing IT infrastructure. Not only does it integrate with MFPs to extend their value, but it also integrates with email, document management, ERP, workflow, and other applications to make a more efficient, connected work environment. Such extensibility results in a rapid payback on an affordable investment.

**Safeguard security and corporate compliance**—Sarbanes-Oxley (SOX), Health Insurance Portability and Accountability Act (HIPAA), and other regulations have made it more essential than ever to safeguard information security and accuracy. Using a fax server to send and receive documents is an easy way to support corporate compliance. It performs as a centralized hub on the network and electronically distributes information as tamper-resistant documents directly from HP MFPs and other business applications. A fax server also offers features that let you track fax history, assign access permissions, provide delivery confirmation, route incoming faxes automatically to recipients, and more. These capabilities help increase accountability and provide the added layers of control and audit trail needed to help support compliance.



**Easy deployment and management**—Deploying and managing multiple systems and complex integrations can be time-consuming and labor-intensive for Information Technology (IT) organizations. Fax server software simplifies administrative functions by centralizing document development, duplication and delivery functions on an integrated networked solution. As a result, administrators do not waste time dealing with multiple fax modems, phone lines, stand-alone fax machines, and MFPs. Select fax server vendors also have longstanding partnerships and tested integrations with HP MFPs to ensure reliability and easy deployment.

### Customer Story: Bank of Oklahoma Financial handles growth with Open Text Fax Server, RightFax Edition and HP

BOK Financial Corporation is a multibank holding company based in Tulsa, Okla., with offices in six states. BOK's trust company subsidiaries are responsible for \$15 billion in assets.

Until 1997, they relied on a combination of slow fax machines and fax modems to send critical and confidential information. Processing thousands of loan applications, fund transfers, and other financial documents required hours to feed paper transmissions, wait for confirmation, then organize the piles for filing. This created a potential security issue BOK did not want to risk. In addition, BOK's modems and stand-alone fax machines were unreliable and inefficient. Employees wasted time standing in line waiting to send or retry a fax. Combine this with skyrocketing costs for paper, toner, supplies, and phone lines for modems and BOK realized their faxing situation was unsatisfactory. According to Billy Wilson, a BOK network specialist, BOK needed a secure fax server to safeguard the personal and business financial materials BOK faxed. It also needed a cost-effective solution that saved employees time, offered flexible integrations with other applications, and maintained reliability with minimal administration.

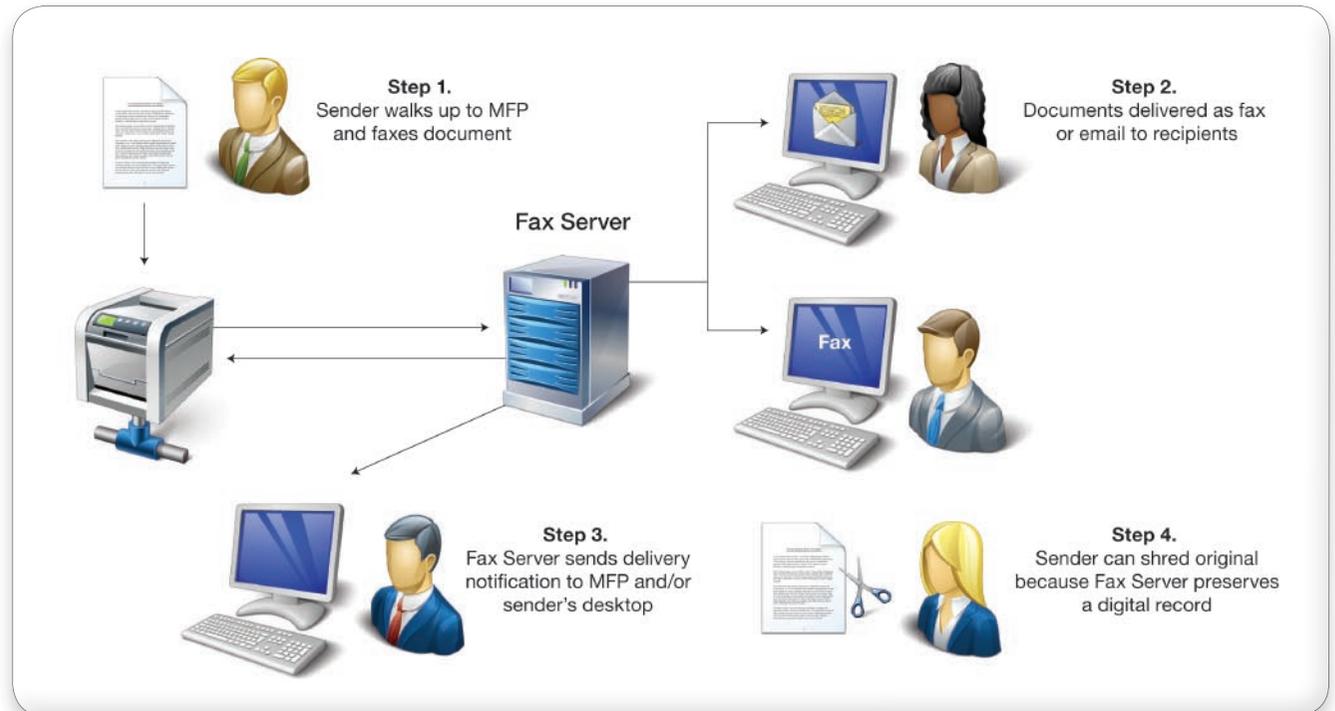


Figure 1. An example of Fax Server used to automate document delivery from an HP MFP

Fax Server was the only choice that fulfilled BOK's required criteria. Today BOK operates five Fax Servers in four locations and services close-to-900 users who view it as mission-critical. Fax Server allows employees to fax from their desks, rather than wasting time at fax machines.

One of the benefits to Fax Server is its integration with HP Digital Senders. According to Wilson, "Using the solutions together has substantially increased our faxing capabilities. We're able to scan images and fax them quickly with Fax Server."

In addition to integrating with HP Digital Senders, Fax Server also integrates with BOK's Microsoft applications, Iris mainframe system and other solutions. Now that employees can send and receive faxes at their desks with Fax Server they can now process several loans in the time it used to take to process one. This saves time, increases productivity and allows employees to respond more quickly to customers.



“Fax Server was the only solution that could do such a wide range of faxing with a wide range of applications.”

Fax Server also provides a secure environment for confidential faxes. Rather than having incoming pages pile up on fax machines to be misplaced, Fax Server automatically delivers them directly to recipients, who then have electronic storage of important documents. In addition, Fax Server has proven reliable even with a dramatic increase in fax traffic and is superior in handling growth as BOK has expanded its customer base. “Working in IT, what I love about Fax Server is that once you put it out there, it works without babysitting,” said Wilson. In 2001, BOK faxed 49,000 pages; this grew to almost 180,000 pages by the first few months of 2003, and numbers continue to increase. Fax Server also gets kudos for its centralized management features and excellent support, which have significantly reduced maintenance time, allowing IT staff to focus in other business areas.

In addition to all these gains, Fax Server offered an immediate payback. According to Wilson, BOK obtained Return on Investment (ROI) within the first year. He estimated Fax Server saved BOK thousands of dollars monthly in supply costs alone.

### Get it together

Do you like the sound of automating faxing from your HP MFPs? It’s easy with Fax Server. Fax Server provides reliable, robust, and integrated document delivery from HP MFPs and other business applications. That’s why Fax Server is the market leader in fax server and electronic document delivery. Want to know more about Fax Server and how to further consolidate resources and reduce costs with HP MFPs? Visit [http://www.captaris.com/corporate/strategic\\_alliances/strategic\\_partners/hewlett\\_packard.html](http://www.captaris.com/corporate/strategic_alliances/strategic_partners/hewlett_packard.html) or call +1-520-320-7000.

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