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POSITION PAPER

What makes OpenText Cloud Fax Services enterprise-class?

Faxing remains a critical business requirement for many organizations and the growth of cloud-computing solutions for automated faxing is at an all-time high. While there is a variety of fax Software as a Service (SaaS) providers, not all of their offerings are the same. Despite the abundance of providers claiming they offer enterprise-class fax services, many of them actually offer simplified and unsecure solutions. This means buyers must beware: Opting for a provider with a proven track record and expertise in developing enterprise-class fax services is of paramount importance.

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Introduction

Fax's universal nature makes it an essential enterprise messaging function; it remains a significant mode of transacting business. Traditionally, organizations built out large-scale, on-premises fax software implementations that enabled desktop faxing. However, the capital investment and IT personnel required to keep these implementations optimized were eating away at the IT budget, to the tune of hundreds of thousands of dollars. In addition to these challenges, hybrid work from home, where employees do not have access to office-based multi-function printers or standalone fax machines, has made cloud faxing critical.

Cloud fax services offer the same core capabilities as on-premises fax implementations, making them a sensible alternative. Many cloud fax service providers offer what they deem "enterprise- class" fax solutions. The truth is, however, that not all of them meet the mission-critical messaging requirements of the enterprise.

This raises the question: What makes a cloud fax service enterprise-class? The answer is not simple. This position paper helps make the determination by investigating the critical elements of OpenText's cloud fax network including:

- Sophisticated architecture and performance

- Business continuity/Disaster recovery

- Security and compliance

- Features and capabilities

- Administrative features

- Global support

- Proven experience

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Sophisticated architecture and performance

To support fax communications at an enterprise level, cloud fax service providers should possess a multi-tenant environment comprised of a highly efficient and automated architecture. OpenText offers the industry's most sophisticated global cloud fax network, with multiple data centers featuring automated failover and data sovereignty in the US, UK and EU as well as:

- Connections to multiple outbound fax telephone carriers (carrier diversity).

- Service availability of 99.5%.

- Easy integration with desktop and mobile solutions, combined with SOAP and RESTful APIs.

- Inbound deliverability with no busy signals.

Business continuity and disaster recovery

Global enterprises can't afford unexpected interruptions in operations. Today's business climate operates at such a pace that any sign of disruption could lead to slow business cycles, poor customer service and a damaged brand reputation.

OpenText offers disaster recovery that ensures the continuity of business-critical fax functions, particularly in the event of a catastrophe. The "carrier grade" OpenText network uses the following to support business continuity and disaster recovery (BCDR):

- **Documented BCDR plans:** One hundred-percent dedicated disaster recovery (DR) policies featuring failover, where disruptions in outbound fax transmissions are mitigated with multiple carriers.

- Inbound faxes can be received in multiple data centers.

- **Proven BCDR scenarios:** Proven disaster recovery strategies and scenarios for handling prevention, response and recovery.

- **System monitoring:** Continuous analysis of systems to ensure peak network readiness, including regular system software and application upgrades.

Security and compliance

Security and compliance are two of the most important aspects of enterprise faxing. The OpenText Cloud Fax Services network helps enterprises ensure security, privacy and confidentiality with best-in-class security policies and procedures including:

- Password management and rotation

- Two-factor authentication

- Logical access controls

- Physical security

- Acceptable business use policies

- Change management

- Secured web connections, including TLS, SSL, Identity Provider, SAML with Identity Provider (IDP) and Service Provider initiated and a REST API with OAUTH2.

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- Virtual private networks (VPN).

- Employee background checks.

These secured connections help customers meet best-in-class security certifications and regulatory requirements, such as:

- SOC2

- SSAE-16

- PCI DSS

- HIPAA

- Sarbanes Oxley (SOX)

- Gramm-Leach-Bliley Act (GLB)

Fax features/capabilities

OpenText Cloud Fax Services deliver efficient, secure desktop fax transmissions. OpenText™ Fax2Mail™ leverages cloud technology, enabling users to send and receive electronic faxes via:

- Existing email systems

- APIs, including RESTful API with Oauth2 and SOAP

- Desktop computer applications

- Mobile devices

- Multi-function devices (MFDs)

- Terminal systems that can only print

In addition, Fax2Mail provides an intuitive web interface known as OpenText™ MyPortal for sending and receiving faxes as well as the administrative management of users, feature settings and reporting.

Mission-critical processes

Fax2Mail service can extend to all parts of the enterprise, allowing touchpoints across organizations to collect, sort and prepare fax data for entry into a particular workflow. The idea is to streamline mission-critical processes in the most efficient manner possible.

OpenText offers two unique solutions to help accomplish this:

- **OpenText™ Document Capture and Management (DCM)** automatically identifies, extracts and converts inbound fax documents to data with a high level of accuracy for delivery in organizations' formats of choice.

- **OpenText™ Fax2Mail™ Analytics** provides

  - **Dashboard:** Leverages embedded technology and intelligence from OpenText™ Analytics, including the main dashboard page, to provide a simple and intuitive user interface with a quick-view summary and allows users to drill down into reports

  - **Message Volume Report:** Summarizes counts for faxes delivered to and from an organization

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- **System Performance Report:** Displays the average or specific time faxes take to be processed by the OpenText Cloud fax network

- **Delivery Report:** Shows the average and detailed success, failure and status information for a customer's messages, with detailed information regarding the disposition of each message

Administrative features/Capabilities

OpenText Cloud Fax Services offers best-in-class enterprise fax management capabilities. With OpenText MyPortal Message Management tools, administrators and users can track and report on messages sent or received, with enhanced search capabilities and access to more message-level content and information with a user-friendly interface.

Message Management tools include:

- Improved visibility with 30-day historical data available for all message traffic to assess traffic history and trends.

- Item-level queries to search by job type, job status, job number, date range, customer reference, item reference and billing code. Instant message statuses are available up to the moment the query is executed, providing access to "live data" to view reports online or export in CSV format.

- Accurate activity tracking with scheduled reports for delivery at the user level on daily, weekly or monthly usage.

Number porting and new numbers

Maintaining existing fax numbers is essential for service continuity. OpenText can port over existing numbers to avoid disruptions and confusion for customers and staff.

The requirements for porting existing fax numbers are:

- Completing the Number Porting Authorization workflow via an easy-to-use portal.

- Identifying the type and amount of numbers being ported.

- Submitting signed and authorized porting forms.

How long the porting process takes depends on the accuracy of customer-supplied information. On average, number porting can require up to 45 business days.

OpenText offers inbound numbers in more than 50 countries. When adding new user numbers, administrators can self-provision them from an OpenText-managed pool of available phone numbers. Numbers can be provisioned and reserved at any time, ensuring availability for assignment to a user within minutes, not days.

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Global support

OpenText is a global leader in Enterprise Information Management software and cloud services. OpenText customers are empowered to simplify, transform and accelerate their business in order to gain competitive advantage and be more productive. OpenText has more than 100,000 customers in 40 countries, including 85 of the 100 largest companies in the world.

For enterprises requiring "around the clock" customer service and technical support, OpenText Fax2Mail Services offers live support 24×7×365 and a wealth of experience and knowledge to address customers' concerns and questions. One central resource provides all global support and functions, consisting of the following:

- Usage training
- Notification
- Case tracking
- Prioritization
- Customer support

Upon implementation, administrators can log on to a secure web portal to:

- Add, change or delete users as necessary
- Branding console allows the administrator to set what servicefeatures are available in MyPortal.
- Track the overall success of fax message delivery and system performance
- Establish detail reports on fax transmissions from the company down to the user level
- Allocate IT costs to specific departments or groups, as opposed to allocating them to the entire IT department

Summary

Not all cloud fax service providers are the same. Most lack the technology, infrastructure and experience necessary to support comprehensive enterprise-class faxing.

OpenText Cloud Fax Services is the provider of fax Software as a Service (SaaS) for large organizations that use fax as an essential part of their communications with customers, business partners and vendors. A suite of outsourced fax solutions eliminates the cost and support inefficiencies of fax server hardware and software management, while providing enhanced levels of scalability, security and redundancy.

OpenText Cloud Fax Services operates on a global scale and meets strict standards of system performance, integrations and network resilience. OpenText Cloud Fax Services has built-in realtime redundancy and failover, as well as a global network of geographically diverse data centers with scalability potential.

OpenText services also include a wide range of features and capabilities that address the entire business enterprise: back-office systems, desktop users and faxing from devices. The integration capabilities offered span technologies and platforms, with unique abilities to parse and format data from a variety of sources.

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OpenText maintains a comprehensive information security policy with technical and administrative controls to protect customer data and critical infrastructure in the interest of maintaining regulatory compliance.

As a market leader in the enterprise-class fax communications sector, OpenText Cloud Fax Services offers a sophisticated network, professional services and support. OpenText has provided benchmark cost savings, levels of administration, support, data security, scalability and redundancy to the most reputable brands in the world for more than 30 years. Organizations have reduced costs and enhanced employee productivity without sacrificing quality of service for customers.

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: opentext.com.

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