



BOOSTING EFFICIENCY AND LOWERING COSTS WITH CLOUD FAX SERVICES

The Benefits of ERP-Integrated
Fax Automation



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Purpose of this eBook

Fax remains a prevalent tool for exchanging critical business information. However, many businesses don't realize the added costs, extra resources and associated headaches of traditional fax can be easily avoided via more modernized methods. This eBook addresses the common challenges of business faxing, and offers an emerging alternative: [automating fax operations within ERP systems via a cloud-based service](#).



About the Author

Steve Smith ■ U.S. Chief Operating Officer ■ Esker

As U.S. Chief Operating Officer at Esker, Steve Smith is responsible for all operations in North and Central America.

Steve joined Esker in 2003 after 17 years at Equitrac Corporation as the Senior Vice President of Worldwide Sales and two years in sales at Pitney Bowes. Steve earned his bachelor's degree in Marketing and Finance from the University of Wisconsin – Whitewater.

FAX IN THE PAST: NO IDEAL OPTIONS

Previously, choosing an ERP-integrated fax solution meant choosing between cost, efficiency and functionality. Although the three most common options (listed below) have benefits, their shortcomings can add up, **placing a burden on your business**.



OPTION 1

Fax Machines

Fax machines can slow a company down with manual printing and faxing processes. Paper and other consumables become a financial burden and equipment maintenance causes hassle.



OPTION 2

Fax Server

Fax servers are a major investment in software, hardware, fax boards and lines, maintenance, and training. Operating such a fax server on-site can be both costly and high risk.



OPTION 3

Basic Fax Service

Basic fax services are available, but many do not offer features such as ERP-integration (new interface must be learned) or real-time status notification (no tracking ability).

FAX TODAY: AUTOMATION IN THE CLOUD

Despite its reputation as an outdated service, fax has come a long way in terms of modernization, especially in recent years. Esker Cloud Fax Services enables automatic faxing as a **fully cloud-based service**, directly within your business's ERP environment.



Integration with ERP Systems

By working seamlessly within your existing ERP interface, Esker Cloud Fax Services can help maximize your ERP investment. Users will not have to be trained in a new interface and can send and receive faxes directly in the application.



No Hidden Costs

Unlike fax servers which come with unpredictable costs (e.g., maintenance and training), with Esker Cloud Fax Services, you always know what your company is spending on fax communication – what you see on the surface is all you pay for.

FAX SERVER	FAX SERVICE
HARDWARE PURCHASE 6%	INITIAL SET-UP 28%
SOFTWARE LICENSE 10%	PER-PAGE FEE 72%
MAINTENANCE 25%	
IMPLEMENTATION & CUSTOMIZATION 33%	
TRAINING 10%	
TELCO COST 19%	
HIDDEN COSTS	HIDDEN COSTS



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ESKER CLOUD FAX SERVICES: HOW IT WORKS

Esker Cloud Fax Services offers all the benefits of cloud faxing directly through your ERP system. With full-scale production facilities across the globe, businesses can be sure their fax operations are **fully visible, highly secure and always dependable.**



ERP Capability

Esker Cloud Fax Services makes automated faxing simple. Users submit faxes automatically from the ERP application. From there, documents are securely transferred to an Esker production facility. Once the documents are received, processed and faxed, users are notified directly in the ERP to track the status of their faxes.



A Secure Global Network

Esker's production facilities are built for secure, dependable, confidential and traceable data processing. Data is transferred using SSL, which is identical to the encryption technology used for banking transactions, (i.e., your documents are kept secure and private in every step of the fax process).



Total Availability

Esker's data centers are always monitored to deliver continuous service. Strategically located facilities worldwide ensure data security and service continuity. Along with level 1 operational support, the Esker emergency team is ready to respond 24/7/365 to prevent any breaks in service.

Mail in the Cloud

Esker also offers ERP-integrated, cloud-based mail services. The Esker Mail Services solution transforms electronic documents into postal mail without the need for in-house mailroom equipment – ideal for sending documents to customers that prefer to receive them by traditional mail.



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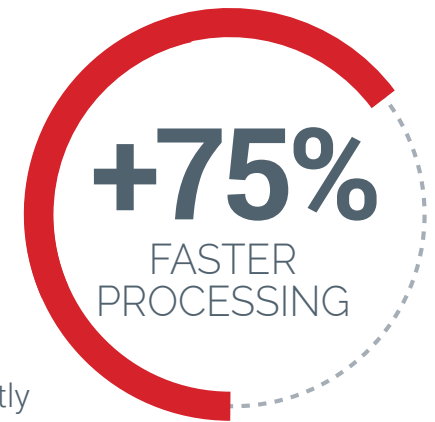


THE VALUE OF MOVING TO THE CLOUD



Using Esker Cloud Fax Services, your business can:

- Implement your solution quickly without having to train staff to use a new interface or wait for long installations.
- Minimize risk by eliminating the need for on-site hardware such as fax machines or servers.
- Simplify your deployment of reliable fax by working directly through your ERP system.
- Leverage Esker Cloud Fax Services' virtually unlimited capacity to handle any fax volume.
- Receive real-time notifications to track the status of your fax communications.
- Reduce costs associated with traditional faxing such as paper, consumables and hardware maintenance.
- Distribute with least-cost routing via the redundant and secure worldwide network of Esker-hosted fax production facilities.



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CUSTOMER SUCCESS STORY: ORGANIC VALLEY



The Challenge

- Replace outdated version of a RightFax fax server software
- Eliminate backups at fax queue (at least six hours at a time)
- Utilize reporting, management and prioritization capabilities
- Cut costs associated with monthly paper usage (\$1,500 a month)
- Improve sustainability and environmental impact via paper reduction
- Reduce the amount of labor needed for order entry and filing
- Leverage “paperless” functionality in other areas of the business



The Esker Solution

Organic Valley saw the Esker solution as a step toward rules-based document process automation using intelligent data capture and other capabilities. With Esker, the company no longer needs telco lines to handle its mass fax blasts; once the queue reaches its limit, any additional faxes are automatically sent using the on-demand solution and Esker-hosted infrastructure.



Key Benefits:

- Reduced fax queue time from six hours to 20 minutes
- Saved at least \$700 per month in paper costs
- Decreased number of calls to helpdesk
- Increased staff productivity
- Ability to create an integrated interface for all faxing needs



Organized in 1988, Organic Valley is America’s largest cooperative of organic farmers and one of the nation’s leading organic brands, representing over 1,800 farms in 33 states and four Canadian provinces.



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Conclusion

Fax is a necessary evil in business document delivery that doesn't have to be faced alone. Esker Cloud Fax Services frees your company from the inefficiencies, high costs and low functionalities of outdated fax methods. Moving fax operations to the cloud is a strategic business move that can streamline your communications and give your company the boost it needs.



About Esker

Esker is an industry leader in document process automation solutions, helping organizations around the world Quit Paper™ and improve how their business information is processed and exchanged within Order Processing, Accounts Receivable, Accounts Payable, E-Purchasing and more.

Learn More

Follow Esker on Twitter at twitter.com/eskerinc and join the conversation on the Esker blog at www.quitpaper.com. You can also check us out at www.esker.com.



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