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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 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, many 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 white 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 takes pride in the reliability of its enterprise-grade cloud fax network. It possesses the industry's most sophisticated global network, with multiple data centers featuring automated failover and four network operation centers (NOC) with globally diverse failover capabilities as well.

OpenText data centers connect to multiple telephone carriers in case of failure at the carrier level; 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 its architecture's ability to support global, scalable enterprise-class fax operations thanks to the following features:

- Platform agnosticism; OpenText services easily integrate with desktop and/or mobile solutions
- Five data centers and nine points of presence
- Service availability of 99.95%
- Network operations center monitoring 24×7
- "Never-busy" fax network to ensure inbound deliverability with no busy signals
- Service level agreements (SLAs) that guarantee specific network performance requirements

Business continuity and disaster recovery

We at OpenText 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 that in turn lead to poor customer service and a damaged brand reputation.

At OpenText, we understand that 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 uses the following to support business continuity and disaster recovery (BCDR):

- **Documented BCDR plans:** One hundred-percent dedicated disaster recovery (DR) policies featuring failover if disruptions in fax transmissions occur
- **Proven BCDR scenarios:** Successful track record in handling various disaster recovery strategies and scenarios with regards to prevention, response, and recovery
- **Ongoing 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 requirements 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.

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OpenText Cloud Fax Services' network helps enterprises drive security, privacy and confidentiality. The OpenText 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 use strong passwords and use them properly

- **Two-factor authentication:** Strengthens user login security by requiring two forms of authentication to authenticate a user.

- **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

- **Ongoing network monitoring:** The process of consistently identifying, and ideally predicting, suspicious network activity

- **Acceptable business use policies:** Rules that companies must agree to in order to access our network

- **Change management:** Business functions stabilized by requiring support personnel to document and coordinate proposed changes to our underlying systems. Review and approval procedures in place for every change prior to release implementation

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

- **Secured web connections:** Supports a variety of protocols for the secure transmission of fax data, such as TLS, SSL and HTTPS

- **Virtual private networks:** Enables 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 at OpenText help our customers meet best-in-class security certifications such as:

SOC2 assurances 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.

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Fax features/capabilities

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

- Existing email systems

- Desktop computer applications

- Mobile devices

- Multi-function devices (MFDs)

- Terminal systems that can only print

In addition, Fax2Mail provides an intuitive web interface for the administrative management of users and feature settings and reporting. Additionally, users can send and receive faxes within the web interface.

OpenText Cloud Fax Services also supports production faxing, which is the automated distribution of high-volume, unique fax documents from back-end office systems and applications. OpenText™ Production Messaging automates the delivery of high-volume outbound transactions for delivery as fax, email or SMS from systems such as:

- ERP/CRM

- Back-office systems

- Host

- Legacy applications

Because OpenText Cloud Fax Services can extend to all parts of the enterprise, OpenText can 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:

- **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 the format of your choice.

OpenText™ Fax2Mail™ Analytics

Fax2Mail Analytics provides access to both summarized and detailed information on the transaction and delivery of faxed messages, for both users and applications. Sophisticated data visualization tools allow users to instantly and easily assess the current state of, or up to one year of, detailed history for three key performance indicators: messaging volume, system performance, and message deliverability.

Available through OpenText™ MyPortal, Fax2Mail Analytics provides a quick-view dashboard that visually conveys the current day's performance in all three categories, plus the ability to view data in summary or down to the individual message. Users can also export data for further analysis.

Fax2Mail Analytics features include:

- **Dashboard:** Leverages embedded analytics technology and intelligence capabilities from OpenText™ Analytics, including the main dashboard page, which provides a simple and intuitive user interface with a quick-view summary and allows users to drill down into any one of the available reports

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

- **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 a variety of administrative features designed to provide best-in-class enterprise fax management capabilities, which 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 may consist of:

- **Project Manager:** Serves as single point of contact for all communications

- **Development/QA Testing:** Develops and tests custom solutions according to customer requirements

- **Sales Engineering:** Provides technical consultation for solution implementation

- **Account Management:** Partners with customers on administrative, billing and contractual issues

- **Customer Support:** Responds to any service-related issues

- **Provisioning:** Manages account and user creation

- **Telecom:** Manages number porting

Upon implementation, administrators can log on to our secure web portal, enabling them to:

- 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 and system performance with Fax2Mail Analytics

- 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 your entire IT department.

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 90-day historical data available for all message traffic. Users and administrators get greater visibility to traffic history and trends.

- Increased searchability with item-level queries to search by job type, job status, job number, date range, customer reference, item reference and billing code. Users can obtain instant message statuses up to the moment the query is executed, providing access to "live data" to view reports online or export in CSV format.

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- Accurate activity tracking with scheduled reports allowing administrators to set up recurring reports for delivery at the user level on daily, weekly or monthly usage.

In addition, we at OpenText understand how important it is for you to maintain your phone numbers for service continuity. We can port over your existing fax numbers to avoid disruptions and, most importantly, confusion for customers and stakeholders. 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.

Ultimately, the accuracy of your information determines how long the porting process takes; on average, number porting can require up to 45 business days. In the event you need inbound numbers in multiple geographies, we offer numbers in more than 50 countries.

When adding new user numbers, administrators can self-provision them from our pool of available phone numbers. You may provision and reserve numbers at any time ensuring availability for assignment to a user, within minutes, not days.

Global support

IT decision makers surveyed prefer a cloud provider with strong customer service and technical support, even if it comes at a slightly higher cost. IT decision makers consistently held this view, regardless of organization size and type." 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

OpenText is a global leader in Enterprise Information Management software and cloud services. Our products enable customers 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.

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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 operates on a global scale and are proven 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 data centers with scalability potential.

Also, OpenText 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 to protect customer data and critical infrastructure in the interest of maintaining regulatory compliance.

OpenText Cloud Fax Services' sophisticated network, professional services and support are at the heart of our market-leading position in the enterprise-class fax communications sector. For more than 30 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 OpenText Cloud Fax Services

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. 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, 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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