



*If your faxing is important to you, it's important to us.  
Let us help you do it faster and for less.*

## Fact Sheet



### Sound Familiar?

*Your users are demanding more efficient faxing. Some are still using fax machines.*

*You don't want to manage fax servers or lease multi-function-printers. Plus your budget has been cut and your IT people are busy on other projects.*

*We've heard it all before.*

*We help customers outsource their faxing, and we can help you.*

*We've been at it for over 20 years.*

973-409-4093

sales@DesktopFAXservice.com



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### **About desktopFAXservice.com**

**You rely on fax.**

**We know that.**

desktopFAXservice.com is a free fax migration service - we manage your enterprises' move to an outsourced faxing service at no charge to you.

Many organizations rely on faxing to meet their day to day communications needs. Unfortunately, many of them are still faxing the way they did 20 years ago.

An outsourced faxing service is the ideal replacement for fax machines and modems. It is also increasingly being used by companies that had installed fax servers and have since realized that it was not a best solution for them.

We work with you and your users to gather information on your faxing requirements, and then identify a "best of breed" outsourced faxing service that will meet your needs and expectations.

Additionally, we do online presentations to your remote users, explaining how an outsourced service works, and why it will work for them. If desired, we will arrange for an online introduction to the service.

You subscribe directly to the service, and are invoiced directly by them.

After you have set up the service, we continue to work with you and the service to assure that your faxing needs are met. If in the unlikely event a service issue comes up, we'll work with your users and the service until it is resolved.

*Your budget is tight. Our service is free.*

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**No one dials up  
to the Internet  
anymore.**

**Why are you still  
dialing up to  
fax?**

### **What is outsourced faxing?**

Instead of faxing from your own equipment and phone lines, outsourced desktop faxing enables you to email your documents to a *commercial grade*\*, low cost, high speed service that sends and receives the faxes for you.

It offers many of the same benefits you enjoy when you use a web hosting ISP instead of running your own web servers.

- Your faxing is done more reliably, faster and at a lower cost ... without the problems you have had in the past. Your customers don't get busy signals.
- Your employees don't waste time due to busy fax numbers.
- You have no long distance charges, telco charges, no headaches.

An outsourced service is platform independent and works with your existing software and environment (including PDAs).

It will even handle high volume application driven faxing solutions (XML, SMTP, etc.) too!

*\*Commercial grade services offer many features missing from consumer oriented services. A business should no more use a consumer oriented service than a professional photographer would use a disposable camera.*



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### **Why outsource?**

Think of it this way.

**Less time.**

Some days, you have customer meetings. Other days, you don't. Some have two people, some have two dozen.

**Less effort.**

If you have frequent luncheon meetings, you could maintain a kitchen and staff for those times when you feed a lot of employees and guests; or, you could order luncheon platters as needed from the local deli and pay only for the food you actually need.

**Less money.**

Similarly, instead of buying fax machines or costly servers built to handle the maximum anticipated traffic (and otherwise being a wasted resource when not used to full capacity), you can order out ("outsource") your faxing to a service with capacity that scales in real time based on your immediate need.

### **What is Involved?**

Not all that much.

**Don't worry  
about an added  
work load.**

After learning about your faxing requirements and environment, we identify a 'best of breed' outsource fax provider that meets all of your needs.

We'll get you their best pricing, take care of the "signup" for you and help you get setup (we make it easy and fast). We'll even assist you with the fax number porting if needed.

**There is none.**

Lastly, we'll arrange to get your users online and schedule an online service introduction for them if desired. That's about it.

Unfortunately, we can not help you figure out what to do with your saved money or time... you'll need to do that yourself.

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### **Typical Customers**

**You are a typical customer if you need to cut costs and fax more efficiently.**

Outsource faxing customers come in all sizes ... from "mom and pop" to global corporations, and government - from local to federal.

In some cases, they implement it for one department only, some in the corporate headquarters only, but most often, it is rolled out enterprise wide.

They outsourced because:

- they had too many faxing (or other) headaches
- they realized that fax machines are very expensive to use
- their network/OS upgrades required new costly fax server software
- their existing server started getting "flaky"
- their server license renewals were costly
- they were moving to application driven faxing (XML)
- customers complained about busy signals
- of wasted "water cooler" time after using the fax machine
- fax broadcasts were taking too long
- the office was moving to a paperless environment
- they needed to better control their fax costs

*If your organization sends/receives at least 1,000 fax pages per month, outsourced faxing will work for you.*

### **Implementing It**

**If you use email, you already have what you need to implement outsourced faxing.**

Implementing outsourced faxing is easy, fast, and headache free.

Once the service is turned on, you provide a listing of your users, and their existing fax numbers (note... if you need new fax numbers, you can select toll free or DID numbers in hundreds of US/Canadian cities and in many overseas locations).

We'll work with the telco to port over your existing fax numbers (if needed) and schedule an online welcome session for your users if desired.

If you are replacing a server with outsourced faxing, both can operate simultaneously during the transition without any problems.

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### **Cost Benefits**

**Today, you are  
spending  
between \$.21  
and \$3.00 per  
fax page.**

**Ask us how low  
it can go.**

Outsourcing your faxing lets you remain focused on your core business. Your people

- will no longer stand in line waiting to send to get a fax
- they won't spend time looking for a lost fax
- they won't need to file or forward a fax
- and they won't print something just to be able to fax it.

You will be able to accurately budget your faxing costs, you'll eliminate the telco expenses, you'll save paper and toner, and you'll have no capital, leasing or operation expenses for a costly servers, fax machines or MFPs.

You tell us your current fax volume, we tell you your probable current costs and what you could save. (If you do not know your faxing volume, that is an even more important reason to outsource.)

Outsourced faxing is a pay as you go solution.

- No capital expenditure
- No maintaining backup resources
- No IT headaches
- No phone lines, no data lines, no special software
- No asprin.

Still need to fax hardcopy documents?

We'll even help you save big bucks on a desktop or sheet fed scanner to replace imaging your fax machine had been doing.

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### About Us

**Experience  
counts.**

Gary Oppenheimer and Carol Hayes have been in the outsourced fax marketplace for 20 years each - long before most people ever heard of it.

**We have it.**

Starting in 1988 with MCI Mail's Fax Dispatch, the first email to fax service, they then worked with SAFE Fax, Fax Reply and then MCI Fax Broadcast.

They were involved in the design and rollout of the ImagePort fax service, which later became Verizon Business Document Delivery fax service.

All throughout, they made sure that customers got the service and support they needed.

Today, working with a number of the tried and true leaders in the global fax market place, they help customers meet their faxing needs while trimming costs and improving workflow.

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**We make busy  
people more  
productive.**

### **Frequently Asked Questions**

**Q. Isn't faxing "going out of style"?**

A. Not Really. Because faxes do not get stuck in spam filters or a junk folder, and because they are not lost in a flood of spam, they remain an important way of sending and receiving important documents from customers and trading partners.

**Q. If I go to an outsourced service, can I keep my existing fax number?**

A. In most cases yes. Using information you provide regarding where your existing fax numbers are located, we'll identify an outsourced faxing service that best meets your geographic reach... both domestically and internationally. On occasion, it is possible that a few of your more remote locations may not be in a service's footprint. When that happens, we have other tricks up our sleeve that'll help to make your transition to the service as smooth as possible.

**Q. Some of my people use PCs, some Macs, some PDAs. What do I do?**

A. Don't worry about it. Use of an outsourced faxing service will not be impacted by the types of computers, or versions of software your people use. Indeed, one of the major advantages of outsourcing as opposed to using your own server is that server software is closely tied to your network environment - a change in one will often impact the other.

**Q. I need to have my people pay by credit card... can I do that?**

A. Yes.. In addition to monthly invoicing, credit card billing (enterprise wide or per user) is available

**Q. It seems like everyone is running a fax service today. How do I know which one is best for me?**

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A. You are right.... there are many fax services advertising on the Internet these days. In our opinion however, only a small handful of these companies have the experience, network and footprint to be in the "best of breed" category...and these are the companies we work with. Additionally, it should be noted that some of the services which are perfectly fine for consumer use but are not suitable for commercial applications (speed, security, detailed reporting, and reliability being only a few of the characteristics that separate the two). We only work with those services that are "commercial grade".

**Q. Tell me some things that a service can do that my fax machine/server cant.**

- 1 Never Busy Faxing - the ability of a service to provide capacity to assure that people faxing \*to\* you will not get busy signals... even if two or more do it at the same time.
2. Reporting - the ability to provide detailed reporting including cost breakdown by customer or application or department, etc. if needed
3. Broadcasting - the capacity to send large volumes of faxes in a very short time to your customers without impacting the rest of your faxing operations
4. 24X7 end user help should a problem occur
5. Limit inbound junk faxes
6. Retry on busy numbers without using any of your resources
7. Be implemented within a day or so... without any upfront expenditures.

**The way you fax  
is inefficient and  
costly.**

**It is time for a  
change.**

**Q. If I implement outsourced faxing, so I need to do anything on my network or with my ISP?**

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A. No. Outsourced faxing makes minimal demands on your network. Sending or receiving 3,000 one page faxes monthly represents about 2 megabytes additional traffic on the network daily. By contrast, emailing a single spreadsheet can demand more resources than a day's worth of faxing. Indeed, it is not uncommon to find that customers who have moved away from fax machines actually utilize **less** network resources because the users no longer need to print documents before faxing them.

**Q. I need to broadcast a fax every Friday... how fast can a service send them out?**

A. Very fast. Typically, you upload the distribution list (only once unless it has changed since you last used it) and your document[s] that you need to broadcast, via a web site. You can then instruct the service to immediately initiate the broadcast, or to schedule it for a specific date and time. Small broadcasts (less than 1000 recipients) are typically completed within minutes, while larger ones (up to 60,000) may take a few hours. In both cases, they are delivered \*much faster\* than you could have done them yourself.

**Q. If you help us get outsourced faxing implemented and rolled out, how much do I need to pay for your services?**

A. Like your insurance broker/agent whose fees are paid by the insurance company, ours are paid by the faxing services - you pay nothing.