



SPECIAL BRIEF

Top Five Benefits of Integrating Network Fax with MFP's

How to Turn your MFP into a Secure and Efficient Document Delivery Hub

Anyone that has ever managed multiple printers, scanners, copiers and fax machines knows that consolidating these services on a Multifunction Product (MFP) can save valuable time, resources and office space. And anyone who has ever wasted time walking from one machine to another to print, scan, copy and fax documents knows that it is more efficient to use a centralized solution to develop, duplicate and distribute your business documents.

And the benefits do not have to stop there. Smart organizations are integrating electronic fax and document delivery software with their MFPs to further extend the cost, time and productivity savings of MFPs. These software solutions give organizations the flexibility to electronically deliver any document using a central fax server integrated on their network. They also integrate with MFPs to provide easy walk-up access to network faxing directly from the device and enable faxing directly from desktop, email and other business applications.

TOP FIVE BENEFITS OF AUTOMATING YOUR MFP'S FAX FEATURE

By offering robust and reliable electronic document delivery and receipt, electronic fax servers enable you to reduce the complexity of Business Information Delivery and further optimize your MFPs. This offers significant benefits:

Control Costs by Further Consolidation A single fax server can support many MFPs around your organization. This allows you to further consolidate resources and reduce costs by eliminating multiple stand-alone fax machines, modems, phone lines and associated supplies. Fax also offers an affordable and timely alternative to expensive and/or slow postal or express delivery services. Combine this with features such as least-cost routing and email or Internet delivery, which can dramatically reduce long-distance phone charges associated with faxing, and fax server software can have a significant impact on revenues and costs. In fact, organizations are known to reduce document delivery costs by more than fifty percent simply by adding electronic fax capabilities into their office environment.

Improve Productivity and Efficiency According to Maury Kauffman, of The Kauffman Group, a consulting firm specializing in fax server technology, if a 25-person organization manually faxes just 30 two-page documents daily, it's squandering 1,000 man-hours a year. "That equates to one employee spending six months each year printing documents and feeding fax machines," explains, Kauffman. However, by making it fast and easy to fax from MFPs and other applications employees use daily, you can free up employees for more value-added activities. This translates into sizable improvements in productivity, not to mention more timely communications with customers and suppliers.

Extend Infrastructure Investments By combining network faxing capabilities with MFPs you can maximize your document output devices and achieve higher utilization of network resources. An electronic fax server is a simple and effective way to optimize your existing IT infrastructure. Not only does it integrate with MFPs to extend their value, but it also integrates with email, document management, Enterprise Resource Planning (ERP), workflow and other applications to make a more efficient, connected work environment. Such extensibility results in a rapid payback on an affordable investment.

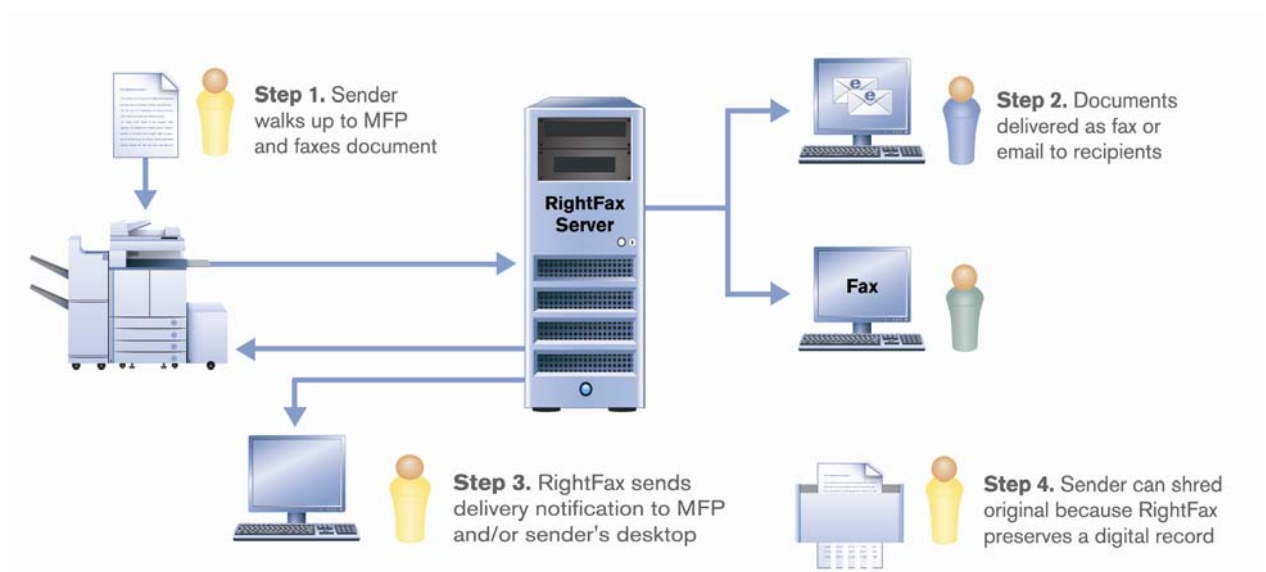
Safeguard Security and Corporate Compliance Sarbanes-Oxley (SOX), Health Insurance Portability and Accountability Act (HIPAA) and other regulations have made it more essential than ever to safeguard information security and accuracy. Using a fax server to send and receive documents is an easy way to support corporate compliance. It performs as a centralized hub on the network and electronically distributes information as tamper-resistant documents directly from MFPs and other business applications. A fax server also offers features that let you track fax history, assign access permissions, provide delivery confirmation, route incoming faxes automatically to recipients and more. These capabilities help increase accountability and provide the added layers of control and audit trail needed to help support compliance.

Easy deployment and management Deploying and managing multiple systems and complex integrations can be time-consuming and labor-intensive for Information Technology (IT) organizations. Fax server software simplifies administrative functions by centralizing document development, duplication and delivery functions on an integrated networked solution. As a result, administrators do not waste time dealing with multiple fax modems, phone lines, stand-alone fax machines and MFPs. Select fax server vendors also have tested integrations with leading MFPs to ensure reliability and easy deployment.

CUSTOMER STORY: NJ BANKERS VALUES FLEXIBILITY WITH RIGHTFAX AND THEIR MFPs

Based in Princeton, New Jersey Bankers Association (NJBankers) distributes publications, offers seminars and events along with other products and services to banks, affiliate member companies and more than 6,000 individuals within the New Jersey financial community. In an effort to reduce printing, paper, postage and labor costs, the association banks on the flexibility and reliability of Captaris RightFax to deliver communications.

Figure 1. An example of RightFax used to automate document delivery from an MFP



RightFax provides a dependable electronic fax solution that integrates with their MFPs, email, Customer Relationship Management (CRM) and other applications. This allows the association to leverage new technologies and streamline communications. "It's a connected story," said Tim Doherty, NJBankers director of communications. "Virtually everything in our office is integrated, except the coffeemaker!"

"We wouldn't be able to manage our workload without RightFax. We have completely revolutionized how we communicate with our constituents."

The staff uses RightFax to fax documents directly from Microsoft Word and other applications to handle paper documents easily with their MFPs. The device automatically sends paper faxes so users can return to their desks and track transmission via RightFax. NJ Bankers is extremely impressed with the reliability, efficiencies and cost-savings RightFax delivers. Doherty estimates a savings of as much as \$55,000 per month using RightFax rather than "snail mail" and cannot recall the fax server going down. Doherty describes return on investment with RightFax as immense. "The flexibility of RightFax has allowed us to complete other integrations that continue to pay off," says Doherty.

GET IT TOGETHER

Do you like the sound of automating faxing from your MFPs? It's easy with RightFax. RightFax provides reliable, robust and integrated document delivery from MFPs and other business applications. That's why RightFax is the market leader in electronic fax and document delivery. That's also why customers such as Tim Doherty of NJ Bankers count on RightFax. Want to know more about RightFax and how to further consolidate resources and reduce costs with MFPs from Canon, Hewlett-Packard, Sharp, Xerox and others? Visit http://www.captaris.com/rightfax_products/integrations/multifunction_products.html or call +1.520.320.7000.

ABOUT CAPTARIS, INC.

Captaris, Inc. is a leading provider of software products that automate business processes, manage documents electronically and provide efficient information delivery. Our product suite of Captaris RightFax, Captaris Workflow and Captaris Alchemy Document Management is 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 National Market under the symbol CAPA. For more information, please visit www.Captaris.com.



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