

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 overabundance 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 ubiquitous nature makes it an essential enterprise messaging function; it remains a significant mode of transacting business. However the productivity drains and high costs associated with using standalone fax machines have become detrimental to the bottom line. Employees are wasting valuable time performing the steps necessary to send a fax. They have to print a document, walk to the fax machine and load that document into the machine before dialing the number, hitting send and waiting for a confirmation. In addition, the cost of toner, paper and other supplies necessary to keep these fleets of fax machines operating is steadily ticking up.

The traditional way enterprises dealt with this problem was to build 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.

Now enterprises are taking another step and investigating cloud-based fax services; cloud fax services offer the same core capabilities as on-premises fax implementations, making them a sensible alternative. As a result multitudes of cloud fax service providers have come to the forefront offering 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 whitepaper helps make the determination by investigating the critical elements of OpenText's cloud fax network including:

- Sophisticated Architecture and Performance
- Business Continuity/Disaster Recovery (BCDR)
- Security and Compliance
- Features and Capabilities
- Administrative Features
- Global Support
- Proven Experience

Sophisticated Architecture and Performance

In order 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 Cloud Fax Services take pride in the reliability of our enterprise-level fax transmissions. We possess the industry's most sophisticated global cloud fax network, with multiple data centers featuring automated failover and two Network Operation Centers (NOC) with failover capabilities as well.

Our data centers connect to more than one telephone carrier in case of failure at the original carrier; this capability is known as carrier diversity. The notion of carrier diversity is what makes OpenText Cloud Fax Services "carrier grade"; this "carrier grade" status is based on our architecture's ability to support global, scalable enterprise-class fax operations thanks to the following features:

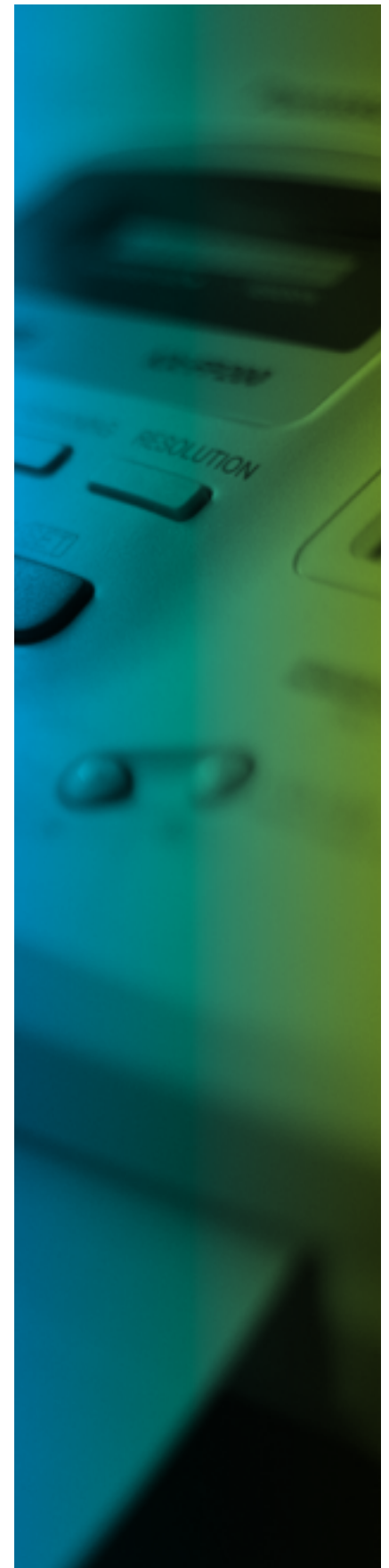
- platform agnosticism; our services easily integrate with desktop and/or mobile solutions
- 14 data centers and 20 co-locations totaling in 34 points of presence
- service uptime no less than 99.5%
- 24 x 7 network operations center monitoring
- "never-busy" fax network to ensure inbound deliverability
- Service Level Agreements (SLAs) that guarantee specific network performance requirements

Business Continuity and Disaster Recovery (BCDR)

OpenText Cloud Fax Services understand global enterprises can't afford unexpected interruptions in operations, whatever they may be. Today's business climate operates at such a pace that any sign of disruption could lead to slow business cycles which in turn lead to poor customer service and a damaged brand reputation.

OpenText Cloud Fax Services understands your global enterprise must remain operational at all times. We offer disaster recovery that ensures the continuity of your business-critical fax functions, particularly in the event of a catastrophe. Our "carrier grade" network utilizes the following to support BCDR:

- **documented BCDR plans**—100% dedicated Disaster Recovery (DR) policies featuring the ability to immediately add capacity if disruptions in fax transmissions occur
- **proven BCDR scenarios**—case studies showcasing our successful track record in handling various disaster recovery strategies and scenarios with regards to prevention, response, and recovery
- **on-going 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. An enterprise's document routing and management functions, such as fax, are subject to a multitude of security and compliance that, if not adhered to, can result in civil and criminal penalties. In these instances, the damage goes further than monetary penalties; simply being an enterprise associated with a compliance breach can severely damage an organization's reputation.

OpenText Cloud Fax Services' network helps enterprises drive security, privacy, and confidentiality; our network is protected by best-in-class security policies and procedures including:

- **password management and rotation**—rules designed to enhance computer security by encouraging users to employ strong passwords and use them properly
- **logical access controls**—policies that enforce access control measures for our systems, processes, and information
- **physical security**—our hardened data centers feature advanced physical security at each location
- **on-going network monitoring**—the process of consistently identifying, and ideally predicting, suspicious network activity
- **acceptable business use policies**—rules users must agree to in order to access our network
- **change management**—stabilizes business functions by requiring support personnel to document and coordinate proposed changes to our underlying systems

Secure connectivity protocols are also of critical importance for protecting our customers' fax data, particularly in transit. OpenText Cloud Fax Services offer the following:

- **secured web connections**—we support a variety of protocols for the secure transmission of fax data such as TLS, SSL, and HTTPS
- **virtual private networks**—our fax services enable the sending and receiving of faxes across shared or public networks as if it were directly connected to the private network, all while benefiting from the functionality, security, and management policies of a virtual private network.

Through these secured connections, we're able to help our customers meet best-in-class security certifications such as:

- **SOC2**—promises to our customers that the systems we use are highly capable of protecting their fax data; SOC2 certifications consist of security, availability, process integrity, privacy, and confidentiality audits
- **SSAE-16**—guarantees process integrity with regards to the controls OpenText has in place to protect and manage customer data according to the latest compliance mandates
- **PCI DSS**—requires that all fax data passing through our network containing payment card information adheres to a strict set of security policies established by the payment card industry

The procedures mentioned above are all designed to drive compliance with the most relevant document management and record keeping mandates in place today, including Sarbanes Oxley (SOX), Health Insurance Portability and Accountability Act (HIPAA), and Gramm-Leach-Bliley Act (GLB). Added features such as employee background checks and authorized Business Associate Agreements are designed to help OpenText customers meet their strict data protection requirements. Even to the point of us contractually agreeing to share liability for breaches occurring within our system.

Fax Features/Capabilities

The hallmark of OpenText Cloud Fax Services is efficient, secure desktop fax transmissions. Dubbed Fax2Mail, the leading desktop fax product from OpenText leverages cloud technology, enabling users to send and receive electronic faxes via:

- existing email systems
- desktop computer applications
- back-office systems
- multi-function devices (MFDs)
- terminal systems that can only print

In addition, Fax2Mail provides an intuitive web interface for the management of fax documents. Users can send faxes, monitor and search sent and received faxes, or schedule deliveries for the future. Users are also able to import, store, retrieve, and edit recipient lists.

OpenText Cloud Fax Services also support production faxing, which is the automated distribution of high-volume, unique fax documents from backend office systems and applications. OpenText Production Messaging is a service that automates the delivery of high volume outbound transactions, such as the following, for delivery as fax, email, SMS or EDI:

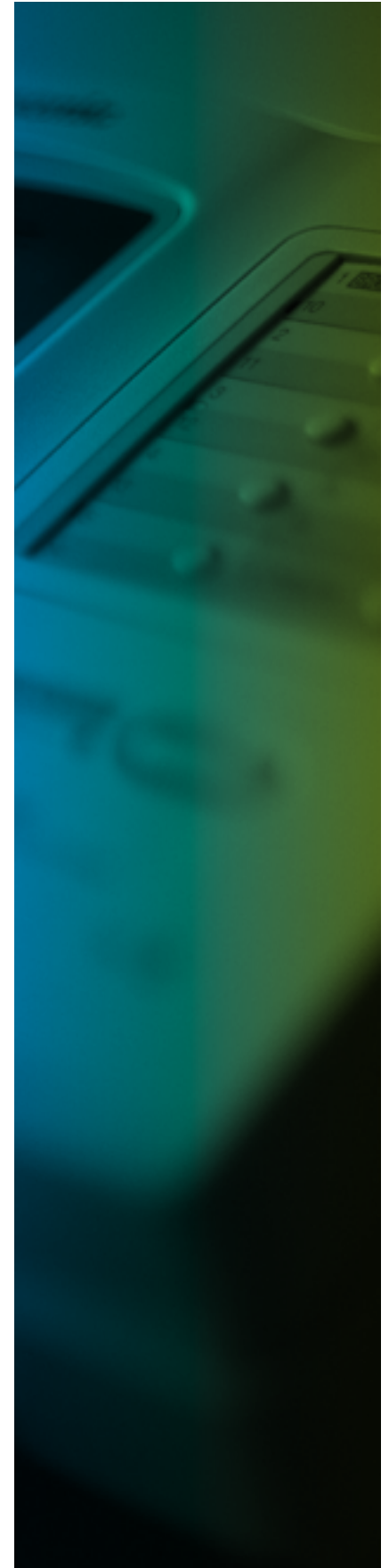
- MRP/ERP
- host
- legacy applications

Because OpenText Cloud Fax Services can extend to all parts of the enterprise, we're able to generate touch points across organizations in order 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:

- **Document Capture and Management (DCM)**—automatically identifies, extracts, and converts inbound fax documents to data with a high level of accuracy
- **Workflow Services**—automates the delivery of fax data into a business processes; workflow is streamlined via integrations such as Web Services, SMTP, sFTP, MQ or other preferred customer methods

Finally, in today's fast paced, mobile world enterprise employees are required to conduct business "on the go." Enterprises can no longer afford to wait until employees are "back in the office" to transact business, including business that is conducted via fax. To support the behavior of the contemporary worker, OpenText Cloud Fax Services has options that expand the distribution and management of fax communications such as:

- SMS (text)
- voice
- email
- secure email
- secure file transfer



Administrative Features/ Capabilities

OpenText Cloud Fax Services offers a variety of administrative features designed to provide best-in-class enterprise fax management capabilities that are usually implemented in hours or days. Upon confirming the specific feature requirements of your fax implementation, our professional services team commits themselves to efficient implementation according to your business rules. The professional services team usually consists of:

- **Project Manager**—serves as single point of contact for all communications
- **Development/QA Testing**—develops and tests solutions according to customer requirements
- **Sales Engineering**—provides technical consultation for solution implementation
- **Account Management**—partners with customers on billing and contractual issues
- **Customer Support**—responds to any user-related issues
- **Provisioning**—manages account and user creation
- **Telecom**—manages number porting

Upon implementation, administrators can log on to our secure web portal, giving them the ability to perform the following:

- modify user profiles, i.e. specifically, add, change, or delete users as necessary
- turn various service features on and off
- track the overall success of fax message delivery
- increase or decrease the amount of time users can access archived faxes
- establish detail reports on fax transmissions from the company down to the user level
- reallocate IT costs to specific departments or groups, as opposed to allocating them to your entire IT department

In addition, OpenText Cloud Fax Services understands how important it is for you to maintain your phone numbers for service continuity. We can port over your existing phone number to avoid disruptions and, most importantly, confusion with customers and stakeholders. The requirements for porting existing fax numbers are:

- port forms and customer service records from existing carrier
- type and amount of numbers being ported

Ultimately, these factors determine how long the porting process takes; on average, number porting can require 15 to 45 business days. In the event you need inbound numbers in multiple geographies, we offer local numbers in 50 countries and toll-free numbers in 76 countries globally. When adding new user numbers, administrators can self-provision them from our pool of phone numbers as well.

Global Support

According to a national survey commissioned by Rackspace Hosting, “By a three to one ratio (75% to 25%), the IT decision makers surveyed prefer a cloud provider with strong customer service and technical support even if that provider has higher prices. This view was consistent by IT decision makers regardless of organization size and type.”¹ For enterprises requiring “around the clock” customer service and technical support, OpenText Cloud Fax Services has dedicated account teams with escalation programs, live support 24/7/365 and a wealth of experience and knowledge to address our customers’ concerns and questions. We provide the enterprise IT organization one central resource for all global support and functions, consisting of the following:

- network monitoring
- setup and configuration
- usage training
- notification
- case tracking
- prioritization
- self-service

Business Strength

OpenText Cloud Fax Services has a long-standing history of superior levels of service and support while operating as a very successful global business. Our experience transacting fax communications for enterprises on a worldwide scale spans over 25 years thanks to the following strengths and attributes customers have come to expect from OpenText Cloud Fax Services:

- publically traded company with global footprint
- clients comprised of 70% of the Fortune 500
- over \$350 million invested in our network and platform infrastructure
- 99.5% plus network uptime
- over 21 thousand customers served, 24/7/365
- over 2 million end users
- over 2 billion fax transactions per year

¹Source: Rackspace Hosting commissioned McGloughlin & Associates to conduct an IT Survey in 2012. Please see <http://www.rackspace.com/blog/newsarticles/nine-in-ten-it-decision-makers-in-national-survey-have-positive-view-of-cloud-computing/>



Summary

Not all cloud fax service providers are the same. While many exist, most lack the technology, infrastructure, and experience necessary to support comprehensive enterprise-class faxing. OpenText Cloud Fax Services' solutions operate on global scale and are proven in their ability to meet strict standards of system performance, integrations, and network resilience. OpenText Cloud Fax Services has built in real-time redundancy and failover, as well as a global network of geographically diverse datacenters with scalability potential.

Also, our services include a wide range of features and capabilities that address the entire business enterprise: back office systems, desktop users, and faxing from devices. Our integration capabilities span technologies and platforms and have unique abilities to parse and format data from a variety of sources. Finally, we maintain a comprehensive information security policy with technical and administrative controls in place to protect customer data and critical infrastructure in the interest of maintaining regulatory compliance.

OpenText Cloud Fax Services' sophisticated network, professional service and support are at the heart of our market-leading position in the enterprise-class fax communications sector. For over 25 years, we've provided benchmark cost savings, levels of administration, support, data security, scalability, and redundancy to the most reputable brands in the world. They understand choosing OpenText Cloud Fax Services, particularly in today's economic climate, reduces costs and enhances employee productivity without sacrificing quality of service for customers.

About Open Text Cloud Fax Services

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

About OpenText

OpenText provides Enterprise Information Management software that enables companies of all sizes and industries to manage, secure, and leverage their unstructured business information, either in their data center or in the cloud. Over 50,000 companies already use OpenText solutions to unleash the power of their information. To learn more about OpenText (NASDAQ: OTEX; TSX: OTC), please visit www.opentext.com.

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