

opentext™

eBOOK

Must haves in digital fax

The six most important characteristics of digital fax solutions, according to customers



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The benefits of digital fax

Digital fax is more relevant today than it has ever been. Organizations have spent decades building and refining key business processes around the secure exchange of documents. Enterprise grade digital fax, as a highly secure, universally accepted and compliant communication solution, has a principal role in achieving successful digital transformation.

Beyond carrying this essential communications tool into the modern era, digital fax solutions are malleable to suit organizational needs. The best solutions offer a range of flexible options to build electronic document and data exchange into processes and workflows.

For organizations considering implementing digital fax it's valuable to understand what their colleagues look for in such a solution and the benefits they receive. This eBook reveals the results of customer-based research identifying key features they look for and the benefits they have received.

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Integrations above all else

When asked by research firm TechValidate, OpenText RightFax customers listed the ability to integrate digital fax into their corporate IT ecosystem as their top purchasing priority (figure 1). Survey respondents also listed improving business processes and workflows as a key consideration. These data points suggest that organizations are looking to digital fax to optimize business processes.

What survey responders say

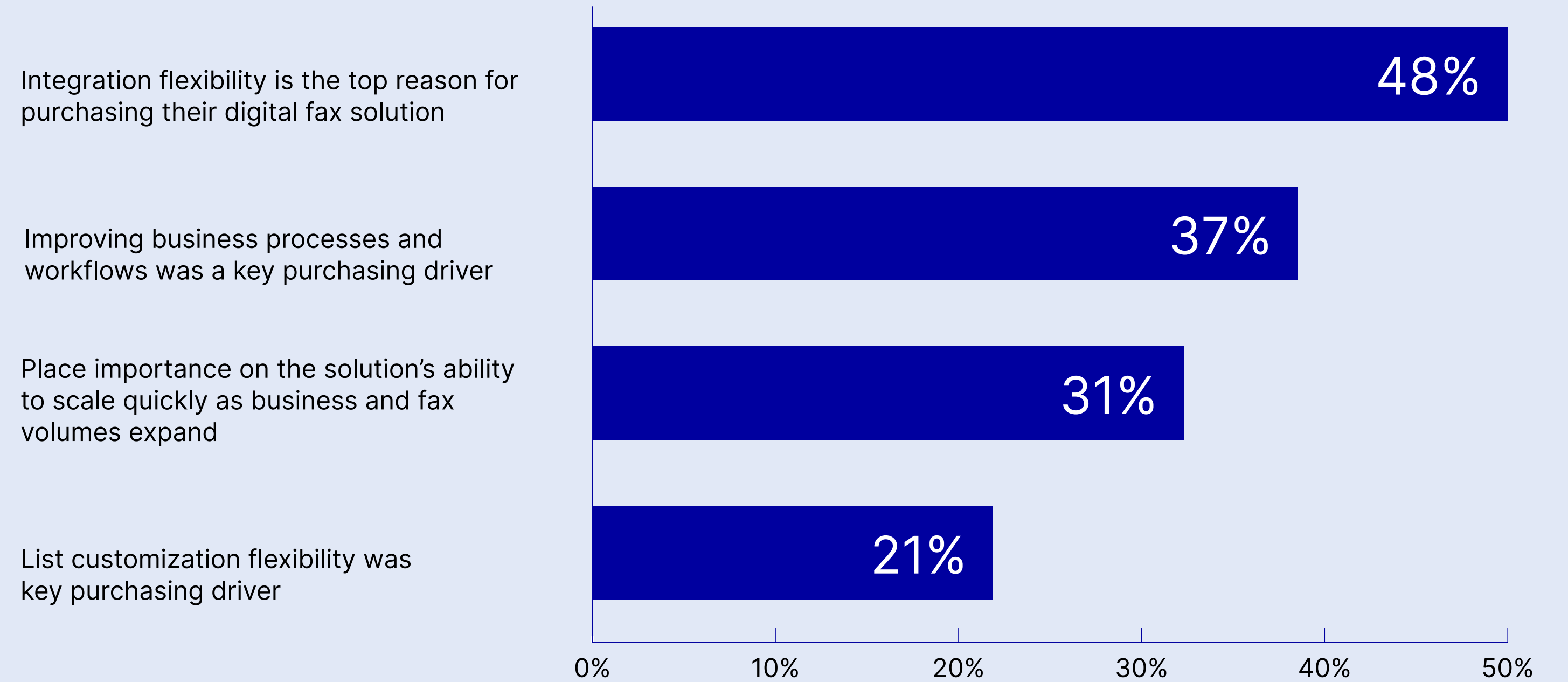


Fig 1. Ability to integrate digital fax into their corporate IT ecosystem as their top purchasing priority

Digital transformation

No one likes the inefficient experience of dealing with paper-based fax. One US government user surveyed by TechValidate commented:

“Before we implemented digital fax, our employees were walking to analog fax machines located throughout our offices to send faxes and would wait by the machines to receive important faxes from customers. Digital fax increased productivity by allowing our employees to send and receive faxes right from their desk. ... This also saves time in that faxes are electronic documents and the employee does not have to scan the physical paper-based fax to attach it in the application to a case they are working on.”

However, according to an [IDG study](#), the time wasted and cost of dealing with paper-based fax are not the greatest challenges. IDG found that human error, security and compliance, and reduced productivity were the primary concerns (figure 2).

These primary challenges are all removed or dramatically reduced by transitioning to digital fax. Information is securely delivered to the user or back-end application, there is no data re-entry required, and full auditability means you always know where the data is and who can access it.

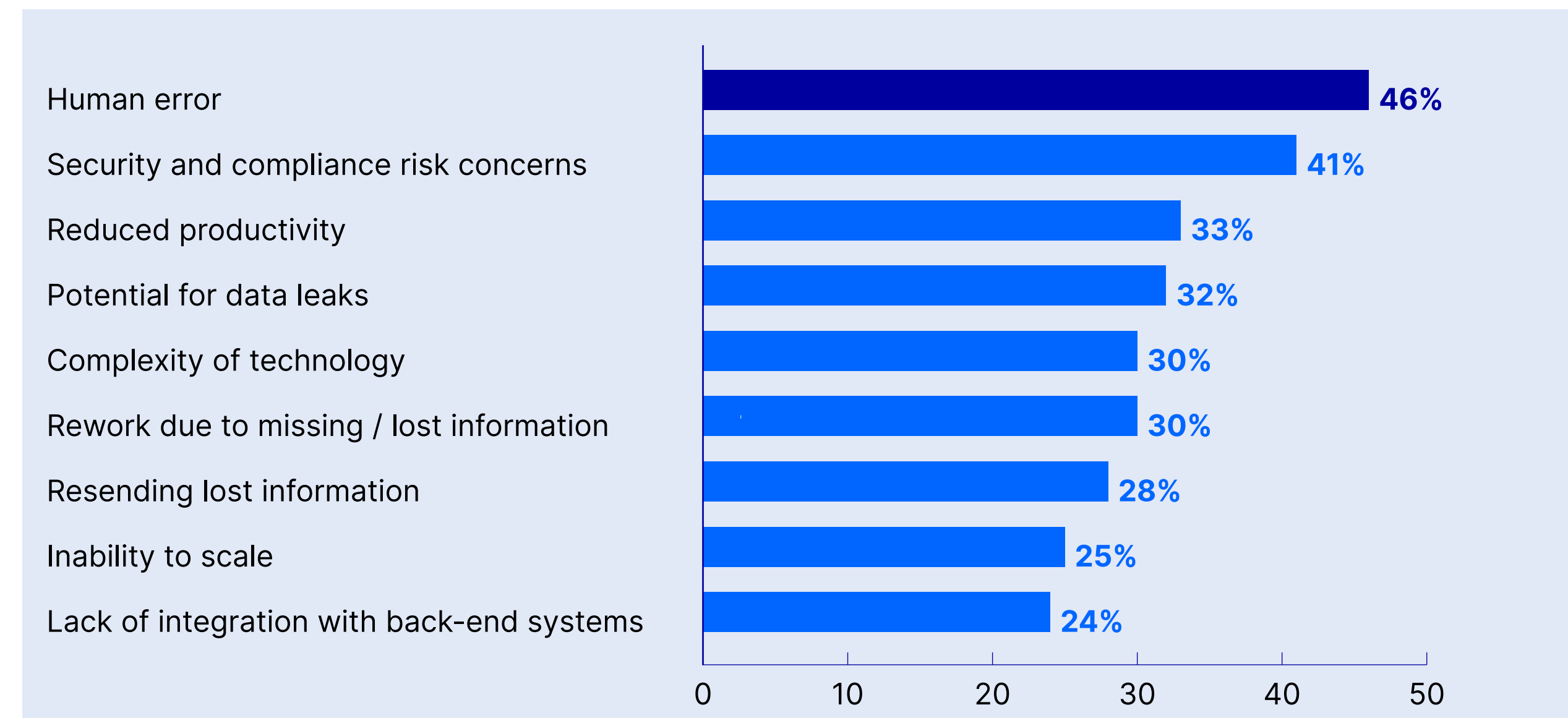


Fig 2. Survey results showing the primary concerns and challenges associated with paper-based faxing

Content-centric workflows

Organizations increasingly share content with customers, suppliers, and partners during daily operations. Improving business processes requires that information is made available, while remaining secure and compliant, wherever needed.

Digital fax can play a key role in efficiently flowing information across a business process—and between different internal and external systems—making it essential that it integrate seamlessly with a wide range of enterprise applications.

According to IDC, moving from paper to digital for content-centric processes delivers a number of major benefits (figure 3).

Benefits of digitally transforming content-centric workflows



Fig 3. Benefits of digitally transforming content-centric workflows

Source: Fax Market Pulse: Trends, Growth and Opportunities, IDC

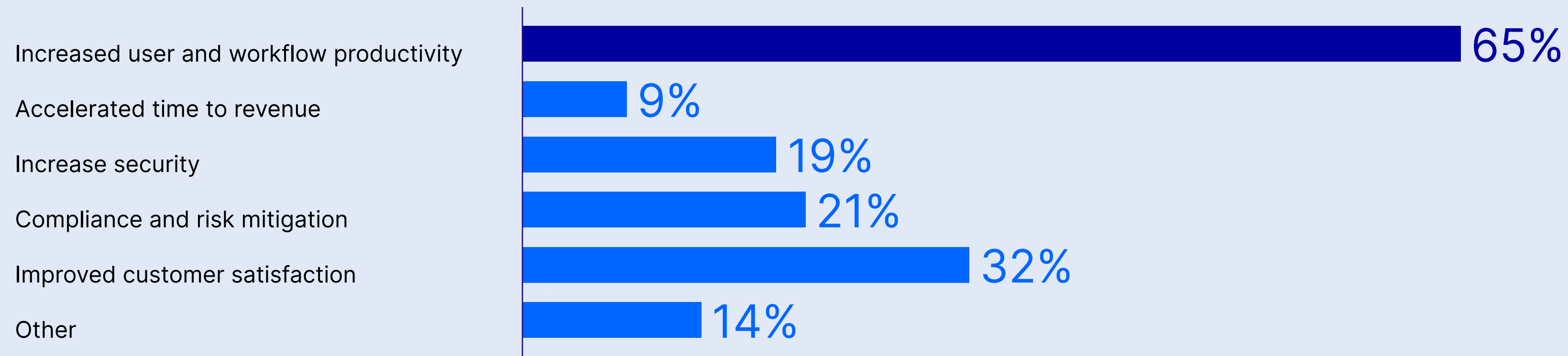
Poor quality and inefficient information flows do more than just slow business. They lead to a loss of competitiveness and revenue. In a recent TechValidate survey, 37% respondents listed improving business processes and workflows as a key reason for choosing a digital fax solution.

Increased productivity

Topping the list of most valued digital fax features was ‘performance, scalability, and flexibility of implementation’. High performance, flexible fax communications enable end-users to be more effective in their daily tasks. 65% of surveyed organizations said that increased user and workflow productivity were the greatest impact for their business (figure 4).

While productivity is essential, it can't come at the expense of exposed data. Recent [IDG](#) research also placed data security as the most important feature when evaluating solutions for processing fax-based content. However, security appears quite low on the list for companies already using digital fax, indicating that users are very happy with the level of data security that they are receiving from their solution.

What our customer are saying about OpenText Right Fax



65%
of surveyed organizations said that increased user and workflow productivity were the greatest impact for their business.

Fig 4. What have been the greatest impacts that OpenText Right Fax has had on your business?

(Source: TechValidate survey of OpenText RightFax customers)

Stability and ease of use

“Customers find it is easy to use. We find it easy to manage.”

Source: TechValidate survey of OpenText RightFax customers

This comment from Matt Campbell, a Systems Administrator at Johns Hopkins Medicine (a large medical center in the US) encapsulates a common trend in survey responses: digital fax has brought a new level of usability to fax. The easier the fax system is to use, the more it encourages adoption across the organization.

While ease of use is important for the end user, it’s also imperative for the IT department. Due to capacity and reliability issues, paper-based fax networks are notoriously difficult to keep operating at top capacity. Transitioning to digital fax removes a great deal of the management and maintenance burden, providing a win-win for business and technical users alike. This is the key element that users say they like about digital fax (figure 5).

Ease-of-use was followed closely by reliability in the features that users really like. A sentiment that was regularly reinforced during the survey. One system administrator described their digital fax implementation thusly:

“Once Fax2Mail is properly configured and maintained, you never have to touch it, just the usual check in on it from time to time to make sure there are no issues.”

What our customer are saying about OpenText Fax2Mail

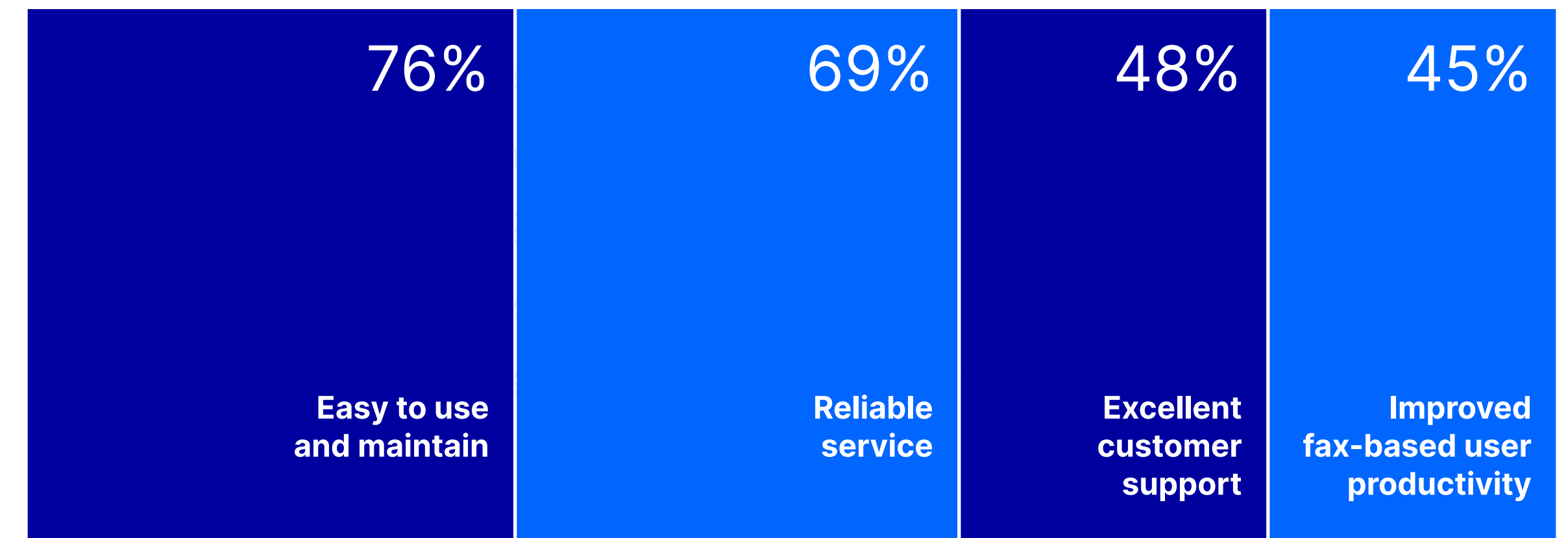


Fig 5. What do you like best about OpenText Fax2Mail?

(Source: TechValidate survey of OpenText Fax2Mail customers)

Trust and reliability

When IDC reviewed the global fax market, companies worldwide cited the fact that fax was a 'trusted method of secure information exchange' as its key benefit. According to the IDC and TechValidate research, trust exists on two levels.

The first is the inherent trust in the technology itself to deliver high performance and secure information exchange. The second level is trust in the digital fax solution. The results of the TechValidate survey suggest that users expect a higher standard from their solution and its provider. For example, 'OpenText RightFax is a brand we know and trust' was second on the list of buying considerations.

This may seem like overstating the importance of trust, but consider this comment from a major industrial company:

"We trust in OpenText RightFax because we have to send important documents and the best way to send those is using OpenText."

- Daniel Najm, Engineer, Carousel Industries of North America, Inc

The mission-critical nature of much of the information shared over fax requires that organizations are 100% confident that performance and security are always maintained.



OpenText Digital Fax Solutions

The best providers will help deliver tangible business benefits from your fax investment. For this, the provider must have a deep understanding of both your business priorities and technical environment. This requires more than technical understanding. It requires openness, transparency, and trust on both sides.



Whether on-premises, hybrid, in the cloud, or via managed services, OpenText delivers the skill and experience necessary to help you make the most of your fax deployment.

No other organization has the comprehensive portfolio of digital fax solutions and the level of enterprise fax skills or experience:

The most trusted leader in enterprise fax and secure messaging

Over 9,000 customers worldwide

Over 3 billion faxes sent each year using OpenText solutions

The only provider with enterprise fax deployment options for on-premises, cloud, hybrid, and managed services

Pervasive integrations across solutions

Comprehensive support for enterprise applications including SAP, Oracle, and Microsoft

The most certified EHR integrations in the market including Epic, Allscripts, and NextGen

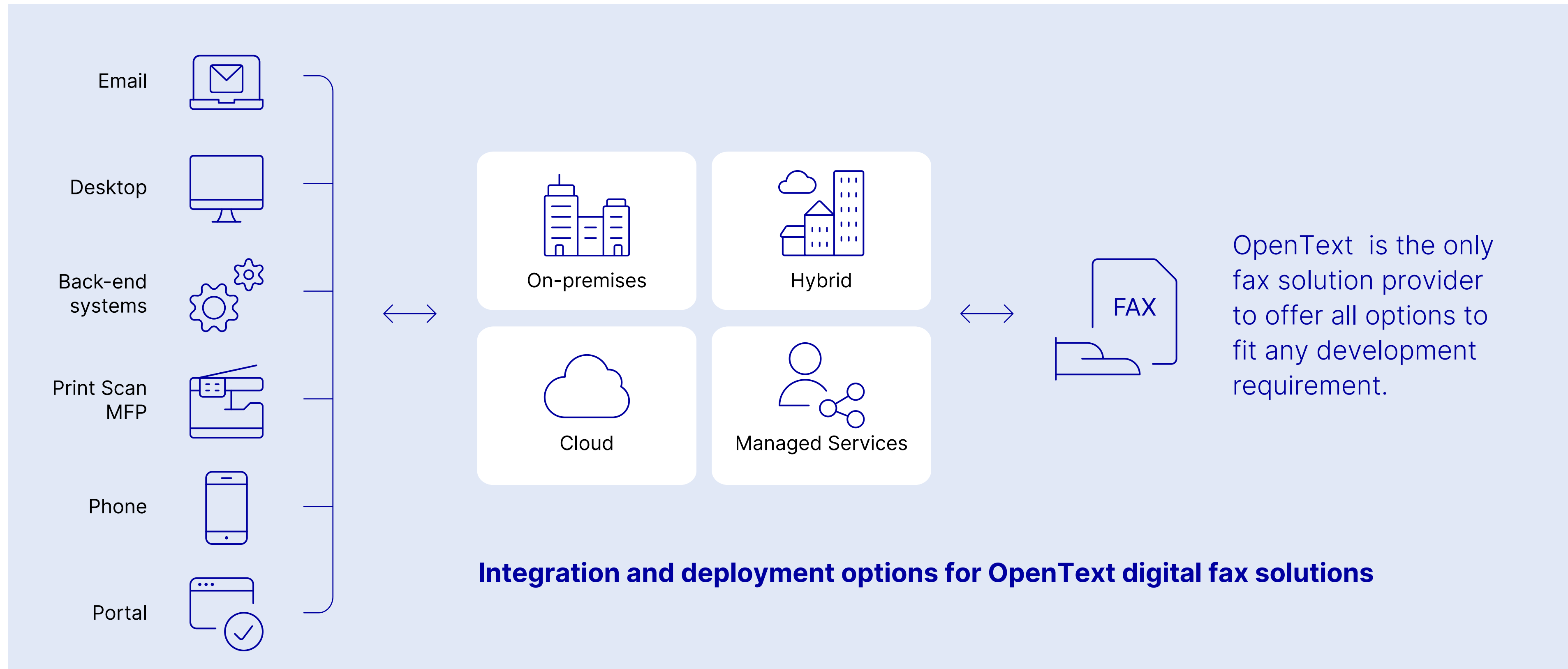
One cloud platform for fax, email, SMS, and voice messaging to simplify messaging

Over four decades of expertise and ongoing innovation

One dedicated customer support organization

A digital fax solution for any environment

As the only provider to offer all four deployment models, organizations trust OpenText as the strategic partner with the broadest portfolio of enterprise-grade fax solutions to provide the security, integration capabilities and reliability to support global, enterprise and SMB faxing.



OpenText is the only fax solution provider to offer all options to fit any development requirement.

opentext™ | RightFax™

A centralized, on-premises fax solution that provides enterprise-grade faxing capabilities across an entire organization. It integrates fax with email, desktop, and document management applications, and enables high-volume fax delivery from CRM, ERP, ECM, vertical and other host applications. RightFax is the most configurable fax server and supports any enterprise fax requirement, shortening business cycles and increasing speed to revenue for companies of all sizes. OpenText RightFax customers rate it best in class, significantly better or better than its competitors in five key areas.

1

opentext™ | Fax2Mail™

Fax2Mail is an enterprise cloud fax service that simplifies faxing, while reducing the cost and complexity of managing on-site hardware, software and telephony. It allows users to easily exchange faxes within email applications and provides the widest range of desktop and enterprise integrations options to accelerate fax-dependent business processes. Deployed in the OpenText Cloud, organizations choose Fax2Mail because it is the largest, most secure global fax network with the broadest out-of-the-box integrations available.

2

opentext™ | RightFax™ Connect

RightFax Connect is a cloud-based fax transmission service built specifically for OpenText RightFax. By moving fax telephony to the cloud, organizations benefit from scalable, reliable transmissions for RightFax. Because the on-premise RightFax software remains unchanged, the user experience and integrations with other software applications and devices are not impacted.

3

opentext™ | RightFax™ Managed Services

Hosted in an OpenText datacenter with secure, scalable and reliable faxing, OpenText RightFax Managed Services deliver the latest digital fax technology capabilities to future proof implementations, simplify faxing and eliminate the cost and complexity of an onsite implementation.

This solution combines the technology of OpenText™ RightFax with OpenText experts to implement, manage and monitor RightFax implementations. RightFax Managed Services act as an extension of your IT team to free up internal assets to focus on core business objectives, eliminate on-premises fax server complexity and fill gaps in internal expertise.

4

opentext™ | XM Fax™

XM Fax™ is an enterprise-grade digital fax solution built to handle large fax volumes for small and medium business. Deployable on-premises, in the cloud, or as a hybrid solution, XM Fax can be tailored to meet the needs of SMBs, departments and branch offices. XM Fax allows employees to easily fax from their desktop, email, business applications, mobile devices, and the widest assortment of multi-function printers (MFPs). The best-in-class fax solution for SMBs integrates with and streamlines workflows across the entire organization.

5



Learn more about full range of OpenText™ digital fax solutions at our website.

[⇒ Fax2Mail success story](#)

[⇒ RightFax success story](#)

[⇒ RightFax Connect success story](#)

[⇒ XM Fax success story](#)

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](https://www.opentext.com).

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