

WHITE PAPER

Sharpening your competitive advantage with digital fax managed services

Combining the technology and integrations you need with experts to implement, manage, and monitor your infrastructure.



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Realizing the full benefits of today's global marketplace demands flexibility, responsiveness, and innovation. However, most organizations struggle to achieve the core technical infrastructure, operational expertise, and foresight necessary to truly maximize their fax-dependent workflow potential. As a result, many are turning to fax as a managed service to attain their process automation goals.

Executive summary

Leveraging recent market research from IDC, this white paper explores the ongoing importance of fax technology and uncovers how digital fax as a managed service can improve the capabilities of your business.

Faxing continues to be a critical part of daily business processes for organizations in many industries. Organizations turn to digital fax technology to improve processes and fax-dependent workflows, increase communication speed, decrease compliance risk, and improve process automation. Unfortunately, many struggle to keep pace with changing workflows and business requirements, integrations, and technologies. They also suffer from a lack of internal technical expertise.

Digital fax as a managed service simplifies faxing by deploying external resources to manage your fax network on your behalf. This empowers your organization with the expertise to focus on what it does best, while eliminating onsite hardware and software complexities as well as other resource drains.

Managed services help your business benefit from enhanced agility, increased speed, and improved scalability to meet business goals—ultimately ensuring that the benefits reach your bottom line. When choosing digital fax technology, you must consider not just the technology offered by managed services providers, but also the process and people capabilities from the right partner.



Digital fax: Enabling modernization and digitization strategies

Not so long ago, suggesting that fax technology was pivotal to digital transformation would appear to be a contradiction in terms. Yet, fax has evolved to meet the modern requirements of the digital world. The technology has transitioned from paper-based, standalone fax machines to digital fax servers and cloud-based fax services—gaining an arsenal of new capabilities in the process. In addition to maintaining its unrivalled security, traceability, and auditability, digital fax has added automation and integration capabilities with enterprise applications to enable completely digital workflows.

Many business processes are both document-centric and fax-dependent—especially when dealing with customers, suppliers, and other partners. Next-generation digital fax solutions deliver the automation and integration capabilities necessary to create end-to-end digital workflows.

In its recent report **Fax Market Pulse: Trends, Growth and Opportunities**, IDC analysts state:

“Digital fax technology will play a role in transforming an organization’s document-centric business workflows by integrating with the document-intensive workflow automation ecosystem, enabling new connections, streamlining secure communications between stakeholders, and contributing to overall digital transformation initiatives.”

Using industry research, this white paper will walk you through why fax remains relevant, and indeed, essential in the digital age. It will also explain the benefits of digital fax as a managed service to organizations looking to digitally transform their document communications without putting strain on IT resources.

Building block 1: Understanding the continued importance of fax

Despite the long-standing, popular opinion that fax is an outdated technology, an IDC report states that the opposite is true. Not only is fax thriving around the globe, but nearly half of all surveyed organizations said their fax volumes are growing with year-over-year fax volume average growth of 27 percent. Additionally, a quarter of those organizations reported fax volume growth rates between 50 and 74 percent!

There are several key factors driving the use of fax technology within organizations. As fax volumes grow, it’s particularly important for organizations to understand how and why fax is used, so that strategies can be deployed to support a growing dependence. The key reason for fax usage is to ensure secure information exchange with customers and suppliers globally. Fax continues to be used despite alternatives for several key reasons:

Fax supports enterprise security and compliance requirements

Fax offers proven, secure document transmission that also includes essential transmission tracking, resulting in a high level of confidence that a document is sent and received with an auditable trail. Faxed documents are often legally binding, and fax supports compliance with industry regulations (e.g., HIPAA, FERPA, and SOX).

Fax is an integral component of business workflows

Customers and suppliers continue to use fax, which means your organization must too, in order to keep communicating with them. Because the source or destination of fax content is often linked to back-end systems—such as SAP®, Oracle, electronic medical records, CRM, or document management systems—digital fax solutions are frequently augmented with integrations to such solutions.

Fax technology is evolving, making it easier to use

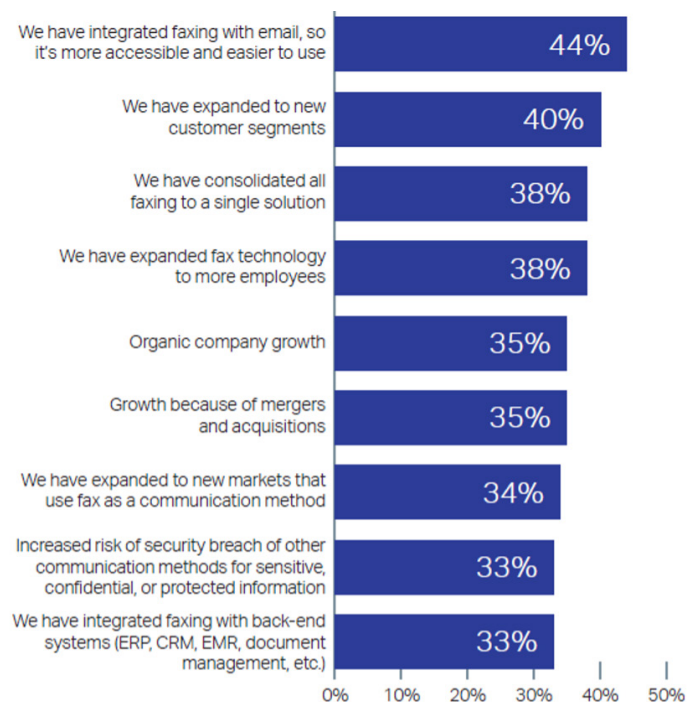
With options such as fax managed services, onsite fax servers, and cloud-based fax services, fax technology has evolved into an effective digital solution that is accessible across the entire organization. Digital fax integrates with email and desktop solutions, making it easier for users to send and receive without leaving their desk.

Building block 2: Understanding how fax volume growth impacts business

But why are fax volumes growing? The capabilities of digital fax are key to its continued usage, but it's the ability to deliver on business objectives is what respondents to the IDC survey cited as the reason for growth in fax volumes. New customers and new market expansion are key reasons for growth, which, in turn, leads to organizations' internal fax expansion. The ability to respond quickly and effortlessly to these business opportunities is critical to success.

Top reasons for fax volume growth

Q. Why have fax volumes increased?



n=85
Source: IDC Fax Survey, February 2017

Needing to respond effectively to customer and employee needs, gaps in internal expertise, and major business events—such as merger and acquisition activity, system consolidations, and back-end integrations—requires careful consideration of how best to implement (or update) digital fax. How can organizations create a secure and scalable digital fax infrastructure with limited internal resources?

This assessment should be approached with the goal of simplifying and enhancing digital faxing operations to rapidly respond to new business opportunities and workflow requirements. The challenge becomes aligning the right resources—internal and external—to gain the agility required to propel business objectives.

“Any disruption to fax use within fax-dependent, business-critical workflows could have detrimental outcomes for a process that could ultimately impact a business’ bottom line.”

Holly Muscolino, IDC Analyst

Building block 3: Understanding how digital fax solutions propel business objectives

Many organizations start their journey to a digital fax solution to:

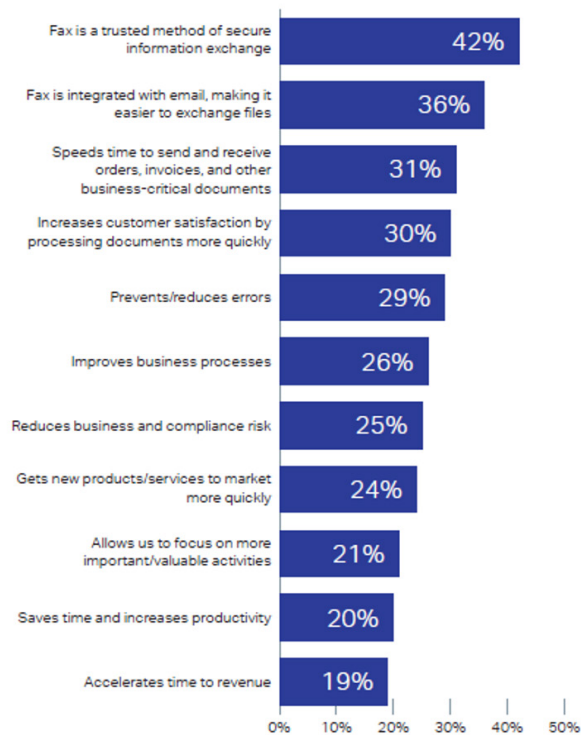
- **Improve productivity/efficiency** of users by integrating digital fax with email, desktop applications, web-based applications, MFP devices, and other sources
- **Reduce costs** by eliminating/reducing manual processes with paper-based and inefficient faxing methods; eliminating some or all of the on-premises infrastructure, management, and maintenance; reducing paper, phone lines, and modems; eliminating standalone fax machines and related phone lines, supplies, and maintenance
- **Improve TCO** by consolidating all faxing into a single, centralized fax solution, eliminating redundancies to improve ROI and IT resource efficiency

However, as organizations optimize these solutions, they benefit from larger total business improvements. Optimized digital fax solutions:

- **Increase the security and compliance** of information exchange to decrease breach risks and associated fines. In IDC research, 42 percent of respondents indicated that the biggest benefit of fax is the security it provides as a trusted method of information exchange.
- **Decrease time to revenue, shortening business cycles** with improved throughput and faster business processes. Digital fax achieves this by integrating with enterprise apps and automating paper-based, manual fax processes and dependent workflows. 31 percent of IDC research respondents state that digital fax solutions speed exchanging content, impacting the bottom line.
- **Improve customer satisfaction** through consistent, reliable communications which are more efficient and faster to transact. 30 percent of IDC research respondents noted that processing documents faster provides higher levels of customer satisfaction.
- **Support digital transformation and modernization strategies** that impact process automation by improving business processes (26 percent of IDC research respondents) and supporting corporate initiatives.
- **Expand more quickly to new markets and customer segments** with scalable solutions to meet the needs of organizations’ growth and expansion.

Top benefits of fax usage

Q. What are the top benefits your organization obtains when using fax?



n=200
Source: IDC's Fax Survey, February 2017

These benefits offer a compelling argument for digitally transforming fax infrastructure. However, there is a catch. Establishing complex digital fax implementations that ensure compliance, enable integrations, and support business processes requires continuous investment. Not every organization has the resources to stay on top of specialized technology and employ skilled internal staff to implement, monitor, and troubleshoot. Fortunately, there's a solution: managed services.



What are digital fax managed services?

Digital fax managed services empower your organization to free up internal resources to focus on core business objectives. These deployments combine the fax technology and integrations you need with experts to implement, manage, and monitor your infrastructure. Doing so empowers your organization to reach business automation goals, improve customer satisfaction, and support digital transformation and modernization strategies without having to take on additional management obligations.

An effective digital fax managed services solution should provide:

- **People:** skilled people with both technical and business expertise who can support and deliver a program that meets your current and future business objectives. This includes:
 - Experienced project managers dedicated to your digital fax program
 - Digital fax technology and standards experts
 - 24/7 support
- **Processes:** best-practice processes for implementing or extending the use of digital fax in your organization, managing your fax solution on an ongoing basis, and quickly meeting new business requirements. These should include:
 - Enterprise fax and integration expertise
 - Rapid solution implementation and short time-to-value
 - Systems and program management to perform all day-to-day management of your faxing infrastructure, including systems-health monitoring, data backup, network management, systems administration, database management, and application support
- **Technology:** the comprehensive infrastructure needed to exchange secure fax communications with business partners, customers, and suppliers. It should take into account the multiplicity of integrations and provide visibility into transactions and processes. This infrastructure should include:
 - Global datacenters and infrastructure to support the demands of your business
 - Reliable and secure fax transmission, with unlimited capacity to meet the volume requirements of your business
 - Enterprise application integrations expertise to ensure you meet the budget and time-frame requirements of your fax automation projects

Building the business case for digital fax managed services

Organizations understand the mission-critical nature of their fax solution to enable effective business operations and drive business growth. As fax volumes grow, so does the cost and complexity of managing that infrastructure. Businesses report that 'if fax stops, so does our business,' so fax performance and availability become front and center for security and business continuity. The larger the impact on the overall business, the more critical the right solution and deployment model become.

Digital fax managed services simplify faxing by combining the most comprehensive digital fax technology with the best partner for managing your fax network on your behalf. They provide a low risk, high reward means to offload the complexity and management of a fax network implementation to a trusted technology partner.

Digital fax managed services enhance agility by:

Shielding you from complexity

The technical infrastructure of your deployment will change on a regular basis as standards constantly evolve, new integrations require a refresh of technology to meet new business requirements, your business wins new customers, and you work with new suppliers. Managed services insulate your company from ongoing technical complexity by placing the responsibility for supporting standards and translating between them in the hands of your managed services provider.

Enhancing the agility of your resources

Managed services give you a competitive advantage by enabling your company to focus on what it does best—without the distraction of supporting a complex fax server infrastructure of integrations and connectivity. It provides technical and support solutions designed to help you securely and quickly scale to meet your growing business needs.

Increasing customer satisfaction through faster business process and workflow automation

Tighter integrations with enterprise applications and back-end systems provide increased throughput and workflow automation capabilities. By improving efficiency and the rate of secure information exchange, you can increase how quickly you react to customer needs. This improves customer satisfaction by allowing you to act on opportunities faster and support accelerated growth.

Supporting digital transformation and modernization initiatives

Transforming document-intensive workflows, especially those related to interactions with customers and other stakeholders, offers the opportunity to drive competitive differentiation and bottom-line results. Digital fax technology plays a pivotal role in modernizing and transforming document-intensive workflows by eliminating inefficiencies and error-prone processes, while improving the security of communications to decrease risk.

Increasing resilience and visibility

By centralizing and consolidating all faxing with digital fax managed services, you're backed by a global infrastructure and can gain greater visibility across all faxing operations for end users, enterprise applications, and workflows—plus the right technology, people, and processes to future-proof your digital faxing needs.

Learn more

[OpenText™ RightFax™
Managed Services »](#)

[Managed Fax Services
Explainer Video »](#)

Summary

Fax technology is core to many document-centric business processes and has evolved to take its place in the digital world. The result, according to IDC, is that fax volumes are growing, and more and more companies are moving toward a digital fax infrastructure. This gives organizations in industries such as manufacturing, financial services, healthcare, and legal the opportunity to reassess how they provide the fax services their business requires. Managed services for digital fax have evolved to remove the cost and complexity from digital fax implementations, while increasing the capabilities, security, and responsiveness within the solution.

Digital fax managed services:

- Combine technology, process, and people to deliver robust digital fax solutions
- Tackle the issues that prevent companies from achieving the benefits of process automation and efficiency, such as constantly evolving technology and standards, lack of resources, and integration expertise
- Deliver enhanced agility by shielding you from complexity and extending the capabilities of your IT department
- Increase speed by delivering rapid implementation and supporting accelerated growth
- Reduce investment risk and provide better futureproofing of your digital fax solution
- Should be provided by a provider who has:
 - The right people—with expertise in implementation, upgrades, integrations, and fax technology
 - The right processes—full program management, ongoing monitoring and reporting, and flexibility
 - The right technology—a global infrastructure, comprehensive integration capabilities, and the ability to improve automation efficiency in the process

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