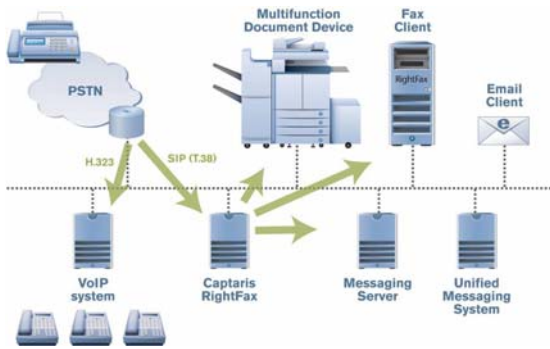■ **Data Sheet**

Faxing in an IP Environment

Support Fax over IP with Open Text Fax Server Electronic Document Delivery

By enabling users to send faxes over any IP-based network, Fax over IP (FoIP) is positioned to leverage infrastructure investments and reduce costs by consolidating and simplifying network and equipment management. The result is a centralized and standardized system for handling business processes, applications and communication.

Open Text Fax Server and FoIP

Proven success within VoIP networks provide working knowledge of IP technology and interoperability as well as insight into why and how to implement IP solutions. Now, as FoIP technologies advance, organizations of all sizes can extend unified communication strategies and further leverage investments by consolidating a fax server system into their IP communications backbone.

Top Reasons for Implementing VoIP Networks, according to CIOs

European enterprises:

- Cost savings
- Reliability
- Interoperability
- Compatibility
- Manageability

US and Canadian enterprises:

- Interoperability
- Compatibility
- Manageability
- Redundancy

Top Reasons to Implement a FoIP Solution, according to fax server users

More than 500 fax server users and potential users were surveyed on their IP fax needs and expectations.

- Total Cost of Ownership (TCO) savings due to network consolidation
- Ability to push consistent fax solution throughout the entire network including remote locations
- Improved IT management
- Device/application integration
- Toll bypass
- Better utilization of new I IP equipment
- Eliminate the fax boards

- IP Solutions Research 2006, Phinney Bischoff

IP communication technologies are reaching a tipping point. A survey of CIOs placed merging IT and voice functions as the third top priority for 2007. Davidson Consulting estimates FoIP sales will grow by a 50 percent Compound Annual Growth Rate (CAGR) to $245 million in 2010.[i] Several business trends are driving this growth, including decreasing costs for IP networks, an increasingly mobile workforce and a focus on a reliable, interoperable and streamlined communication.

Where does FoIP fit within VoIP networks?

IP faxing bridges data and voice networks. Organizations using a VoIP environment have experienced the benefits of moving from a circuit-switched voice infrastructure to a VoIP infrastructure. The adoption of fax in a converged IP environment can eliminate or reduce analog and ISDN lines, leading to additional cost savings. An effective FoIP solution that integrates with IP network gateways or a unified communications environment will also speed return on investment in IP equipment and VoIP applications. In addition, "boardless" FoIP capabilities allow users to spend less time and money on hardware and related maintenance.

What type of fax solution meets the current needs?

When it comes to fax, the communication backbone used to transmit data is only part of the story. The network-based fax server application is the true engine behind enterprise-wide electronic document delivery. The fax server acts as a centralized hub for securely and cost-effectively exchanging all types of documents. It captures business documents from a variety of desktop or back-office applications and applies rules for processing, formatting, tracking and delivering them over a telephone system. A fax server is also often deployed in a distributed environment to provide efficient and reliable faxing services to remote locations such as branch offices, data centers and back-up sites.

But not all fax servers are created equal. Some new FoIP servers offer only the most basic fax features and are not able to meet the complex needs of today's organizations that rely on compliant, secure and integrated faxing as part of their critical business processes.

Enterprise fax servers now support FoIP communications in much the same fashion as they support telephone-based systems. For organizations using or considering IP infrastructure, the role of the fax server is stronger than ever.

Introducing Open Text Fax Server for FoIP

Open Text is the leading fax server vendor in the world.[ii]

With more than 20 years experience and tens of thousands of customers across the globe, Open Text Fax Server (RightFax) delivers outstanding value and performance for document-centric business applications.

Why is Open Text Fax an effective on-ramp to FoIP?

Experience	Open Text Fax Server has been a network-based data application for many years, leveraging LAN/WAN Internet protocols to integrate with other business applications and support distributed deployments. Now with FoIP support, Open Text Fax Server (RightFax) easily integrates this new method of transport to leverage a company's IP investments.
The best migration path forward	The ROI proposition of a traditional PSTN-based fax server can be future-proofed against changing communication trends towards IP, with the potential of even further raising the ROI.
Flexibility	Open Text Fax Server offers a board less, software FoIP solution but also supports fax boards, enabling users to choose the best fit for their operations. FoIP is supported for organizations that have invested in digital 1034 Dialogic® Brooktrout® fax boards.
Future-Proof	Open Text Fax Server is also proven in hybrid environments for the many companies who are transitioning from traditional PSTN to VoIP and cannot switch over all at once. A Fax Server solution can simultaneously manage FoIP and PSTN in a mixed-mode environment, as opposed to the all or nothing approach offered by FoIP-only solutions.

"Sales of Fax over IP will more than double by 2010."

- Computer-Based Fax Markets, 2005-2010,
Davidson Consulting

Does Open Text support integration with common applications?

Open Text is a Microsoft® Gold Certified Partner and maintains a focus for development into new releases of the Microsoft platform. In addition to its commitment and strategy for future development of fax technology, Open Text Fax offers interoperability with document management and workflow solutions as well as leading business applications. In fact, Open Text Fax is the leader in enabling network fax solutions for MFPs. Using FoIP functionality, MFPs can connect fax calls directly into the VoIP network. Instead of maintaining separate fax lines connected to individual MFPs requiring fax modems, users apply Open Text Fax integrations to MFPs with network connections. This capability further maximizes ROI and supports IP investments.

How does Open Text Fax Server integrate with VoIP systems?

The Open Text FoIP solution supports direct connection to VoIP gateways or routers via the T.38 real-time FoIP standard. The connection uses a minimal amount of server processing power and supports SIP and H.323 protocols.

What are the advantages of using Open Text Fax Server with FoIP?

A solution consisting of Open Text Fax and unified messaging or VoIP systems provides considerable cost-savings over non-IP based systems:

- Easing deployment with an all-software fax server solution
- Unifying voice, fax and data communication onto a single IP network
- Eliminating fax machines and consumables by leveraging MFPs
- Centralizing and consolidating fax services to reduce remote administration costs

The integration solution offers additional improved network performance over existing options. A major drawback of current analog-based fax technology is poor call performance when converting analog fax calls from fax machines or MFPs into IP calls. An Analog Telephone Adaptor—a handset-to-Ethernet adaptor that turns traditional telephone and/or MFP devices into IP devices—generally returns mediocre call performance and successful transmission for only 70 percent of the calls. Open Text Fax replaces the ATAs so all analog equipment can be connected and controlled via the IP network. This capability helps organizations optimize infrastructure and increase the ROI and functionality of MFPs.

Further benefits of the Cisco Fax Server are the same as the results typically experienced by the thousands of Open Text Fax Server (RightFax) installations within all types of environments:

Efficiency	Document delivery costs reduced by more than 50 percent by eliminating postal and other delivery service costs; new revenues captured by freeing up employees to focus on core business activities
Compliance	Secure delivery safeguards information and provides an audit trail
Business Continuity	Reliable fax availability in a distributed environment: • Shared services • Fax Server can be clustered in a Microsoft Windows Server cluster • Redundancy option/backup
Scalability	Additional fax servers can be deployed as company needs expand and production fax capabilities automate high-volume delivery of invoices, purchase orders and other documents from host, legacy, ECM and ERP systems.

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