Inbound Fax Routing Simplified with MyFax

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Agenda

- What is Inbound Fax Routing?
- Why Inbound Fax Routing?
- Types of Inbound Fax Correspondence
- Types of Inbound Routing
  - Manual Inbound Fax Routing
  - Automated Inbound Fax Routing
- Inbound Fax Routing with MyFax
What is Inbound Fax Routing?

The routing of received faxes to a designated recipient, application or device.
Why Inbound Fax Routing?

- Some organizations use fax exclusively for inbound communications
  - Time-sensitive
  - Transactional
- Triggers business processes: Information contained in inbound faxes is part of a workflow, whether automated or manual
- Regulatory Compliance
- Records and document management
Types of Inbound Fax Correspondence

- Financial
  - Loan applications, financial documents

- Mortgage/Real Estate
  - Mortgage applications, house closings, funding documents

- Insurance
  - Claims Processing: Accident reports, damage estimates, medical assessment, health benefit forms, receipts, proof of coverage

- Health
  - Prescriptions, patient health info, specialist appointments, lab results, claims

- Call Centers
  - Purchase orders, contracts, customer inquiries
Types of Inbound Fax Routing

- Manual
  - Fax Machines
- Automated
  - Network Fax Solution (fax server)
- Both Manual and Automated
  - Internet Fax Services - MyFax
Manual Inbound Fax Routing

Fax Machines

**Paper flow:**
- Paper fax is picked up off the paper tray, read, and delivered to intended recipient.
- Paper fax can be photocopied and shared with intended recipient/s.
- Hard copy of paper fax is filed.

**Electronic flow:**
- Paper fax is scanned.
- Electronic copy is and then saved in a designated folder, distributed via email or integrated into document management system, CRM, etc.

** If fax machines are shared, then the private information contained in the fax becomes violated when it is read to determine the intended recipient.**
Drawbacks of Manual Inbound Routing

- **Costly**
  - Lost faxes/fax pages
  - Lost productivity
  - Supplies

- **Processing time impacted**
  - Longer sales cycle
  - Poor customer service

- **Limited control and security**
  - Privacy Breaches - Jeopardizes compliance
  - Error-prone
  - No audit trail or electronic fax record
Automated Inbound Fax Routing

- Network Fax Solutions (fax server)
  - DID/DNIS
  - OCR Routing
  - Line Routing
  - DTMF
  - CSID Routing
Advantages of Automated Inbound Fax Routing

- Improved business processes
- Save costs
- Improved processing time and efficiency
  - Improved customer service
- Corporate compliance and enhanced security
- Reporting – provide audit trail and electronic fax record
Drawbacks of Automated Inbound Fax Routing with Fax Servers

- Costly
- Complicated
Inbound Fax Routing with MyFax
What is MyFax?

- Internet-based fax service
- Send and receive faxes using existing email accounts and the Web
- Eliminates fax machines and fax servers
  - No need for fax supplies, dedicated lines, servers and long distance charges

"MyFax has allowed me to receive all of my orders and quotes while traveling."

G. Manning, Sales
General Motors
Inbound Fax Routing using MyFax

1. Fax delivered to MyFax fax number.
2. Fax is converted to TIFF or PDF format by MyFax secure production servers.
3. Fax is received in your private email inbox or online.

Options:
- Use Adobe Acrobat or another imaging application to view the fax or to modify it.
- Forward via email.
- Send to Printer.
- Save to local/network folder, document workflow system.
Inbound Fax Routing is inherent to MyFax

- Faxes are received in user’s private email inbox or on a password protected website.
- Faxes can be viewed, deleted, saved, printed, and forwarded directly from email.
Receive faxes via email

- Faxes can be received at up to three different email addresses
- Many scenarios:

  - Faxes are addressed to three separate email addresses for same person.
  - Workgroup of three people with individual email addresses.
  - Shared email address amongst any number of users.

Fax Number: 1-613-555-1648

- Hotmail
  - Work email
- Admin assistant’s email
- John’s email
- Susan’s email
- Michael’s email
- Shared email address amongst any number of users.
Receive Faxes via Email

- Faxes received as TIFF or PDF documents. (user choice)
  - Faxes can be annotated using Adobe Acrobat and saved or forwarded to another stakeholder.
    - Text Comments
    - Highlights
    - Rubber Stamps
Fax

To: Jason Michaels
From: Susan Peterson
Fax: 613-555-1648
Phone: 613-555-4688
Pages: 2
Date: February 10, 2006

REVIEWED
By wlowe at 3:31 pm, 2/10/06

MyFax
2379 Holly Lane, Suite 210
Ottawa, Ontario
Canada
K1V 7P2
www.myfax.com
Automated Fax Routing Options

- MyFax, coupled with email programs like Microsoft® Outlook or Lotus Notes can provide a wide range of Inbound fax routing options
- XML Web Services
Automated Inbound Fax Routing with MyFax and Microsoft® Outlook

- Microsoft Outlook Rules – allow you to apply actions to email as it is received.
  - Delete
  - Print
  - Save to email folder
  - Reply using a specific template
  - Forward it to someone else
  - Display a desktop alert
  - Play a script
  - Perform a custom action
faxing simplified. anytime. anywhere.
Automated Inbound Fax Routing using XML Web Services

- Can be integrated and called from any system or application that can connect to the internet.

- Ideal for organizations seeking to automate the distribution of transactional faxes or to integrate fax into existing business systems, web-based applications or software.
MyFax XML Web Services support integration into:

- Document Workflow Systems
- Customer Relationship Management Systems (CRM)
- Enterprise Resource Planning Systems (ERP)
- Billing Systems
- Software Applications
- Web Applications e.g. Fax orders or confirmations from websites.
XML Web Services Support:

- Send single faxes
- Report on faxes in progress, fax history and fax confirmations
- Receive single faxes
- Download received faxes
- Delete received faxes
- Obtain reports on account profiles
- On-demand fax number provisioning
MyFax and Inbound Fax Routing

- Support both Manual and Automated inbound fax routing.
- Simple to set up, user friendly
- Faster implementation time than fax server
- Boosts productivity, accelerates sales cycles, ensures regulatory compliance and improves customer service
- Cheaper than both fax machines and fax servers:
Significant Cost Savings with MyFax

Compared to Fax Machines, you save:

- 93% on capital costs
- 89% on ongoing monthly costs
- 89% over five years

Compared to Fax Servers, you save:

- 85% on upfront, one-time costs.
- 34% on total monthly costs
- 40% in year 1
- 23% over three years

Prices based on MyFax.
Quality, Reliability, Service

- 99.5 per cent service availability
- Full-service assistance available from our Customer Service Team
- Free 24/7 customer support
- MyFax production equipment located at a facility that provides:
  - 24-hour physical security
  - redundant electrical generators
  - other backup equipment designed to keep servers secure and continually up and running.
For more information about MyFax

Web: www.myfax.com

Toll-free: 1-866-378-2373

Email: sales@myfax.com