

FAX IS DEAD, AS OUTDATED AS THE QUILL AND INKWELL

right? ...perhaps not

Brooktrout Technology, the acknowledged leader in the intelligent fax board industry, has reported another year of great sales. Fax servers are still in demand and companies that already have a fax server consider it to be mission critical. Along with the increasing use of e-mail and the Internet, worldwide fax traffic is growing as well. How can this be in today's wired and wireless world?

One answer is that not everyone lives and works in our IT world. Entire industries would come to a halt without faxes; finance, insurance, shipping, health care, construction and energy, just to name a few.

The Reality: For nearly 20 years, businesses and individuals alike have relied upon fax for simple, fast and consistent document delivery. Faxed documents move and enable business; Purchase orders, invoices, stock trade confirmations, bills of lading, and contracts.

The Internet started becoming pervasive a mere five to ten years ago. Email is a popular messaging vehicle, but mainly used to update the status of business communications. Although it may seem like everyone from Grandma and Grandpa to the youngest child in the family is on-line, not everyone is connected yet. It's estimated that at least 25% of the world does not have access to email or the Internet, but nearly everyone has access to a fax machine. Perhaps that's one reason why world-wide fax traffic is increasing every year.

Technology evolves rapidly in the IT industry, but people and their habits don't change overnight. Organisations need to handle traditional business

transactions to remain competitive in the market.

The Challenge: Our task is to incorporate, not eliminate, traditional means of communication that drive a fast-paced Internet enabled economy. E-mail messages often replace telephone calls and most Web sites are glorified yellow page ads. However, telephones and phone books are key when placing calls or locating local businesses. When it comes to commerce, it's still easier to fax a paper-based order than re-type information via the Internet. In many accounts, a signature in ink is a mandatory field on orders and applications. Digital signatures require the adoption of standards and tight business relationships with related parties. The challenge is to accelerate proven methods of communication while integrating with an evolving digital world.

The Solution: Use Web enabled, scalable services powered by the Microsoft .NET framework to deliver seamless platform independent business solutions. Web browsers and email messages are the perfect vehicle to communicate the status of traditional fax enabled business transactions. A properly implemented Computer Based Fax (CBF) solution will enable the organisation to send and receive faxes in the same manner they would any other electronic communication. Consider the following requirements and solutions available from a next generation fax server solution.

Contact: Tom Linhard, Faxcore
voice +1 (858) 270-8643 fax +1 (720) 870-4141
tlinhard@faxcore.com www.faxcore.com

REQUIREMENT CHECKLIST

Look for the following to be competitive in today's fax enabled market

Requirement	Solution
Thin Client (standard issue browser) Zero touch install	Users connect to fax server via Internet Explorer for powerful fax and email (mixed mode) communications.
Exchange Connector	Create a "Fax" Route for fax enabling Microsoft Exchange and Outlook.
Active Directory Connector	Use LDAP queries to synchronise Active Directory users and groups, eliminating Schema modifications.
Tightly integrate fax into other business applications	Select a fax server that works with Microsoft BizTalk Server 2002 via XML.
XML Web services Support	Demand that a fax server provide an XML interface.
Support the new v.34 fax standard	Brooktrout Technology has built a next generation family of fax boards, the 1034 series that provides 33.6k fax speed along with color faxing and higher compression and enhanced resolution faxing.
PDF Printer Driver for faxing	By creating a PDF file all outbound faxes can be indexed for extensive search and retrieval.
Automatic archival of faxes	Support for Microsoft SQL Server, Oracle, and MySQL
Extensive reporting	Support for Microsoft SQL Server, Oracle, and MySQL
Fax enable Unix/Legacy systems	Support embedded fax codes for programmatic faxing.
Form Processing Module	OCR technology for processing POs, Invoices, etc.
Scalable and Fault Tolerant	Web services architecture with distributed processing.
N-Tier Design	Shields the Enterprise from Platform/Hardware/Resources.
Microsoft .NET API	Fax enable any application (CRM, ERP etc.) with as few as 10 lines of code
Trap all fax activity from fax CBF	Fax Consolidator which intercepts all outbound faxes and performs a machines and "Store and Send" function within the CBF system.
Software Development Kit	Microsoft .NET native programming library
Coverage Routing Service	Freeform cover page routing service
Provide faster fax transmission speeds for low cost faxing.	Brooktrout has a new 1034 line of intelligent fax boards that provide v.34 faxing, color faxing, JBIG compression and higher resolution faxing.