

Automating Corporate Fax Communications Provides Quick Return On Investment

Fax communications remain one of the most frequently used means to exchange information. Organizations of all sizes rely on fax to send and confirm purchase orders, submit applications, receive newsletters, send and receive legal documents, communicate with customers, and more.

The Internet revolution introduced workers to the convenience of email. Sending and receiving email became a routing procedure that required only a few clicks of the mouse. Sending and receiving faxes, however, requires a lot of manual procedures: retrieving the document from the printer, walking to the fax machine, waiting. The diagram below illustrates the normal steps required to fax a document.



Sending a fax with a fax machine

Any organization still relying on a stand-alone fax machine is all too familiar with the frustrations of manual faxing: the failed transmission attempts, the line busy signals, the time spent waiting for faxes to send. . .and resend.

Add to that the time spent waiting by the fax machine for the arrival of important or confidential faxes, the time spent troubleshooting paper jams, the time spent apologizing to customers for misplaced faxes, and the labor-intensive, error-filled manual faxing process soon reveals itself to be more than just an inconvenience.

Compromised customer service, inefficiency, lost productivity — manual faxing ultimately amounts to a huge waste of time, money, and resources.

Network Fax Servers Provide Money Saving Solution For Manual Faxing

Network fax servers, such as Castelle's FaxPress, eliminate the time spent sending a fax manually by allowing you to send and receive faxes directly from your PC workstation. Sending a fax with FaxPress takes less than one tenth of the time sending a fax manually does. With FaxPress, sending a fax becomes as convenient and reliable as sending an email, encouraging prompt, efficient response to customer requests. Any document you might print, manually fax, or even mail can be sent straight to FaxPress right from the application you're working in. FaxPress electronically delivers your documents from any network workstation, whether the sender is in the office or on the road — all without ever misplacing a fax.



2 Steps!

Sending a fax with Castelle FaxPress

FaxPress provides additional money-saving features including prescheduled fax transmission that allows you to use lower phone rates for not-time-critical documents, single-click fax broadcasting, and Castelle Internet Faxing. With Internet Faxing you can send faxes between 2 or more FaxPress servers via the Internet.

Delivery Of Incoming Faxes To A Desktop Saves Time And Protects Sensitive Documents

FaxPress can deliver incoming faxes directly to your desktop. No need to call a mail room for your important fax or keep walking to a fax machine checking for received documents. Castelle's technology provides several convenient ways to securely deliver faxes directly into individual mailboxes.

This feature saves a lot of valuable time for senior management. They don't have to hover over fax machine waiting for a confidential document. It also allows your company to meet the Health Insurance Portability and Accountability Act (HIPAA) requirements for protecting private information related to health.

Keeping an electronic record of incoming faxes can also save a lot of time if the need to retrieve a fax ever arises.

Saving Time And Money By Integrating Fax And Email

FaxPress integrates two of your company's most powerful communications tools — fax and email — into one integrated messaging solution. This integration will be appreciated by both end users and network administrators. Sending and receiving faxes becomes indistinguishable from emails. Sending a fax is identical to sending an email. Just select a fax number or numbers

from your phone book and click "SEND". You can mix and match email and fax addresses in the same message and attach files the same as with email. FaxPress will automatically convert attachments to fax format. Incoming faxes appear in the inbox of your email software like any other incoming messages. You can send and receive your faxes in an office and on the road. End users will not have to learn how to operate fax software. And network administrators will not have to install it on every workstation. Email gateways for Microsoft Exchange and SMTP-compatible systems including Novell GroupWise and Lotus Notes are standard with majority of FaxPress servers.

Saving Time And Money By Automating Faxing From Your Back Office Applications

FaxPress can automate faxing from your accounting, CRM, payroll or any other application that uses forms. Automatically faxing an order confirmation, a purchase order or a shipment confirmation will save time for a busy order processing or accounting department and improve customer satisfaction by quick response.

FaxPress comes with a Reform-for-Castelle (optional on FP SBE and 2500) integration package that supports many popular back office applications such as Oracle, SAP, and Grate Plains.

Castelle's Unique Approach To Networks Faxing Makes Fax Servers Very Economical

A majority of the fax server solutions available on the market are implemented as a software product. In contrast Castelle has chosen to develop FaxPress as an integrated server appliance that includes all the required hardware and software. Castelle's software is licensed on per-server basis unlike many other products. The integrated approach provides FaxPress users with unprecedented ease-of-use, ease-of-installation, reliability, high performance, and low maintenance. Moreover FaxPress offers the extensive list of features required in a corporate fax solution. Castelle's approach offers lower cost of ownership and faster return on investment.

The following table shows how quickly FaxPress fax server can pay for itself.

Time savings comparison			
	Office Fax Machine	FaxPress	
Minutes to send a fax	5	1	
Labor cost to send a fax @\$20/h	\$ 1.67	\$0.33	
FaxPress savings comparison table			
Faxes per day	30	60	125
average pages per fax	4	4	4
fax pages per day	120	240	500
Recommended FaxPress Model	FP2500	FP5000	FP7000
FaxPress Cost	\$2,995	\$5,995	\$8,495
Yearly labor cost related to faxing with a fax machine	\$11,000	\$22,000	\$45,833
Yearly labor cost related to faxing with FaxPress	\$2,200	\$4,400	\$9,167
Yearly savings (including cost of the system)	\$5,805	\$11,605	\$28,172
Monthly saving	\$484	\$967	\$2,348
Payback time (in months)	6.2	6.2	3.6

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