Simplify your OpenText Fax environment and reduce costs with hybrid faxing

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Executive Brief

On-premises fax servers and cloud fax services automate faxing to save time, reduce the cost of infrastructure and, if possible, eliminate any paper involved. Each of these options has unique characteristics, and the benefits of combining them for a "best of both worlds" approach are driving a new wave of hybrid faxing deployments.

Transitioning to hybrid faxing allows organizations to simplify their fax environment while reducing costs. Hybrid faxing is when an organization uses the two systems together–maintaining control over an on-premises fax server while adding a cloud fax service to replace or supplement its on-premises telephony equipment for transmission of faxes.

For OpenText™ Fax (RightFax™), hybrid faxing is accomplished by combining an on-premises server with cloud-based fax transmission using OpenText™ Fax Cloud Connect. Since OpenText Fax Cloud Connect only affects the transmissions of faxes to and from the OpenText Fax server, user experience and back-end integrations are preserved.

Is a hybrid fax deployment best for you?

Migration is a hot topic for IT departments evaluating how they can capitalize on the speed, flexibility, and cost savings often promised with cloud solutions. However, security and regulatory requirements often mean that some information and applications simply belong on site.

Organizations should make deployment decisions that accommodate all of their needs: control of data, data storage, back-office and back-end application integrations, and data sovereignty. They should only leverage the cloud when it makes sense. That is where hybrid deployments come into play.

A hybrid deployment balances the control of your on-premises OpenText Fax server with the simplicity and flexibility of the cloud for fax transmissions with OpenText Fax Cloud Connect. But how do you know if this deployment method is best for you?

Making the switch to a hybrid fax deployment with OpenText Fax can make sense for organizations that:

- Have numerous and/or complex integrations with OpenText Fax (formerly RightFax).

- Operate under strict industry or regulatory security requirements.

- Want to retain full control over data location, storage, and ownership.

- Experience seasonal business or daily, monthly, or even irregularly high peaks or spikes in fax traffic.

- Have growing fax volumes.

- Seek to leverage the cloud whenever possible but want to maintain control over their on-premises OpenText Fax server.

- Wish to simplify their OpenText Fax deployment.
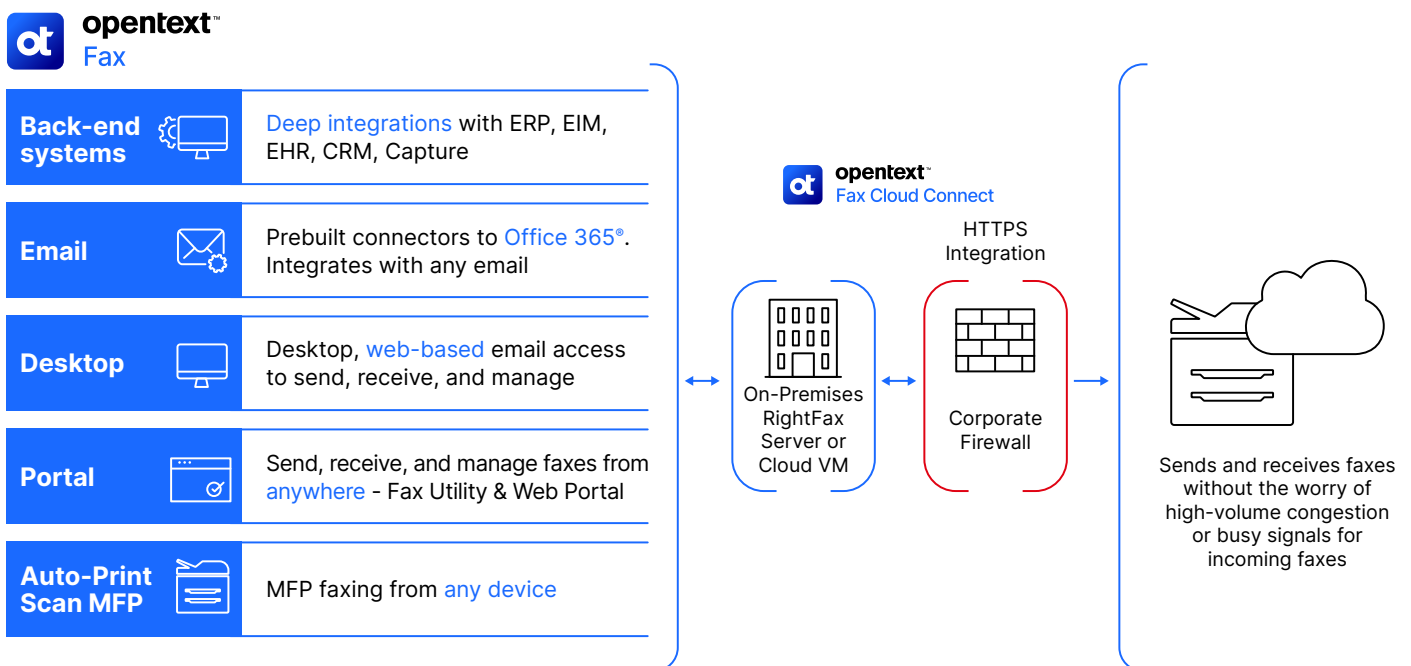
- Want to save money.

Eliminating OpenText Fax telephony infrastructure

Typically, the most complex part of any implementation is connecting the OpenText Fax server to on-site telephony. Integrating on-site telephony involves significant time and resource investment while requiring in-depth IT knowledge and telco expertise.

Whether using analog, digital ISDN (T1/E1/J1, PRI, or BRI), fax gateways, or VoIP PBX, the process of connecting, troubleshooting, monitoring, and maintaining can be cumbersome. Often, each telephony method has multiple components, making it even more difficult to manage. FoIP, in particular, adds a whole additional layer of complexity.

A hybrid deployment of OpenText Fax paired with OpenText Fax Cloud Connect can replace any or all existing on-site telephony for faxing and move fax transmissions to the cloud. With OpenText Fax Cloud Connect, all you need is an internet connection to securely transmit faxes.

Without on-site telephony components for fax transmissions, nor their associated troubleshooting, maintenance, headaches, and costs. IT, system administrators, system architects, and telecommunications personnel are free to work on other strategic initiatives.

opentext™
Fax

Back-end systems	Deep integrations with ERP, EIM, EHR, CRM, Capture
Email	Prebuilt connectors to Office 365®. Integrates with any email
Desktop	Desktop, web-based email access to send, receive, and manage
Portal	Send, receive, and manage faxes from anywhere - Fax Utility & Web Portal
Auto-Print Scan MFP	MFP faxing from any device

opentext™
Fax Cloud Connect

HTTPS Integration

On-Premises RightFax Server or Cloud VM

Corporate Firewall

Sends and receives faxes without the worry of high-volume congestion or busy signals for incoming faxes

OpenText Fax Cloud Connect replaces all telephony components by leveraging the OpenText Cloud.

Eliminating redundant fax servers

Often, a complex deployment will include multiple fax servers built for business continuity via server failover and redundancy. In these scenarios, OpenText Fax Cloud Connect removes the need to build redundant environments just for the purpose of maintaining redundant telephony connections and eliminates the telephony components and connections, as the redundant servers can be cloud-enabled.

FoIP configurability and troubleshooting

FoIP optimizes fax traffic over a voice IP network, but requires additional hardware (and cost), such as a gateway device. The connection between the solution, these devices, and the end point is not always seamless.

FoIP, in a poorly architected environment, can be subject to latency, packet loss, jitter, and delays. These factors can result in fax call failures, transmission errors, and delays. IT, system administrators, and telecommunications managers spend a significant amount of time on troubleshooting and maintenance. Using SR140 instead and pairing with solutions from UC and SIP vendors that have been interoperability tested with OpenText Fax significantly reduces, and in most cases eliminates, FoIP connectivity concerns.

If you have redundant fax servers, redundant FoIP connections are also required, adding more cost and complexity. OpenText Fax Cloud Connect Connect eliminates the need and cost for any FoIP hardware, gateways, software and network troubleshooting, maintenance, and management.

Fax boards, fax channels, and fax gateways

Fully on-premises deployments require physical or virtual fax boards and fax channels, which determine fax transmission bandwidth and capacity. A single fax transmission, inbound or outbound, will occupy a single fax channel for the duration of the fax transmission.

Deployments require careful planning to ensure the right capacity is available at any given time. This includes planning for the highest peak in traffic, whether it is seasonal, monthly, or daily spikes. While outbound faxes will "queue" within OpenText Fax until channels are available, insufficient channel capacity causes inbound fax busy signals, long delays on outbound transmissions, missed faxes, and possibly lost business.

A hybrid OpenText Fax implementation requires no fax boards, fax channels, or fax gateways. Depending on the size of the implementation and the number of fax channels and/or gateways, this could equate to significant annual cost savings.[1]

1 Assuming you use OpenText. Other cloud service providers require you to keep as many OpenText Fax channels as your fax volume requires. If you choose a non-OpenText cloud service provider for OpenText Fax, you will have to pay for OpenText Fax channels and associated annual maintenance fees.

Fax telco lines, long distance fees, and new number provisioning

Without telephony infrastructure, what do you do with the fax lines? All fax numbers, including global numbers,[2] are ported to OpenText, so there's no need to change them.

OpenText takes over financial responsibility for the fax lines with the telecommunications company from your organization. When a specific fax number or area code causes deliverability issues, OpenText is responsible for troubleshooting the problem. This frees up your resources to work on other projects. Additionally, you will no longer be charged for long-distance fax telephony. OpenText Fax Cloud Connect pricing is based on a consistent, low per-page rate.

Additional fax numbers can be added with a few clicks of a mouse via the OpenText Fax Cloud Connect self-service portal, which offers a large bank of available local fax numbers, fax numbers outside your area code, and even fax numbers available around the world. These fax numbers are pre-provisioned and available immediately.

Any fax numbers ported to OpenText, and any new fax numbers provisioned for OpenText Fax Cloud Connect, are yours to keep if you later choose to cancel your OpenText Fax Cloud Connect service.

Back-end system and application integrations

The primary reason organizations trust OpenText Fax is that it automates business-critical functions that rely on faxing. One of the biggest benefits of combining OpenText Fax with OpenText Fax Cloud Connect is that every integration your organization relies on, including back-end systems, email applications, MFP devices, document archive systems, and EMR applications remains the same, as does the user experience. There's no need to change workflows, habits, or faxing methods.

Channel capacity and capacity planning vs. unlimited scalability

Hybrid faxing with OpenText Fax Cloud Connect provides instant and unlimited scalability for any fax capacity requirements. Since no channels or fax boards are needed, this eliminates capacity concerns, capacity planning, and additional capacity purchases and expenses. You no longer need to build capacity for peaks or spikes in fax traffic, OpenText Fax Cloud Connect will scale as your business requires, providing the flexible capacity where and when you need it.

Because OpenText Fax Cloud Connect provides instant and unlimited scalability, its network provides a "never busy infrastructure." You will never miss an inbound fax due to inbound busy signals.[3] If your OpenText Fax server is unavailable for any reason, OpenText Fax Cloud Connect will hold and queue inbound faxes until the server is available for fax delivery.

2 In countries where number porting is possible.

3 With other cloud fax services, if OpenText Fax is unavailable for any reason, inbound faxes will receive a busy signal.

Business continuity

Many organizations implement extra OpenText Fax servers for high availability, disaster recovery, and failover. These additional servers require redundant fax boards, channel licenses, and telephony connections. While OpenText Fax Cloud Connect does not replace the additional fax server for faxing operations, it does replace all these other redundant elements.

The OpenText network powering Cloud Fax Connect includes business continuity, high availability, disaster recovery, and built-in redundancy for the off-site components of hybrid deployments. Multiple data centers around the globe provide automatic failover to secondary centers in the event of planned upgrades, unplanned outages, or if the primary network becomes unavailable.

Security and compliance

OpenText protects customers' fax data in a fully secure computing environment that uses best-in-class security policies and procedures. Multiple security measures are deployed for ultimate protection in multiple layers, ensuring your fax content remains private, compliant with privacy regulations, and secure.

Secure connectivity protocols

The OpenText cloud fax network uses connectivity protocols that keep customers aligned with regulatory compliance mandates. Two secure connectivity protocols are particularly critical for helping meet best-in-class certifications:

- **Secured web connections**
  OpenText supports a variety of protocols for the secure transmission of fax data, such as TLS and HTTPS.

- **Virtual private networks (VPN)**
  OpenText enables fax transmission across both shared and public networks as if they were directly connected to a private network with its associated functionality, security, and management policies.

SOC 2, Type II Security, and compliance

Secure connectivity protocols are behind the OpenText commitment to help cloud fax customers achieve best-in-class security certifications for driving compliance.

The Service Organization Control (SOC), SOC 2, Type II) is recognized worldwide as one of the strictest audit standards for service providers. SOC2 allows the audited organization to demonstrate that it meets and exceeds the industry's accepted standards governing controls and protection of all hosted and processed data on behalf of clients. SOC 2, Type II reporting is geared toward controls at service organizations relevant to five Trust Service Principals (TSP): security, availability, processing integrity, confidentiality, and privacy.

In addition, OpenText maintains multiple layers of hardware and logical access controls to protect the confidentiality and integrity of customers' data. Extra layers of fax data transmission protection help ensure information is delivered to the intended recipient in tamper-resistant formats that shield from corruption.

Compliance

Cloud fax transmissions with OpenText Cloud Fax Connect strictly adhere to the following compliance standards:

- **HIPAA**
  OpenText maintains a comprehensive HIPAA Compliance Program to meet HIPAA/HITECH requirements. OpenText can enter into a Business Associates Agreement (BAA) as required by the HIPAA privacy law.

- **PCI DSS Level 1 compliance**
  Major payment card companies developed this set of data protection mandates that are imposed on businesses that store, process or transmit payment card data.

- **SOC 2 Type II**
  As defined above, this security protocol is recognized worldwide as one of the strictest audit standards for service providers.

End-to-end visibility and support

OpenText Fax with OpenText Cloud Fax Connect is the only hybrid solution that provides guaranteed end-to-end visibility and support for both the fax server and the fax transmission.

End-to-end visibility

In a traditional on-premises telephony OpenText Fax deployment when an outbound fax transmission fails, administrators must troubleshoot multiple points to investigate whether OpenText Fax, equipment, or the telephony provider caused the failure.

With a hybrid installation, the fax operation and transmission are both powered by OpenText, with purpose-built integrations between OpenText Fax and OpenText Fax Cloud Connect. Each fax transmission is given a unique Job ID so OpenText can track it through the entire journey and pinpoint the point of failure.

End-to-end support

Whether it's a question about faxing operations or fax transmissions, OpenText provides a single point of contact to handle all of your needs. The company has made significant investments in its fax-focused Customer Excellence team to provide the best support.

Simplify your fax environment and reduce costs

When looking for ways to simplify your OpenText Fax environment, look no further than a hybrid solution with OpenText Fax Cloud Connect.

When evaluating a total cost of ownership of an on-premises OpenText Fax deployment vs. a hybrid deployment with OpenText Fax Cloud Connect, be sure to include not only the savings in hardware, software, and maintenance fees, but also savings in time and resources that can be diverted to working on other key initiatives within your organization. Use the below chart to help you find all the avenues for savings.

Main header	Main header
How much does your on-site telephony infrastructure for fax cost you?	• Cost of analog lines • Cost of T1/E1/J1 • Cost of PRI/BRI • Cost of telephony for redundant OpenText Fax servers • Time and resources spent connecting, troubleshooting, maintaining, and managing telephony connections
Are FoIP connections causing heartburn and added expense?	• FoIP environments are complex and more difficult to manage • FoIP introduces multiple points of potential failure, which are difficult to identify • FoIP is subject to latency, packet loss, jitter, and delays • Cost of FoIP infrastructure • Cost of gateways
How much could you save by eliminating fax boards, fax channels, and fax gateways?	• Get rid of fax boards, channels, and gateways for both primary and redundant OpenText Fax servers • Eliminate the cost of annual maintenance fees for licensed channels and gateways • Eliminate future purchases of fax boards and channels for additional capacity requirements
Would you like to eliminate the expense of long distance charges and the hassle of DID management and new fax number provisioning?	• Remove all long distance fax call charges • Eliminate DID management and new number provisioning when new fax numbers are needed
Would you like to never worry about capacity planning or constraints again?	• Eliminate all capacity monitoring and planning • Never miss an inbound fax due to busy signals, even if your OpenText Fax server is unavailable • End idle capacity during off-peak fax times
Would you like built-in redundancy, high availability, and automatic failover for fax transmissions?	• Remove the cost and complexity of all redundant telephony connections built for fax transmission business continuity
Looking for the best security and compliance in the cloud fax industry?	• OpenText has more than 30 years of experience with cloud fax services • OpenText Cloud Fax Network is built on the strictest security standards and protocols to protect fax transmissions • OpenText procedures enable you to comply with the strictest compliance regulations

Resources

[OpenText Fax Cloud Connect ›](#)

[Why now is the time to move to a modern fax solution ›](#)

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