Save Your Company Money and Your IT Team Headaches:
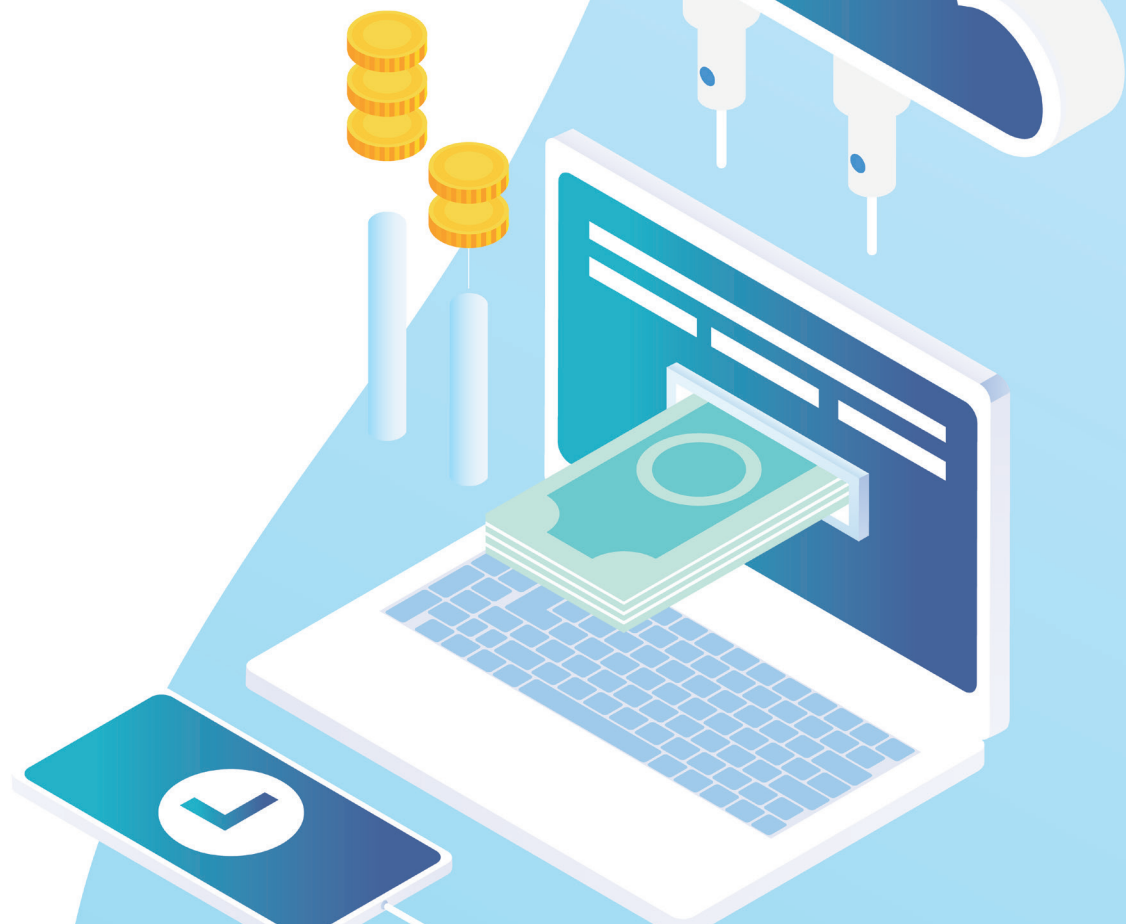## Integrate Cloud Faxing with Your Multifunction Printers

TABLE OF CONTENTS

Introduction

When you outsource your organisation's fax infrastructure to the cloud, you can cut costs, make your staff more efficient — and get your Technology Support Staff out of the fax-troubleshooting business

No matter how you write it up, a pro-versus-con sheet for migrating your business's fax infrastructure to the cloud will look extremely lopsided in favour of the "pro" column. Your IT team can remove the hassles of maintaining and troubleshooting aging fax hardware. Your business can eliminate the high costs of keeping your fax servers operational, such as gateway software, telecom-interface cards and dedicated fax lines. Your staff will also gain efficiency from being able to fax anywhere, by email or through a simple web interface. And by moving from legacy hardware to a digital cloud fax model, you can increase the security and compliance of your company's sensitive data.

But your list might still have one item on the "con" side of the sheet: if we eliminate our onsite fax hardware, and move our operations to a fax-by-email model, can we still easily send a paper fax if we need to? The good news: you can actually move this to the "pro" column as well because, yes, the right digital cloud fax solution will give your staff the flexibility to fax online and to fax a hardcopy when necessary. The even better news: you can do this by leveraging the multifunction printers (MFPs) your company has already invested in — because the right digital cloud fax service will integrate with your MFPs, and let your employees send paper faxes over the Internet directly from the MFP glass.

Incredibly…

One business saved nearly £10,000 per month by migrating to digital cloud faxing with eFax and integrating their 350 multifunction printers into the digital cloud fax environment. They were able to eliminate the analogue fax lines (£30/month each) running to their MFPs for faxing. The digital cloud fax service still allows paper faxing from the MFP glass — but now it can be transmitted using highly secure TLS encryption.

Business Faxing is Here to Stay

Before our discussion of integrating digital cloud fax with your MFPs, it is worth first spending a moment to underscore why your organisation should plan to maintain some form of business fax capability for the foreseeable future. Although experts have been predicting the demise of fax for decades, the transmission protocol persists even today, well into the era of email and the cloud. Which means there is a high likelihood that at least some of your vendors, customers and partners will continue demanding to communicate with your business via fax.

Here are some interesting data points from a CIO Insight feature that ran a couple of years ago, "The Office Fax Machine is Alive and Well"[1]:

- 85% of office workers still fax at work
- 25% said they continue using fax because regulations require they do so
- 72% said they still use traditional, paper faxes
- 33% said they continue using fax because businesses they work with demand it

Why do businesses continue to use fax — even paper-based fax — in the digital era? There are many reasons: faxing is familiar; most organisations have fax infrastructure in place; if handled correctly, faxing offers detailed audit trails. Then there's simple inertia: businesses do it because that's how they've always done it.

All of which underscores the point that, for the foreseeable future, your business will likely need to continue supporting some type of fax infrastructure.

Why Your Team Might Need to Fax:

Business Needs
E.g., your fax recipient demands a "wet ink" signature

Document Tracking
You need a clear and complete audit trail for every transmissiona

Security Needs
Your document needs the protection only a secure fax provides

Compliance Requirements
A fax is better aligned with your industry's data privacy regulations

Market Demands
Your partners, vendors and customers demand working via fax

How a Digital Cloud Fax Model Can Improve Your Operational Efficiency and Reduce Your Organisation's Fax Footprint

Having just made a case for maintaining robust fax capability across your organisation, it is important to point out that this does not mean you will need to continue to invest in your old, analogue-driven fax infrastructure. Quite the opposite.

Upgrading from a legacy fax environment to a digital cloud fax model can yield significant benefits immediately — both for the IT team that has been dealing with the hassles of the aging fax hardware, and for the company in general, which will experience cost savings, enhanced document security and a more efficient fax process.

Here are some of the ways that digital cloud faxing can streamline and improve your faxing:

1. Because digital cloud faxing is fully hosted offsite, a business will need only an email address and an Internet connection to maintain a sophisticated fax capability — which includes the ability to receive, review, edit, and send a fax from any Internet-connected device.

2. The right digital cloud fax service can also integrate easily into an organisation's productivity applications (such as Microsoft® Word®) and allow employees to fax documents electronically from within these apps. It can also integrate directly into an organisation's workflow solutions such as healthcare providers' electronic patient records (EPR) systems, via APIs.

3. When you migrate to a digital cloud fax service, you can retire your onsite fax hardware — including your network of desktop fax machines, your in-house fax servers and all of the related hardware and software required to run this entire aging fax infrastructure.

4. Leveraging your MFPs for paper faxing within your digital cloud fax environment can also save your company money — by eliminating the cost of fax telephone lines running to each MFP. With MFP integration into your digital cloud fax infrastructure, you can still enable paper faxing from MFPs — but do so by email, rather than by costly telecom lines. By removing the analogue fax lines to each of its 350 MFPs, one large business estimated that they can immediately save nearly £10,000 per month — while still maintaining full fax capability from its MFPs.

5. Because the service operates in the cloud, your business can quickly and easily increase (or decrease) fax capacity anytime. In other words, digital cloud faxing is essentially a pay-as-you-go model, where you can scale up or down to meet your business's demands as often as you need.

6. A digital cloud fax service can also enhance the security and regulatory compliance of your current fax processes. This is because the best-in-class digital cloud fax

providers protect faxes using the most sophisticated methodologies — including Transport Layer Security (TLS) encryption for faxes in transit over the Internet; with Advanced Encryption Standard (AES) 256-bit encryption of stored documents.

7. Finally — and most relevant to our discussion here —the right digital cloud fax solution will give your business the flexibility to maintain secure paper-faxing capability when you need it. You can do this by integrating your existing multifunction printers (MFPs) into your digital cloud fax service, which will enable your staff to send a paper fax right from the MFP's glass when they need to.

5 Immediate and Significant Benefits of Integrating Your MFPs with Digital Cloud Fax

Migrating any entrenched technology or system within an organisation can often seem risky — even if the system is clearly outdated and counterproductive. But the risks remain: possible downtime during the transition period, difficulty moving your staff to the new systems, and possibly even unforeseen compatibility issues that render the new solution inefficient or unworkable.

But the transition from your in-house fax architecture to a hosted, digital cloud fax service integrated with your MFPs will be so simple, so seamless and so easy for your staff to grasp, you won't face any of those issues. Moreover, the following list demonstrates how significant the benefits will be to your company when you make this quick and convenient upgrade:

1. Added Convenience

Without introducing any new hardware or software, you can give your employees another convenient mechanism for faxing — particularly convenient in those instances when an employee needs to send a paper fax.

2. Improved Workflow

You will be placing full-featured fax capability right at the MFP control panel. Your employees will be able to use any networked MFP to add a stored cover sheet (for example, with unique client matter), to call up distribution lists for faxes going to multiple recipients, and to send faxes to frequent recipients with the touch of a button, using pre-programmed "hot buttons."*

3. Reduced IT Footprint

You will significantly reduce your business's ongoing fax headaches — whether they are currently managing a distributed network of legacy fax machines or in-house servers. With a digital cloud fax solution, and your MFPs integrated into it, you can hand off responsibility for hardware and software upgrades and maintenance to an expert third party — and training your new employees on the system will take minutes. Digital cloud faxing is, after all, as easy as using email.

4. Enhanced Usage Tracking

Your digital cloud fax solution will automatically create a complete audit trail of every fax transmission your team sends and receives — including all documents faxed through your networked MFPs — and all of this data will be easily accessible anytime through your company's secure digital cloud fax portal online.

5. Improved Security

By deploying the right digital cloud fax solution (and integrating your MFPs), you will significantly enhance the security and compliance of your faxes — with strong encryption protocols and better physical security. That is because the right digital cloud fax partner can ensure your faxes are protected at all times with the most sophisticated security and encryption.

* Requires MFPs with support for Integrated Internet Fax Services and use of SMTP codes provided by eFax.

How MFP Integration Works with Your Digital Cloud Fax Service

When you deploy a digital cloud fax solution across your organisation, you receive as many virtual fax numbers as you need — you might opt for one fax number shared among each team or department, or you might choose to give each employee their own fax number.

Although they are formatted as real fax numbers (your choice of local or freephone numbers), these virtual fax numbers actually work with your business email addresses — Inbound faxes can be delivered to your employees' inboxes, and your staff can send faxes as email, attaching the documents they want to fax, from any Internet-connected device.

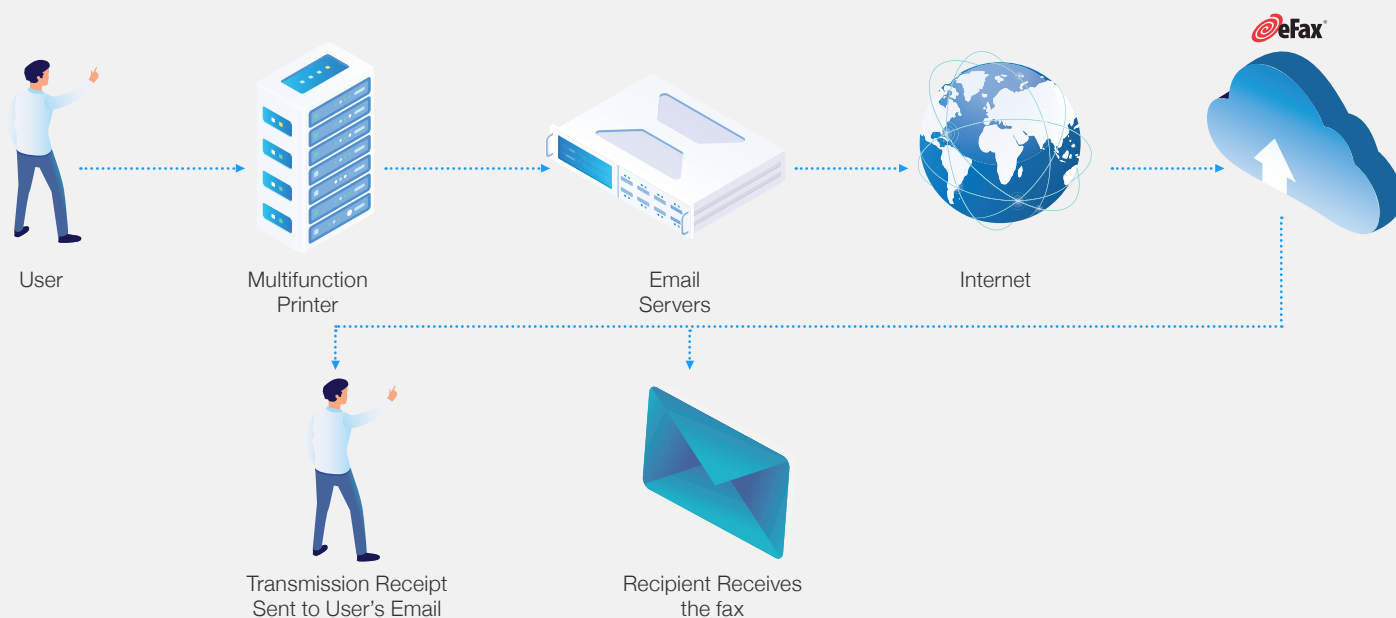**How then, does MFP integration work?**

When you deploy the eFax digital cloud fax service across your organisation, your employees will be able to receive, edit, sign, send and store all faxes digitally — by email or through a web interface. And when you add eFax's MFP Fax Direct Feature®, you receive the best of both worlds: you enable your staff to fax from the MFP glass without the need for individual logins (for lower overhead), but you still realise the benefits of enhanced security, confirmation receipts and complete audit trails.

As long as the MFP is connected to your organisation's network and supports Integrated Internet Fax Services, your employees can use it to fax by email, as they would do with any Internet-connected device — desktop, laptop, tablet, smartphone. The only difference in this case would be that the document your employee was sending would be a hard copy.

How Your Employee Can Send a Paper Fax from an MFP Integrated with a Digital Cloud Fax Service. A Simple, 3-Step Process.

1. From the MFP panel, your employee logs into the MFP (only if required using Active Directory/LDAP), and places the paper document on the MFP to be faxed.

2. Your employee then scans the hardcopy document into the MFP, and opens a new email message and attaches the scanned file to that message.

3. Finally, your employee enters the recipient's fax number in the "To" field using the cloud fax service's unique email format (either [FaxNumber]@efaxsend.com or a similar format using the eFax Secure service) — and sends the email.

User   Multifunction   Email   Internet
            Printer   Servers

Transmission Receipt   Recipient Receives
Sent to User's Email   the fax

The above scenario represents one of several options for sending a cloud-based fax directly over the Internet using your standard office MFP. With a versatile and flexible enterprise service such as the one from eFax, you will have several MFP integration options available, which you can choose based on your company's existing network architecture and faxing needs.

In addition to saving money on fax infrastructure, outsourcing your business's fax-related hassles to a trusted expert and improving your overall fax processes, integrating your MFPs with a digital cloud fax service also lets you include pre-programmed "hot buttons" on the MFP — which will further streamline faxing for your employees.*

By hitting a "hot button" key on the MFP panel, for example, your employees can quickly select a frequently used recipient's fax number, or even add SMTP shortcut codes to add custom cover sheets, or direct a fax's confirmation receipt to be delivered to a specific email address. A great timesaver and employee workflow optimisation shortcut.

We will discuss these four MFP-integration options in detail below.

* Requires MFPs with support for Integrated Internet Fax Services and use of SMTP codes provided by eFax.

Several Options: Flexible Scenarios for Configuring Digital Cloud Fax with MFP Integration

There is no one-size-fits-all ideal solution for deploying digital cloud fax capability integrated with a company's MFPs. You will need to strike the right balance for your business, weighing such factors as your staff's fax volume and frequency, the level of security your faxes require in transit and in storage, any regulatory compliance issues governing your transmission of sensitive material, and of course your budget.

The good news is that with the right digital cloud fax provider, such as industry leader eFax, you can choose from a wide range of digital cloud faxing and MFP integration options — designed for businesses from the smallest, one-person operations to the largest and most heavily regulated enterprises.

Here is a description of our four standard MFP integration options.
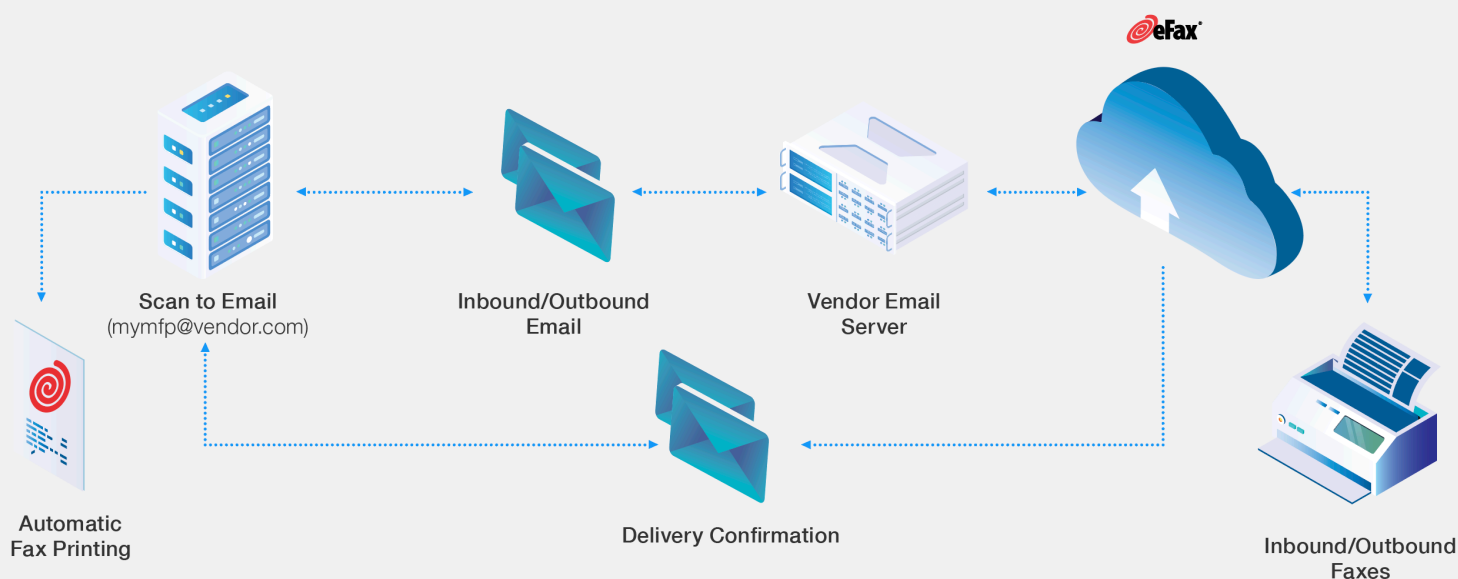
Option 1: Small Business MFP or Desktop MFP Configuration

This setup is ideal for a small estate agents office or barrister's practice, or even a home office, with a standard consumer-grade MFP. All your office would need here would be to set up your eFax digital cloud fax account and tie your MFP to your network, so you can send faxes via email from the MFP directly.

For this configuration, you will would simply add your MFP's assigned email address as both the send and receive address on one of your eFax user accounts.

This configuration is the easiest to set up and requires almost no ongoing management. But it is also the least flexible and robust. For example, this setup will require you to use only your MFP's manufacturer-assigned email address, which means you will lose reporting capability to track fax usage across users. It will also limit your security options — in many cases, for example, TLS encryption will not be supported.

Add MFP email address to an eFax account

Scan to Email
(mymfp@vendor.com)

Inbound/Outbound
Email

Vendor Email
Server

Automatic
Fax Printing

Delivery Confirmation

Inbound/Outbound
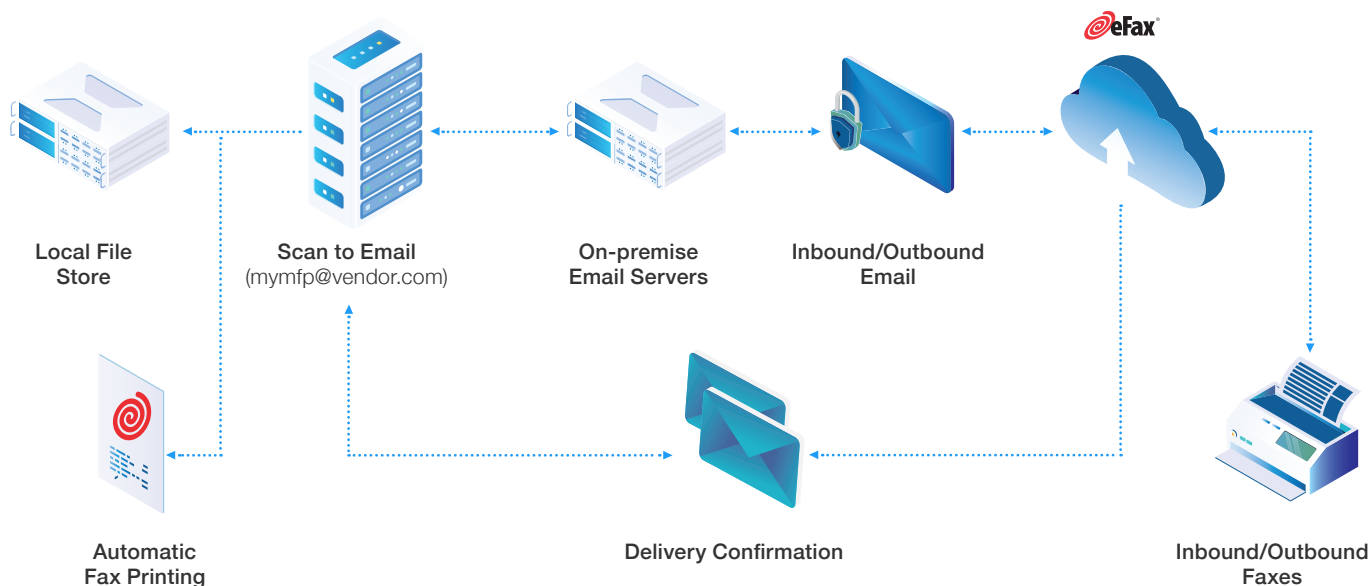Faxes

Option 2: The Basic Enterprise Configuration

This configuration is simple to set up and easy to maintain, and allows any employee in the office to send a fax without having to have an individual eFax account – making it a great option that will meet your small or medium-business faxing needs.

For this option, simply create an eFax user account for the MFP using its email address for sending and receiving faxes.

When an employee needs to send a paper fax, they use the scan-to-email function on the MFP and address the outgoing fax using: [FaxNumber]@efaxsend.com.

Inbound faxes and confirmation receipts are emailed to the printer for automatic printing, or they can be configured to be copied to shared directories. You may also elect to enable custom cover pages for each MFP with an eFax account.

Create an eFax® user account for each MFP

Local File Store

Scan to Email (mymfp@vendor.com)

On-premise Email Servers

Inbound/Outbound Email

Automatic Fax Printing

Delivery Confirmation

Inbound/Outbound Faxes

Snapshot: MFP Integration Options

Small Business and Desktop MFP Integration
Employees can fax from the MFP, simply using the MFP's manufacturer-issued email address.

Basic Enterprise MFP Integration
All employees can fax from the MFP, without individual digital cloud fax accounts (and can use either MFP- issue email or external address).

Enterprise MFP Integration with AD or LDAP
Employees use their individual digital cloud fax accounts to fax from the MFP — which allows for more robust tracking, reporting and audit trails.
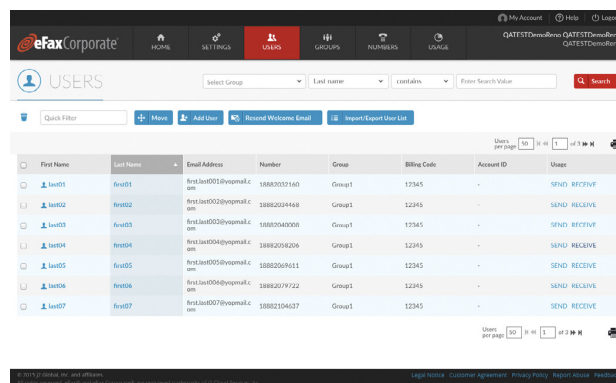
Enterprise MFP Integration with eFax
The best of both worlds. Employees can fax from any networked MFP without a personal eFax account, but you have full individual reporting capability, enhanced security and complete audit trails.

Option 3: The Enterprise MFP Configuration with Active Directory or LDAP

In this option, your employees scan paper documents on any networked MFP — and then use the MFP's control panel to send faxes by email directly through the cloud using their personal eFax account. This option allows for granular reporting, a clear audit trail and tighter physical security, because login to the MFP is required. Perhaps the greatest benefit to an enterprise is the ease of administration, since you can tie into your existing Active Directory or LDAP services into each unique eFax account, for each assigned fax user in your entire company. All of this is easily managed and setup through the eFax Admin Console.
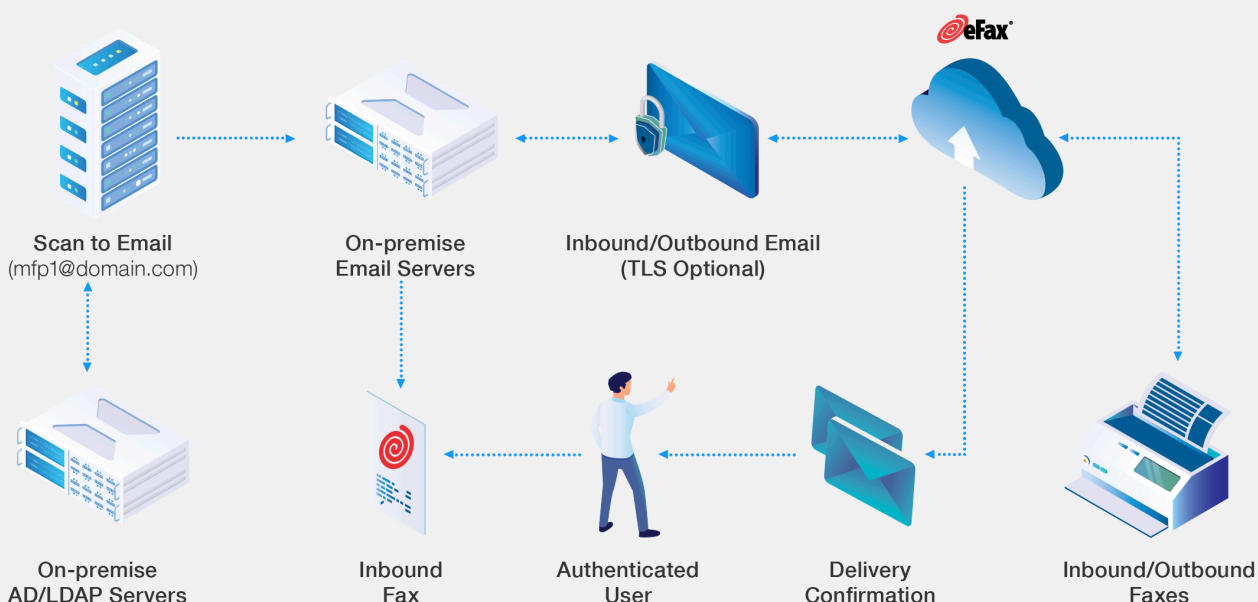
To set up the integration, you'll need to create an eFax user account for every person in the office who'll be using fax services, and tie each user to your Active Directory or LDAP for user authentication.

When sending a fax, users log in to the MFP and use the scan-to-email function, and then address the outgoing email using: [FaxNumber]@efaxsend.com. In this scenario, faxes appear to come from the sender, not from the printer — a much more personalized and direct workflow. The sender receives a delivery confirmation directly to their work email – convenient and efficient!

Additionally, this configuration allows you to input SMTP codes for easier fax creation and sending. For example, your employee can enter a custom code to bring up a custom cover page, or to specify to which email address to deliver the confirmation receipt.

Create an eFax user account for each employee

Scan to Email (mfp1@domain.com) · On-premise Email Servers · Inbound/Outbound Email (TLS Optional)

On-premise AD/LDAP Servers · Inbound Fax · Authenticated User · Delivery Confirmation · Inbound/Outbound Faxes

Option 4: The Enterprise MFP Integration with the eFax MFP Fax Direct Feature
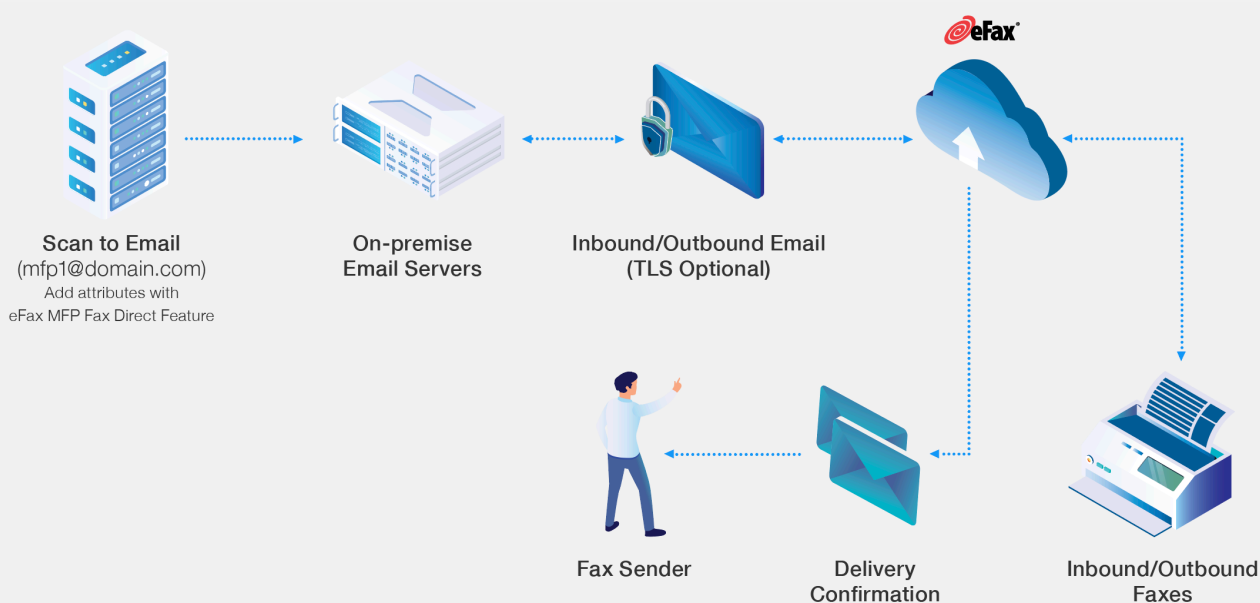
This final scenario fully leverages the eFax MFP Fax Direct Feature to enable any employee in your organisation to fax through the eFax network using any networked MFP in your office — without having to have their own personal eFax account. It also allows for the greatest flexibility and simplicity of integration, yet still delivers the benefits of granular reporting and clear audit trails without the overhead of setting up an eFax account for each employee and Active Directory integration.

To set this up, create an eFax account for each MFP in the organisation, making sure to use the device's email address. To send a fax, each employee uses the scan-to-email function, but instead of using [FaxNumber]@efaxsend.com as usual, they can specify SMTP parameters in the recipient's address. These parameters allow users to specify their own email address for the delivery confirmation, select custom cover pages, or even supply a client matter or departmental billing code.

The benefit here is that your organisation need not have an eFax account for each user, and anyone who needs to send a paper fax may still do so from your MFPs. So, it's a great alternative to the Enterprise Integration #3 above with Active Directory/LDAP, since many businesses opt not to enforce logins in order to use an MFP. Yet you still get the option to use the great features – like cover pages and confirmation receipts, without the administrative setup of each user in your organisation.

Here's an added bonus: if your organisation does a high volume of Outbound faxing to many of the same numbers, you may also use your MFP's Internet fax services (called iFax Services on some MFP models) to pre-program "hot buttons" on the control panel, which makes faxing right from the MFP even easier. These hot buttons are ideal for your employees who send faxes regularly — such as payroll, accounts payable, or customer service.

Create an eFax user account for each MFP

Scan to Email
(mfp1@domain.com)
Add attributes with
eFax MFP Fax Direct Feature

On-premise Email Servers

Inbound/Outbound Email (TLS Optional)

Fax Sender

Delivery Confirmation
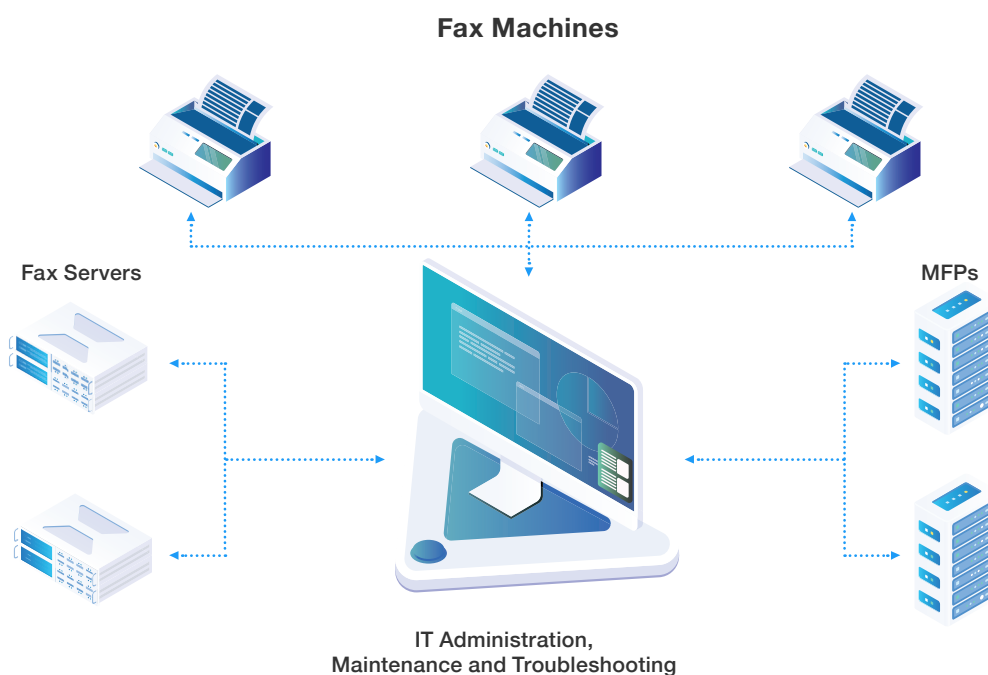
Inbound/Outbound Faxes

Your Fax Infrastructure Without Digital Cloud Faxing for MFP Integration

With in-house fax hardware (fax machines or fax servers, or both), your business or IT department owns all responsibility for maintaining this aging, legacy hardware. Managing your own onsite fax hardware also places your organisation in charge of employee training and technical support — a real drain, because fax machines and servers are notorious for their technical problems.

For desktop fax machines, this responsibility means replacing toner and paper, maintaining telecom lines, troubleshooting fax errors.

For fax server maintenance, the hassles can be even more substantial. Your IT team's responsibilities here include fax-server software updates, patches, and security and hardware upgrades — all of which can require significant time and IT resources to complete, diverting them from forward looking IT projects.

In addition, if not properly maintained with software updates and patches, any server operating system can be vulnerable to crashes and security flaws, another potential distraction to your business.

Fax Machines

Fax Servers

MFPs

IT Administration, Maintenance and Troubleshooting

Snapshot: What You Need for Digital Cloud Fax with MFP Integration
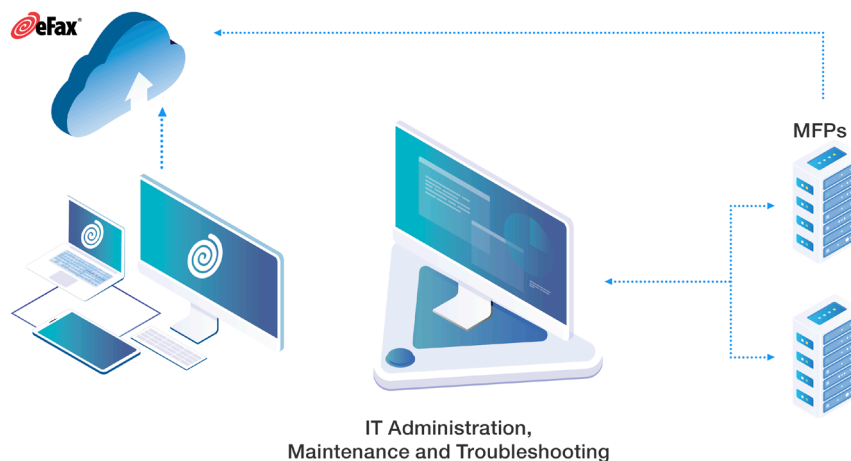
An enterprise-caliber digital cloud fax service
(one capable of MFP integration, e.g., eFax)

An MFP that is network-ready
(via Ethernet or WiFi) and supports Integrated Internet Fax Services

An MFP that can send and receive email
(either the MFP's own assigned email address, or an external email)

Your Fax Infrastructure With Digital Cloud Faxing for MFP Integration

When you migrate to a cloud fax model, your business can eliminate all of these headaches, and transfer responsibility for fax maintenance and upgrades to a trusted third-party provider. And when you add an MFP-integration feature to your digital cloud faxing, you add the flexibility of paper-based faxing when needed.

IT Administration,
Maintenance and Troubleshooting

Conclusion: By Integrating eFax with Your MFPs, You Can Save Money, Streamline Your Fax Processes and Increase Document Security

In addition to saving money on dedicated fax hardware, software and phone lines, there are several other benefits to integrating your multifunction printers with a digital cloud fax service from a leader in the industry, such as eFax. One of the greatest benefits is that your organisation can eliminate the dated, error-prone fax infrastructure that can bog down your business and IT staff. You'll also be able to streamline an inefficient business workflow process — sending paper faxes.

What's more, your staff will appreciate the convenience of sending faxes by email, from anywhere, and no longer being tethered to fax machines. And when they do need to send a hard copy fax — for example, if their recipient requires a "wet ink" signature — your employees will appreciate being able to use any MFP in the office to quickly scan that hard copy, email it from the MFP, and receive an automated delivery confirmation.

And finally, you'll look like an IT hero — for upgrading your antiquated faxing process to a convenient, simplified and secure digital cloud model.

Sources:
1. CIO Insight: "The Office Fax Machine is Alive and Well"
http://www.cioinsight.com/it-strategy/tech-trends/slideshows/the-office-fax-machine-is-alive-and-well

About eFax

eFax launched its digital cloud fax service with the goal of using the convenience of email and the speed of the internet to make it easier for people to send and receive faxes. eFax lets users and our 11 million customers receive, review, edit, sign, send and store faxes by email or through a web interface. Our appeal and success are built around three key features: the widest selection of phone numbers; an easy way to send and receive faxes and voicemail by email; and a fast, reliable and secure communications network.

To learn more about outsourcing to a digital cloud fax model with eFax, visit us at: eFaxCorporate.com

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