



DATASHEET

Top Reasons for Implementing VoIP Networks, according to CIOs

European enterprises:

- Cost savings
- Reliability
- Interoperability
- Compatibility
- Manageability

US and Canadian enterprises:

- Interoperability
- Compatibility
- Manageability
- Redundancy

Top Reasons to Implement a Fax over IP Solution, according to fax server users

More than 500 fax server users and potential users were surveyed on their IP fax needs and expectations.

- Total Cost of Ownership (TCO) savings due to network consolidation
- Ability to push consistent fax solution throughout the entire network including remote locations
- Improved IT management
- Device/application integration
- Toll bypass
- Better utilization of new IP equipment
- Eliminate the fax boards

—IP Solutions Research 2006, Phinney Bischoff

Faxing in an IP Environment

Captaris® Supports Fax over IP with Cisco Fax Server and Captaris RightFax® Electronic Document Delivery

WHY FAX OVER IP? WHY NOW?

By enabling users to send faxes over any IP-based network, Fax over IP is positioned to leverage infrastructure investments and reduce costs by consolidating and simplifying network and equipment management. The result is a centralized and standardized system for handling business processes, applications and communication.

Proven success within VoIP networks provide working knowledge of IP technology and interoperability as well as insight into why and how to implement IP solutions. Now, as Fax over IP technologies advance, organizations of all sizes can extend unified communication strategies and further leverage investments by consolidating a fax server system into their IP communications backbone.

IP communication technologies are reaching a tipping point. A survey of CIOs placed merging IT and voice functions as the third top priority for 2007. Davidson Consulting estimates Fax over IP sales will grow by a 50 percent Compound Annual Growth Rate (CAGR) to \$245 million in 2010.¹ Several business trends are driving this growth, including decreasing costs for IP networks, an increasingly mobile workforce and a focus on a reliable, interoperable and streamlined communication.

WHERE DOES FAX OVER IP FIT WITHIN VOIP NETWORKS?

IP faxing bridges data and voice networks. Organizations using a Cisco VoIP environment have experienced the benefits of moving from a circuit-switched voice infrastructure to a VoIP infrastructure. The adoption of fax in a converged IP environment can eliminate or reduce analog and ISDN lines, leading to additional cost savings. An effective Fax over IP solution that integrates with IP network gateways or a unified communications environment will also speed return on investment in IP equipment and VoIP applications. In addition, “boardless” Fax over IP capabilities allow users to spend less time and money on hardware and related maintenance.

WHAT TYPE OF FAX SOLUTION MEETS THE CURRENT NEEDS?

When it comes to fax, the communication backbone used to transmit data is only part of the story. The network-based fax server application is the true engine behind enterprise-wide electronic document delivery. The fax server acts as a centralized hub for securely and cost-effectively exchanging all types of documents. It captures business documents from a variety of desktop or back-office applications and applies rules for processing, formatting, tracking and delivering them over a telephone system. A fax server is also often deployed in a distributed environment to provide efficient and reliable faxing services to remote locations such as branch offices, data centers and back-up sites.

But not all fax servers are created equal. Some new Fax over IP servers offer only the most basic fax features and are not able to meet the complex needs of today’s organizations who rely on compliant, secure and integrated faxing as part of their critical business processes.

Enterprise fax servers now support Fax over IP communications in much the same fashion as they support telephone-based systems. For organizations using or considering IP infrastructure, the role of the fax server is stronger than ever.

¹ Computer-Based Fax Markets, 2005-2010, Davidson Consulting

INTRODUCING RIGHTFAX FOR FAX OVER IP

RightFax is the leading fax server and document delivery software with a market share five times larger than its nearest North American competitor and 2.5 times larger than its nearest global competitor.² With more than 20 years experience and tens of thousands of customers across the globe, RightFax delivers outstanding value and performance for document-centric business applications.

WHY IS RIGHTFAX AN EFFECTIVE ON-RAMP TO FAX OVER IP?

Experience RightFax has been a network-based data application for many years, leveraging LAN/WAN Internet protocols to integrate with other business applications and support distributed deployments. Now with Fax over IP support, RightFax easily integrates this new method of transport to leverage a company's IP investments.

The best migration path forward The ROI proposition of a traditional PSTN-based fax server can be future-proofed against changing communication trends towards IP, with the potential of even further raising the ROI.

Flexibility RightFax offers a boardless, software Fax over IP solution but also supports fax boards, enabling users to choose the best fit for their operations. Fax over IP is supported for organizations that have invested in digital 1034 Cantata Brooktrout fax boards.

RightFax is also proven in hybrid environments for the many companies who are transitioning from traditional PSTN to VoIP and cannot switch over all at once. A RightFax solution can simultaneously manage Fax over IP and PSTN in a mixed-mode environment, as opposed to the all or nothing approach offered by Fax over IP-only solutions.

DOES RIGHTFAX SUPPORT INTEGRATION WITH COMMON APPLICATIONS?

In addition to its commitment and strategy for future development of fax technology, RightFax offers interoperability with Captaris document management and workflow solutions as well as leading business applications.

In fact, RightFax is the leader in enabling network fax solutions for MFPs. Using Captaris Fax over IP functionality, MFPs can connect fax calls directly into the VoIP network. Instead of maintaining separate fax lines connected to individual MFPs requiring fax modems, users apply RightFax integrations to MFPs with network connections. This capability further maximizes ROI and supports IP investments.

Captaris is a Microsoft® Gold Certified Partner and maintains a focus for development into new releases of the Microsoft platform. Its cooperative development and planning with Microsoft, Cisco and other technology partners keeps Captaris on the cutting edge of new technology.

HOW DOES RIGHTFAX INTEGRATE WITH CISCO?

Cisco resells the RightFax product line as the Cisco Fax Server. Captaris is the only fax server company that is certified and supported by Cisco as an OEM partner. Cisco Fax Server can be integrated with Cisco enterprise messaging applications such as Cisco Unified Communications Manager (formerly Cisco Unified CallManager) and Cisco Unity.

The Cisco Fax Server Fax over IP solution supports direct connection to Cisco gateways or routers and Cisco Unified Communications Manager via the T.38 real-time FoIP standard. The connection uses a minimal amount of server processing power and supports SIP, H.323 and MGCP protocols.

Cisco Fax Server currently supports Cisco IOS Gateway Series and Universal Gateway Series (those that are T.38 compliant) version 12.3 or later (SIP and H.323), as well as Cisco Unified Communications Manager as follows:

- For H.323: release 4.2.3 or later (within the 4.2.x product line)
- For SIP: release 5.0.4(a) or later (within the 5.0.x product line)

WHAT ARE THE ADVANTAGES OF THE CISCO FAX SERVER FOR FAX OVER IP?

Cisco Fax Server is the only Cisco-branded and supported fax server solution for Fax over IP. Cisco's customers and distributors can be assured of interoperability with other Cisco products and reliable support from one company.

Cisco Fax Server also provides considerable cost-savings over non-IP based systems:

- Easing deployment with an all-software fax server solution
- Unifying voice, fax and data communication onto a single IP network
- Eliminating fax machines and consumables by leveraging MFPs
- Centralizing and consolidating fax services to reduce remote administration costs

Cisco Fax Server eases administration of call traffic by combining voice and fax into a centralized dial plan within Cisco Unified Communications Manager. It is no longer necessary for users to manage separate call centers. Additionally, all call traffic is routed through the Cisco solution with support for multiple protocols (MGCP, H.323 and SIP). Finally, fax routing can be delivered based on measures within Cisco Unified Communications Manager such as time and other criteria.

² Computer-Based Fax Markets 2005-2010, Davidson Consulting

Cisco Fax Server offers additional improved network performance over existing options. A major drawback of current analog-based fax technology is poor call performance when converting analog fax calls from fax machines or MFPs into IP calls. An Analog Telephone Adaptor—a handset-to-Ethernet adaptor that turns traditional telephone and/or MFP devices into IP devices—generally returns mediocre call performance and successful transmission for only 70 percent of the calls. The Cisco Fax Server replaces the ATAs so all analog equipment can be connected and controlled via the IP network. This capability helps organizations optimize infrastructure and increase the ROI and functionality of MFPs.

Further benefits of the Cisco Fax Server are the same as the results typically experienced by the thousands of RightFax installations within all types of environments:

Efficiency Document delivery costs reduced by more than 50 percent by eliminating postal and other delivery service costs; new revenues captured by freeing up employees to focus on core business activities

Compliance Secure delivery safeguards information and provides an audit trail

Business continuity Reliable fax availability in a distributed environment:

- Shared services
- RightFax can be clustered in a Microsoft Windows Server cluster
- Redundancy option/backup

Scalability Additional fax servers can be deployed as company needs expand and production fax capabilities automate high-volume delivery of invoices, purchase orders and other documents from host, legacy, ECM and ERP systems.

FOR MORE INFORMATION

Captaris, Inc. is a leading provider of software products that automate business processes, manage documents electronically and provide efficient information delivery. The products of Captaris and its subsidiary Castelle, including Captaris RightFax, Captaris Workflow™, Captaris Alchemy® and the Castelle FaxPress line of products, are distributed through a global network of leading technology partners. We have customers in financial services, healthcare, government and many other industries, and our products are installed in all of the Fortune 100 and many Global 2000 companies. Headquartered in Bellevue, Washington, Captaris was founded in 1982 and is publicly traded on the NASDAQ Global Market under the symbol CAPA. For more information, please visit www.Captaris.com.

Cantata is continually adding IP PBX and T.38 Gateway interoperability. See www.cantata.com/interop/fax for the most updated list. Visit the Cisco Web site for more information about Cisco Fax Server at <http://www.cisco.com/en/US/products/ps6178>.

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