



## A white graphic of a gas mask with a yellow filter, positioned above the word "DOOMSDAY" in large, white, bold, sans-serif letters. Below "DOOMSDAY" are the letters "FAXERS" in a smaller, white, spaced-out font. The entire graphic is enclosed in a white rectangular frame.

**A FAX SURVIVAL GUIDE:**

How to Avoid Disaster & Distress with  
Cloud Fax Services

To the outside world, it's only fax.

But to a battle-tested IT professional like yourself with experience maintaining equipment, dealing with technically inept vendors, and surviving in a sea of fax machines and/or fax servers, it's something so much more. Tedious. Tiresome. Downright torturous.

We feel your pain. That's why we created this fax survival guide — to help save you and other doomsday faxers from the day-to-day debacles and prepare you for life in the cloud.

**YOUR FAX SURVIVAL JOURNEY STARTS NOW ...**

# FAX DANGER ZONES

Watch your step. On any given day, doomsday faxers can encounter these 5 danger zones. Are you prepared?



**HIDDEN COSTS**

**SERVER UPGRADES**

**LACK OF COMPATIBILITY**

**DISASTER RECOVERY**

**NO VISIBILITY & CONTROL**

# AVOID THE

# UNPREDICTABLE.



## Control over pricing means control over your destiny.

### Cutting costs

continues to be the No. 1 priority among IT professionals when determining the use of cloud computing.

Source: Cloud ROI Survey Results Comparison 2011 & 2012, 2012. The Open Group.



Surviving fax is about reaching a desired destination (ideally, one where fax is an afterthought). But you can't get there with high costs and unpredictable pricing holding you back.

Consider the hidden costs of fax servers: You know upfront what you're paying for hardware and software licenses, but that's typically less than 20% of total operating cost. Add in the training, maintenance, Telco and implementation and you're headed down the path of no return.

### It Pays to Fax in the Cloud

The payment method offered through an on-demand fax service charges on a per-page basis, **offering 100% predictability over faxing costs**. Plus, you won't be weighed down by any unnecessary operating expenditures:

- No fax boards or modems
- No PBX upgrades
- No dedicated telephone lines
- No hardware or telephony maintenance costs

# HEAD FOR HIGHER GROUND.



Change can be nerve-wracking. Except in the cloud.

For IT administrators, keeping up with daily operations is only half the battle. Whether it's replacing an unsupported fax solution or moving from distributed infrastructure to a single instance globally, staying ahead of the technological curve is imperative to your fax survival.

Unlike fax server upgrades, which typically end in "death by IT maintenance," cloud faxing upgrades are handled directly by the service provider. And for complex global ERP rollouts, businesses can gain the **immediate benefits of cloud faxing without the big investment.**

## Consider Cloud Fax Services When:

- Replacing unsupported fax systems
- Your current fax server is not licensed to work with the latest ERP version
- Getting started with or upgrading ERP systems
- You're in need of postal mail services
- Moving to a centralized solution for global faxing
- Moving from distributed architecture to a single global instance
- ERP instances are on multiple continents
- Manually faxing locally or using various fax servers
- Implementing an ERP to regional subsidiaries
- You're looking for minimal investment and risk

The market for **fax services is headed in the right direction**, with growth expected to continue by at least 15% (to over \$2 billion) by 2016.

Source: Fax Messaging Markets, 2011-2016, November 2011. Research and Markets. [http://www.researchandmarkets.com/research/459791/fax\\_messaging\\_mark](http://www.researchandmarkets.com/research/459791/fax_messaging_mark)



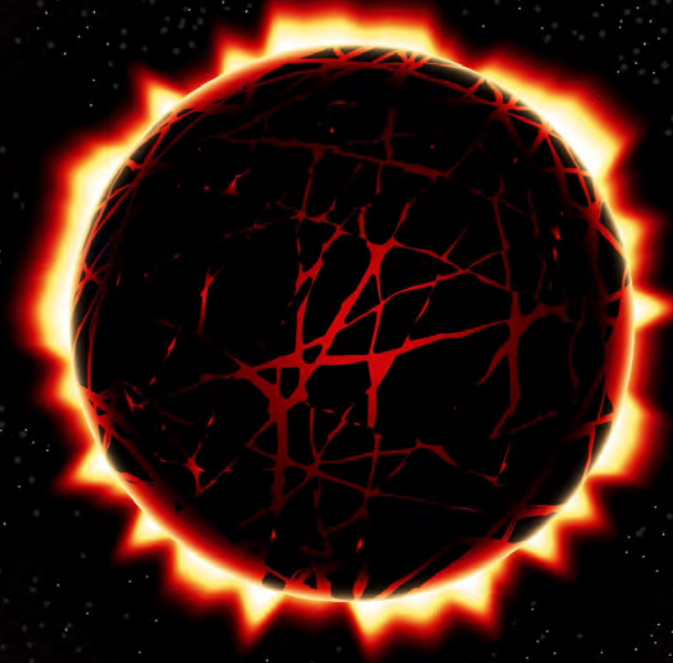
# 13

## THINGS YOU CAN DO INSTEAD OF WORRYING ABOUT THE NEXT FAXPACOLYPSE

- 01 Make an afternoon coffee run.
- 02 Email that one coworker back you've been avoiding. Yeah, that one.
- 03 Prepare for the zombie apocalypse instead.
- 04 Play that crazy-addictive candy game on your smartphone.
- 05 Think about pizza. Order pizza. Eat pizza.
- 06 Plan your next staycation.
- 07 Steal back your stapler from Bob in Sales.
- 08 Restock your mini fridge with energy drinks.
- 09 Write out tonight's grocery list.
- 10 Invent a contraption for launching paperclips at unsuspecting coworkers.
- 11 Finally fix that squeak in your swivel chair.
- 12 See what your dog is up to at daycare via your doggy-cam.
- 13 Anything, basically. You're no longer a doomsday faxer!

### WHAT IS A FAXPACOLYPSE?

Any fax-related issue, disturbance or disaster as a result of managing fax machines or fax servers that leads to mass freak-outs and causes IT administrators to die a little on the inside. Usually occurs once daily.



# BEWARE OF THE QUICK FIX.



ERP Integration is your ticket to long-term survival.

“31% of IT professionals said **they could train for a marathon** in a shorter amount of time than it would take to migrate their company’s applications to the cloud without the proper processes & planning in place.”

Source: Cisco Global Cloud Networking Survey: Summary and Analysis of Results, Worldwide Results, 2012. Cisco.



While basic outsourced fax services solve many of the issues caused by hardware and servers, they lack key capabilities (e.g., training is needed to learn new interfaces and ERP integration is not available).

This defeats the purpose. The whole idea is to escape faxing concerns, not enhance them. **When synchronization and compatibility are low, issues with speed, productivity and performance are high.**

## ERP Harmony

Cloud fax services integrate with a wide range of ERP systems, such as SAP, as well as desktop or messaging environments to streamline faxing. Here’s how:

- Documents are transmitted from your business applications to a production facility.
- They are received by a multitenant server platform through an authenticated and encrypted connection.
- A fax status is fed into your application after delivery.
- It is updated in real-time and made visible to users.

# HAVE A RELIABLE BACKUP PLAN.



Hoping for the best is not a disaster recovery strategy.

Downtime. Delivery failures. Security breaches. It's these types of potential threats that keep IT administrators up at night. The trouble is, there's really nothing that can be done to avoid them in a traditional faxing operation.

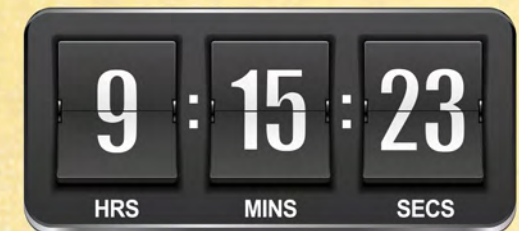
With cloud fax services, the problem is not simply offloaded without getting fixed. Best-in-class providers offer a secure, reliable and robust infrastructure to not only remove the disaster recovery burden but **virtually eliminate the possibility of downtime or delivery issues occurring.**

## Peace of Mind in the Cloud

- Data is transferred using SSL, which is the same encryption used for banking transactions.
- Server platforms use internal redundancies to keep information safe from possible hardware failure.
- Data centers and servers are monitored 24/7 with multiple redundant backup systems to allow business continuity without interruption. It is updated in real-time and made visible to users.

"On average, the total annual cost related to IT-induced business downtime **exceeds \$418,000.**"

Source: Datacenter Downtime: How Much Does It Really Cost?, March, 2012. Aberdeen Group.





# KEEP YOUR COMMAND.



Surviving fax requires coming through in the clutch.



“The cloud’s unprecedented **economies of scale reduce overall cost and increase efficiencies**, especially when replacing an organization’s locally operated on-premise servers.”

Source: *Cloud Computing and Sustainability: The Environmental Benefits of Moving to the Cloud*, 2012. Accenture.

Among the biggest grievances of IT administrators is that traditional faxing methods offer little in terms of visibility and control over the process. And it only gets worse during times of peak volumes — precisely when attention to detail and responsiveness is needed the most.

Bottom line: When the pressure’s on, **cloud fax services gives you the assurance and oversight that internal servers and fax machines can’t handle.**

## What Cloud Faxing Offers

- Fully equipped facilities to maintain faxing operations during peak volumes
- Real-time tracking and automatic notifications within the ERP when fax is received
- Options to customize look/feel of fax communications based on user specifications
- Convenient routing options to handle unplanned mass faxes and track costs by user

# STORIES OF FAX SURVIVAL

You're not alone. Check out how these industry leaders neutralized the faxing threat with Esker Cloud Fax Services and lived to tell about it ...



America's largest cooperative of organic farmers and one of the nation's leading organic brands.

## THE THREAT

- Using an outdated fax server software product
- Connector between the server software product and CRM system was no longer supported
- Fax backups for at least 6 hours at a time
- No way to monitor queues or facilitate the process

## RESULTS AFTER SURVIVAL

- Reduced fax queue time from 6 hours to 20 minutes
- Saved at least \$700 per month in paper costs
- Decreased number of helpdesk calls
- Set the stage to create an integrated, user-friendly interface for all faxing needs



A world leader in identification solutions that help improve safety, security, performance and productivity.

## THE THREAT

- An increasing amount of fax orders lead to fax lines and servers being constantly jammed up
- Fax complexities were an IT irritant, and business processes were suffering
- Costs associated with its fax infrastructure were difficult to predict and bill back to the business

## RESULTS AFTER SURVIVAL

- Achieved \$100K in infrastructure costs
- Reduced order entry backlog by 8 hours per day
- Increased productivity by 155 orders per day
- Standardization – 1 interface for faxing and mail

# ABOUT ESKER



Worldwide leader in document process automation.

## WHO WE ARE

Forward-thinking businesses use our solutions to Quit Paper™ and streamline their inbound and outbound communications.

After 30 years of field experience, Esker has over 80,000+ customers and millions of licensed users worldwide. Our headquarters are in Lyon, France, but we're located just about everywhere paper needs quitting.

Learn more online at [www.esker.com](http://www.esker.com).

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## WHEN YOU'RE READY TO LEARN MORE ...

### **White Paper: The Cloud Fax Advantage**

Boosting Efficiency and Lowering Costs with Automated Fax Operations

### **Guidebook:**

7 Advantages of Moving Fax to the Cloud

### **Cloud Fax Services Buyer's Guide:**

15 Questions to Ask before Choosing a Cloud Fax Services Provider

Plus, be sure to check out the **Esker Blog**, your connection to everything newsworthy in the world of automation.



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