

# Hybrid Fax Solutions

## Offering Mission-Critical Business Continuity To Enterprises

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## Overview

Hybrid fax services are systems where fax vendors offer integration between on-premises fax servers and cloud-based fax services. Today, more fax vendors are offering this service, and interest in hybrid fax services is growing rapidly as enterprises move much of their computing to the cloud.

In this report, Davidson Consulting looks at three hybrid strategies from etherFAX, OpenText, and Biscom. OpenText and Biscom offer their own on-premises, cloud-based, and hybrid fax services while etherFAX offers a fax cloud service in conjunction with a customer's existing on-premises fax servers.

## Hybrid Fax Usage Scenarios

Hybrid fax services have several advantages that can provide value and save enterprises money, and which might be implemented by an enterprise for any of the four following usage scenarios:

- **Overflow traffic** – moving fax server overflow traffic to fax services. Using cloud-based fax services for overflow traffic saves enterprises the cost of supporting additional premises-based phone lines and servers for only occasional use. Thus, enterprises could pay only for phone calls via the cloud for overflow traffic, while ensuring fax traffic reaches destinations on time.
- **Business continuity and disaster recovery** – having the ability to use fax services to support business continuity and disaster recovery, when required, rather than having to install extra fax servers and expensive phone lines that may never be used. Cloud-based fax services provide additional capacity that can be used immediately if faults occur in a fax server system, Internet connection, or phone lines. Generally, enterprises only pay for each fax transmission or reception that takes place in the cloud. Hybrid fax services can be relied upon when configured with multiple switches for disaster recovery.
- **Fax server/fax service trial phases** – to prove out a fax service's capabilities by initially leaving most of an enterprise's fax traffic on fax servers, or to use a fax service to test applications meant to run on fax servers. This really only works assuming that the functionality on the fax servers is identical to the functionality available from the fax service. The advantage would be that there is no end user retraining whether using on-premises fax servers or the cloud-based fax service.
- **Simultaneous operation** – running on-premises fax servers for certain applications (e.g., production fax) and cloud-based fax services for other applications (e.g., desktop faxing). Essentially, a fax phone call made over an enterprise's internal phone lines is always less expensive than paying for a fax service phone call. So, many corporations choose to have their traffic-intensive applications continue to use on-premises fax servers, with only their occasional fax users relying on fax services.

Enterprises generally use on-premises fax servers, because they want full control over strategic applications and to minimize costs in high-volume applications. Enterprises have been switching to fax services, however, because they lack the administrative personnel to manage fax servers internally. In some cases, enterprises are using fax services in the cloud regardless of the expense. Still, many enterprises are very cost-conscious and desire to use the lowest-cost fax capability.

Keeping mission-critical faxes secure has been a leading reason in the past to use on-premises fax servers. But in recent years, security on enterprise fax services in the cloud has improved, so security is no longer as major an issue, with the exception of the many cloud-based fax services that are aimed at individuals.

### **Additional Criteria for a Complete Hybrid Solution**

This report looks at three available hybrid systems and asks: “What should enterprises look for in a hybrid fax service?” In addition to evaluating how well each vendor’s hybrid solution addresses the above-listed usage scenarios, Davidson Consulting also investigated the following ten criteria:

1. **Business continuity and disaster recovery** - Does the hybrid system provide business continuity, disaster recovery, and peak overflow processing? This shows whether a hybrid operation addresses the first two usage scenarios listed above.
2. **Identical interfaces** - Do the on-premises fax servers and the hosted cloud service offer an identical interface and software so their use is transparent to users, administrators, and applications? A “yes” answer indicates the hybrid offering meets the requirements of the “fax server/fax service trial phase” and “simultaneous operation” usage scenarios listed above. A “no” answer would make supporting those applications more difficult for the enterprise.
3. **Transparency** - Does the hybrid system work seamlessly between the on-premises fax server and the hosted cloud fax service? For example, do fax transactions seamlessly flow between being processed on-premises and in the cloud for peaks in workflow or failover situations? Does the system automatically notify administrators when it moves transactions from on-premises to the cloud? The answer to these questions shed light on how transparently a hybrid service can operate under all the above listed usage scenarios.
4. **Cloud routing and cost effectiveness** - Will enterprises only be charged for using the cloud when they need to use it and not when pre-existing telephony facilities would suffice? The answer to this question reveals how cost-effective a hybrid service would be for its customers.

5. **Single point-of-contact for support** - Does a single company take care of all support issues or must customers talk to a fax server company for some issues and a fax service provider for other issues? If enterprises must contact multiple agents to get support, for example, not only is getting support more time-consuming, but different technical support teams may give different answers to the same questions.
6. **Security** - Is data encrypted both in transit and at rest to promote compliance with data privacy regulations? In other words, how secure is the hybrid system?
7. **Upgrades** - Are software upgrades free?
8. **Minimum commitment on volume of cloud-based fax** - Are there any minimum fax transaction commitments with the vendors' hosted fax service?
9. **Minimum usage penalties** - Are there any penalties for not meeting volume commitments?
10. **Number of Tier 1 data centers** - Are hosted data centers Tier 1 data centers? And is there more than one Tier 1 data center in case one goes down? This question gets at a key issue in cloud fax services: if a fax service only has one data center then it is subject to outages with no disaster recovery.

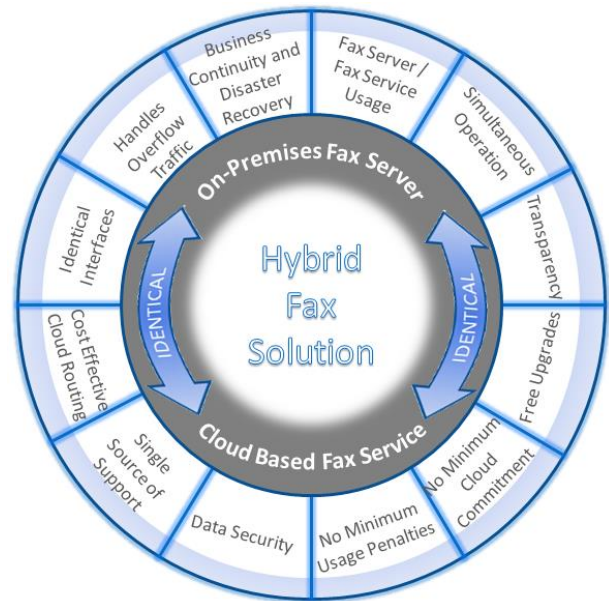


Figure 1: The Complete Hybrid Fax Solution

In this report we will take an in-depth look at each vendor and how well their hybrid product addresses the initial usage scenarios as well as whether it meets the above criteria.

## etherFAX

etherFAX started its service in 2010 and offers a unique solution that extends existing fax server technology to the cloud. By eliminating the need for recurring telephone line fixed charges, their technology leverages the Internet to manage all business-critical fax communications. The company employs an application programming interface (API) to cloud-enable a fax server's fax traffic. This means fax server customers can use etherFAX and keep their original interface so end users need not be retrained. The firm positions their offering as transparent, so the fax server products and applications using etherFAX

functions the same whether a physical fax board/line is used or the cloud. Of course, this depends on the reseller or independent software vendor (ISV) programming the API properly. But, generally, the familiar user experience, interfaces, and functions remain intact.

etherFAX also provides virtual fax drivers based on its web APIs. Because they behave similarly to a fax board (dial a number, send TIFF, transmit, disconnect, etc.), etherFAX emulates other well-known APIs. For example, fax server vendors provide a fax board in the server with any number of channels for the customer's choosing. With etherFAX, users continue to use their existing on-premises fax server whether there's a physical board or etherFAX connection installed - they can't tell the difference. etherFAX simply eliminates the fax board, telco circuit, and long distance carrier, thereby reducing the customer's telephony infrastructure to an Internet connection. A fax server connected to etherFAX behaves as if there was a board installed.

etherFAX does not offer T.38 or store-and-forward over the Internet. The company simply provides a secure channel and lets a remote piece of hardware do the rest. Network signals are shared as the call progresses (pages advanced, remote called subscriber ID, call connect time, etc.).

etherFAX does not offer a "hosted cloud" fax service. The firm likes to refer to its offering as a Hybrid Software as a Service Solution (HSaaS) or as "partly cloudy," because enterprises still operate their own fax server which is connected to the cloud. The user experience remains unchanged, and integrations with the fax server are preserved for fax server functionality and remain intact. This brings up one weakness of etherFAX: users must keep their fax servers *and* pay maintenance fees on fax servers to use the cloud, thus there is an element of paying twice. With Biscom and Opentext/EasyLink, users get to choose whether to keep their on-premises servers or go completely to the cloud.

etherFAX currently works with fax servers from DPD International (GoldFax), Imecom, Faxcore, and GFI. The fax server maintains back-end integrations (e.g., MFPs, ERP, and ECM applications) that customers have built within their environment. etherFAX claims the user experience is preserved with no additional training required. Typically, it takes 10-15 days for ISVs to write a direct integration to etherFAX with their API/SDK kit. The development team is available to assist ISVs with programming integrations.

etherFAX incorporates a multi-level encryption security approach known as a "defense-in-depth" – a layering tactic conceived by the National Security Agency (NSA) as a comprehensive approach to information and electronic security. This technique starts with a secure communication channel over HTTPS that secures the link between the customer and the back-end services hosted by etherFAX. Each customer is then authenticated using their account, user name, and password. The web service model further encrypts the communication at the message level. Fax transactions are processed in a secure and



encrypted database. Images in the system persist for the life of the transmission and are then destroyed.

The etherFAX hybrid system offers business continuity, disaster recovery, and peak overflow processing. The firm says that each fax-server vendor can use etherFAX as they wish in each of these scenarios. With the etherFAX APIs, a third-party on-premises fax server and the etherFAX HSaaS offer the identical interface and software, so their use is transparent to users, administrators, and applications.

EtherFAX says that each customer only pays for what they use. Whether moving all their traffic to the cloud or just using etherFAX as a failover service, customers are only charged for successful fax pages delivered. The firm can accommodate customers with highly variable use throughout the year.

When one vendor supplies the on-premises fax server and another supplies the HSaaS, an obvious concern is where to go for support. If the fax server has a problem, the etherFAX customer would have to contact their fax-server vendor or reseller. If they have a problem sending and or receiving a fax they would contact etherFAX or their local reseller/ISV.

etherFAX says it does not charge for software upgrades. The company provides a traffic (page-based) service and customers only pay for pages successfully transmitted. However, since customers are still obtaining and using a fax server and server software from another vendor, there may still be additional costs for upgrading.

The company says there is no set minimum and that its lowest tier service plan is 500 pages per month. Some etherFAX customers reportedly use in the tens of thousands of pages per month or more. etherFAX does not charge penalties for not meeting volume commitments. They try to keep their business fair for both etherFAX and the customer. For instance, a customer may sign up for a 50,000 page-per-month plan, only to find three weeks into the month that their traffic has doubled. Likewise, they allow customers with too large a plan to roll it downward.

etherFAX currently uses two Equinix data centers; one in Newark, New Jersey and another in Denver, Colorado. Non-Equinix facilities include current operations in Malaysia and Spain. The next rollout, for Canada and the United Kingdom, will be based in Equinix data centers in each location.

Overall, etherFAX has a sleek solution that addresses all four hybrid fax scenarios. Davidson Consulting cannot vouch for the solution's scalability to ramp up and support the highest-volume traffic environments that many large enterprises need to fax-enable. The three-year-old company does not have a long list of very large enterprise users. One thing to keep in mind is that the customer may have to pay maintenance fees for the fax server and for every call over the cloud. But the solution neatly uses an API to emulate fax boards in order to keep a customer's end-user experience consistent.

## **OpenText / EasyLink**

On July 2, 2012, OpenText completed its acquisition of EasyLink Services. EasyLink Services and OpenText Fax & Document Distribution Group is now a single business with the world's leading enterprise fax service. OpenText, a billion-dollar leader in enterprise content management (ECM), is now the global leader in the fax server, FoIP server, and enterprise fax service businesses. OpenText is using EasyLink telecommunications capabilities to cloud-enable many of its non-fax applications.

As a fax server provider, OpenText now offers RightFax fax servers, which integrate fax into corporate applications, as well as an enterprise version of the server, email, and other add-on modules that integrate with environments including Oracle, SAP, IBM and enterprise information and content management systems. The OpenText Fax and Document Distribution Group also sells workflow, business process management, and archiving solutions with a digital file cabinet.

OpenText offers a Component Object Model (COM) API that can use any language with COM components, including C#, C\C++, VB.Net and Visual Basic. EasyLink has a web services SendFax API, based on the Simple Object Access Protocol (SOAP) specification that uses standardized XML messaging for ease of integration. Communications between applications occurs over HTTPS with the EasyLink API. The API is currently available in Java, .NET, and PHP (Hypertext Preprocessor).

OpenText cannot, however, support both RightFax and EasyLink applications with a single API. Programmers must use both the RightFax API and EasyLink API to fax-enable both environments.

The EasyLink Fax & Document Distribution Group recently announced availability of a new set of fax services leveraging the EasyLink cloud infrastructure. OpenText is combining RightFax, OCR, Alchemy, and MBPM (formerly Metastorm BPM; business process management) with OpenText Cloud on a single platform.

The company also introduced a hybrid offering, RightFax Connect, where users of RightFax servers can use EasyLink fax services to have the same functionality – through the cloud – as with their fax servers. Previously, EasyLink users had to use either an EasyLink interface or an Xpedite interface to use the EasyLink features. For RightFax users, OpenText has unified the two sets of functionality by writing a front-end to the RightFax server software that allows RightFax users to get at all EasyLink functions through their RightFax interface, thus eliminating the need for retraining of RightFax using RightFax servers and the EasyLink cloud. The front-end interface will allow RightFax users to use their RightFax interface when accessing the EasyLink back-end. And RightFax users with a RightFax Connect license get to access EasyLink automatically.

While the hybrid capability works for RightFax users, it is not available for pre-existing EasyLink users who must use either the EasyLink or Xpedite fax service interfaces. Therefore,

EasyLink users do not get the hybrid capability that would enable them to use the exact same services interchangeably. OpenText says that it believes that EasyLink users have already made the choice to go to the cloud and wouldn't want to use fax servers again. Davidson Consulting disagrees to an extent with this OpenText contention, because we see some fax service users decide to switch back to fax servers because the fax services don't provide them the same sense of control or lower cost-per-fax as on-premises fax servers.

Regarding the question of whether on-premises fax servers and hosted cloud services offer an identical interface and software so that their use is transparent to users, administrators, and applications, the overall answer is "no." RightFax users can get identical capabilities which could be huge for the RightFax installed base, but the original EasyLink users can't get a fax server experience that is identical.

The EasyLink service provides automatic disaster recovery and automatic overflow processing, fulfilling the requirements cited above for hybrid fax systems.

Another criterion examined by Davidson Consulting is whether the hybrid system works seamlessly between the on-premises fax server and the hosted cloud fax service. We also wanted to know whether fax transactions seamlessly flow between being processed on-premise and in the cloud for peaks in workflow or failover situations. OpenText says that if the customers are using a hybrid solution, they are using RightFax hardware/software and EasyLink to manage the fax transactions. But the OpenText rep and the OpenText hybrid datasheet both report that, in this instance, all transactions would be processed in the cloud. Here again, Davidson Consulting disagrees with OpenText's approach. OpenText says that, to save administrators the difficulty of dealing with phone lines, it recommends that all traffic be handled by the cloud-based fax service. Davidson Consulting asserts that this is the more expensive solution, since having calls handled by the fax service is more costly than having calls handled by internal lines. Furthermore, why would enterprises keep their fax servers, on which they have to pay software maintenance fees, and then handle *all* phone calls in the cloud? Why not go completely to the cloud instead? When we asked the question again, OpenText said that they will allow customers to use the hybrid solution as they want.

The question of whether a single contact point is provided for tech support also had a complex answer from OpenText. OpenText says that hybrid service users are provided a single contact point for support issues since OpenText is both a fax service and a fax server provider. But the company stated an exception arises if a customer purchases the hybrid solution from one of RightFax's partners who have application service provider (ASP) status i.e., large ISV partners who provide first line support to OpenText customers. The first call would then be to these ASP partners, regardless of whether they have queries on the RightFax server or the EasyLink services. This would still be a single point of contact, although the question arises of how skilled in EasyLink support are the ASP partners who haven't had to support EasyLink previously. If customers have purchased directly from OpenText or from non-ASP partners (who do not provide first line support) then they would get single-contact direct support from OpenText.



When we asked OpenText whether the hybrid system automatically notifies administrators when moving transactions from on-premises to the cloud, OpenText once again said that if the customers are using the hybrid solution, they are processing all transactions in the cloud. Again, we disagree, as this approach doesn't address the fourth usage scenario we have listed above, simultaneous fax server/fax service operation. When we re-asked the question, OpenText said that the system does automatically notify administrators when transactions are moved from the fax server to the fax service or vice versa.

OpenText states that data is encrypted at all times when being processed by the service and when being delivered to the users' email addresses. Furthermore, the company says it does use Tier I data centers and has multiple data centers for redundancy.

If a RightFax customer has an active maintenance contract, they are entitled to free upgrades as part of their contract. If they are off maintenance, they will need to get back on maintenance for RightFax Server.

Open Text does have minimum fax transaction commitments with its hosted fax service. Customers can choose from different volume tier plans based on their usage patterns. Contracts are based on annual commitments. In the event the customer falls short of their commitment, they will be billed the difference between their actual usage and their contract commitment.

Overall, Davidson Consulting believes that OpenText has a strong hybrid solution for RightFax server users, assuming it does allow and can support users deploying the system as they desire. It requires a two-interface solution, for EasyLink users, which nonetheless still supports disaster recovery and overflow processing but does not elegantly address the other two hybrid fax usage scenarios – fax server/fax service trial phase and simultaneous operation. Additionally, programmers would have to use two APIs to fax-enable applications across the two environments.

Davidson Consulting believes that OpenText is targeting its hybrid solution more at mid-range enterprises than large enterprises because of its contention that administrators will want to use the cloud for all telecommunications rather than internal phone lines. This approach makes sense for smaller enterprises but probably not for larger enterprises due to the issues of data control and cost avoidance in high volume enterprise environments. Furthermore, OpenText is the only fax provider covered in this report that holds its customers to volume commitments.

## **Biscom**

Biscom was the first enterprise-wide fax server provider going back to the mid-1980s. The company has long provided the largest enterprises with fax servers and has specialized in production fax servers which instantly send out batches of tens of thousands of purchase orders, invoices, or any other type of turnaround document, without human intervention. The company, which is the largest production fax – and second-largest enterprise fax – vendor in North America, started selling cloud-based fax services, FAXCOM Anywhere, in 2009 based on its longstanding FAXCOM fax server platform. Users of either Biscom’s cloud-based services or on-premises servers are using the same FAXCOM Suite enterprise software.

Biscom has been selling Fax over IP (FoIP) servers since 2005. Its FAXCOM solution is tightly integrated with Microsoft Windows, Exchange, Office, and Outlook, and can be administered via a single Microsoft Management Console (MMC). FAXCOM users can be managed natively through Active Directory and Group Policy, which means there is no need to maintain and synchronize a separate fax user list as is required with the other two systems in this report. User properties and permissions are administered natively through directory services, so costs are saved by not having to retrain administrators or synchronize databases.

Biscom has integrated its fax server and its hosted fax solutions with virtually any computing environment, including Microsoft SharePoint; Active Directory/Group Policy; Health IT EHR systems such as GE Centricity, Siemens Syngo and Novius, McKesson Horizon MedDirect, Meditech, and Epic; MFPs; VMWare; Oracle; SAP; IBM iSeries and mainframes; Hyland OnBase ECM; Cisco; Avaya; and Siebel.

The company also offers a Fax & Document Workflow capability along with more sophisticated Advanced Fax Routing and Workflow Enterprise programs. Biscom offers many different APIs for customers to easily fax-enable their existing enterprise applications. Anything its fax servers can do, its cloud fax service can do in exactly the same way.

Biscom’s hybrid solution meets the criteria that the on-premises fax server and the hosted cloud service offer the identical interface and software. As mentioned above, both the fax servers and fax services are driven by the same FAXCOM Suite enterprise software. Accordingly, users and administrators need only be trained once, and applications are only written once whether on-premises, hosted cloud, or hybrid fax servers are selected. Any of the available APIs the customer selects automatically fax-enables applications for both the fax server and the fax service.

Biscom’s hybrid fax system automatically provides business continuity, disaster recovery, and peak overflow processing because the software is identical and the transitions are completely seamless. Biscom helps determine the best customer application and configuration prior to recommending an on-premises fax server, a hosted cloud fax server, or their hybrid fax platform.

Biscom's hybrid fax platform is designed to minimize cost per fax, and it charges for using the cloud only when needed and not when pre-existing telephony facilities would suffice. The cloud is only used for transactions when the local (lower-cost) infrastructure either fails or doesn't have adequate capacity, so the customer maintains a reduced cost-per-page sent and received.

Biscom offers most customer, technical, and applications support on a direct basis, so there is always a single point of contact that takes care of all support issues. This is true whether customers have on-premises fax servers, cloud fax service, or their integrated hybrid application. And it is the Biscom support team that has serviced large enterprise customers directly for over thirty years. The company never charges for software upgrades as long as the customer has a service maintenance contract.

Biscom's hybrid fax platform works seamlessly between the on-premises fax server and the hosted cloud fax service, with fax transactions automatically flowing between being processed on-premises and in the cloud for peaks in workflow or failover situations. And Biscom's system automatically notifies administrators when it moves transactions from on-premises to the cloud, and vice versa.

Biscom secures data in-transit by using AES 256-bit encryption with SSL communications. Stored data is securely encrypted at rest in the FAXCOM Suite mailbox server, also with AES 256-bit encryption. When transmissions are completed, all data is deleted. Biscom Secure Fax is a new option which leverages Biscom's secure file transfer offering, Biscom SFT, with enterprise fax for the delivery of faxes to email boxes also with data encryption in-transit and at rest. Biscom SFT allows users to easily and securely share any size and type of file, not just TIFF, on an ad hoc basis with automatic delivery confirmations, tracking, and auditing. When integrated with FAXCOM Suite, it is branded as Biscom Secure Fax, and can be applied to fax servers, fax services, and/or Biscom's hybrid fax platform.

Biscom has three Tier 1 data centers in the US – with Verizon, AT&T, and Level 3– all offering redundancy for data, telecom, and facility infrastructures. Biscom's hosted cloud service is available in two versions: 1) an office version without any on-premises hardware, software, or API required and 2) an Enterprise version which runs Biscom's FAXCOM Suite software, which drives both Biscom's on-premise servers and its hosted cloud service, enabling an easy transition to its hybrid fax platform from either model with just two mouse clicks.

All in all, Biscom offers a tested enterprise-wide hybrid fax system that is identical in its cloud-based face and its fax-server-based implementation. Because the software is identical, users will not know which they are using. Biscom's proprietary Queue (a lightweight service) can load balance up to 128 different FAXCOM servers, regardless of whether the servers are installed locally or hosted in the cloud. Biscom's hybrid offering is backed by a support team with 30 years' experience dealing with the largest organizations. Biscom supports all four hybrid fax usage scenarios cited in this report.

Although Biscom does offer its fax service in conjunction with non-Biscom fax servers, that model is not Biscom’s primary hybrid target. Biscom likes to handle overall customer support, so its preference is to offer Biscom on-premises servers, its hosted cloud service, or its Hybrid Fax Platform, combining both.

	etherFAX	OpenText	Biscom
<b>Hybrid Fax Scenarios</b>			
Handles overflow traffic	✓	✓	✓
Provides business continuity and disaster recovery	✓	✓	✓
Fax Server/fax service trial phase	✓	Yes: RightFax No: Easylink	✓
Simultaneous operation	✓	Yes: RightFax No: Easylink	✓
<b>Secondary Criteria</b>			
Data encrypted in-transit and at-rest	✓	✓	✓
Tier 1 data centers	✓	✓	✓
No minimum cloud fax volume commitment	✓	No	✓
No minimum usage penalties	✓	No	✓
Positions use of cloud only when needed	No	No	✓
Single point-of-contact for support	No	Yes: RightFax No: Easylink	✓
Identical interfaces	Yes, with API	Yes: RightFax No: Easylink	✓
Transparency	Depends on API	Yes: RightFax No: Easylink	✓
Free software upgrades	Depends on server vendor	✓	✓

Figure2: Hybrid Fax Features and Criteria Comparison

## Conclusions

Davidson Consulting finds that all three suppliers offer strong solutions, each with differing capabilities.

etherFAX offers a strong solution using an API to offer customers the same functionality they have with both their fax servers and cloud-based fax services. However, we cannot say the system enabled by an API will have the scalability to meet the requirements of the largest enterprise customers. Also, etherFAX partners do not have fax servers that offer equal enterprise functionality to Biscom and OpenText offerings. Additionally, with etherFAX, buyers must keep their fax servers and add the fax service, paying for both. Finally, etherFAX does not have thirty years of experience supporting large enterprise fax accounts. Nonetheless, etherFAX does offer a very compelling solution, with a neat API to cloud-enable fax server vendors and their customers.

OpenText offers a strong solution for RightFax fax server users that is similar to Biscom's solution. But OpenText does not offer the same type of identical functionality to pre-existing EasyLink users. Programmers would need to use two APIs to fax-enable a system across the RightFax and EasyLink environments, adding to the customer's cost. Moreover, Davidson Consulting disagrees with the OpenText assertion that fax administrators will want to use the cloud rather than their pre-existing telephony circuits in the many instances where using the pre-existing telephone lines would be less expensive. So, outside of RightFax server users, we believe the OpenText hybrid option offers more appeal to mid-range and smaller enterprise customers than to large enterprises.

Biscom, we believe, offers large enterprises and mid-sized firms the most complete hybrid solution – both its fax server software and cloud-based fax services function identically in every way and have proven over the years to be enterprise-ready. Biscom offers more enterprise capabilities than most other independent fax server vendors, including the etherFAX partners. Users wishing to keep their existing non-Biscom brand of fax server could consider either etherFAX or Biscom solutions to get cloud capabilities. Moreover, Biscom offers a direct business model with a single point of contact in every instance where technical or applications support may be needed for its solutions. Software upgrades are always free with an active service contract. The company does not hold customers to volume commitments or bill them back for non-achievement as ease-of-doing-business is a primary corporate policy. In addition, Biscom consults with customers to understand their specific needs prior to suggesting an on-premise, hosted cloud, or hybrid business model to maximize enterprise security and efficiency, and minimize faxing costs. Its revenue model doesn't favor one model over the other and its product design makes it simple to switch among the three—on-premises, cloud, and hybrid.

### **ABOUT BISCOM**

Founded in 1986, Biscom, headquartered in Chelmsford, Massachusetts, pioneered the fax server and hosted on-demand cloud fax marketplaces. Biscom, the industry's recognized innovation and customer service leader, has provided many of the world's largest companies with secure communications solutions, most notably its award-winning enterprise FAXCOM® Server and FAXCOM® Anywhere hosted cloud enterprise fax solutions, and Biscom Delivery Server secure file transfer products.

### **ABOUT DAVIDSON CONSULTING**

Peter J. Davidson is president of Davidson Consulting, a firm that specializes in market research, consulting, news-letter and industry conferences covering facsimile and unified communications. Davidson has covered the fax industry intensively since 1986, when he became the writer of FAXreporter, a monthly newsletter published by Buyers Laboratory, a Consumer Union spin-off that tests and reports on office systems. In 1994, Davidson authored a report, also published by Buyers Laboratory, entitled "Hidden Fax Costs and Secrets to Savings," which was a best-seller among fax machine dealers and corporate buyers.