



Better Ways to Fax *and Save Money in the Process*

CHALLENGES

Many of our clients are still relegated to using fax machines. Those folks who work with government agencies, freight forwarders and even medical facilities find themselves still sending and receiving faxes. In some cases, organizations are still using faxes in several departments. Along with those faxes there's a POTS line or (Plain Old Telephone Service) from the phone company. The problem here, other than paying for fax cartridges, is the fact POTS line prices are climbing at a steady rate every year. (Did I mention faxing is slow and low resolution -compared to email?)

If your business has as little as 5-6 POTS lines in place you may be paying \$300.00 to \$400.00 in monthly line costs alone. Are you aware there are some good alternatives?

OPPORTUNITY

Consider these two options for your business.

First, are your faxes handling inbound documents only?

If so, you should strongly consider an e-fax solution.

An e-fax is a hosted solution that requires an internet connection and an email address. There are several advantages of an E-faxing Solution. First, e-fax completely eliminates a monthly line cost. Second, e-fax allows you to distribute faxes directly (and privately) to specific personnel.

Further, with the use of a distribution list, you could, for example, distribute purchase orders to entire departments for faster processing.

The only downside to an e-fax solution may come in situations where you need to send a document to another fax machine. Outbound faxing requires a dedicated modem for calling.

Your best bet? Convert as many fax machines to e-fax and keep a handful of fax machines for outbound duty. As for those remaining fax machines you can replace each expensive POTS line by using an **IP fax modem**. An IP fax modem replaces your traditional POTS line by converting IP phone signal into analog.

ALTERNATIVES



Cisco ATA Fax Modem (Front View)

With this type of modem you can connect directly to an internet port, assign an IP address and then connect an RJ11 cable between the modem and the fax as shown:



The PAY OFF

Any number of technical resources can help you install this solution. In most cases, we enlist our own solution providers to install and manage our fax solutions. However, with a little patience, your PBX vendor or IT specialist can install a similar solution for your business. Fully managed solutions typically run \$20-\$25.00/month. Even at this rate, you can easily save 50% over each POTS line cost and receive a reliable solution - complete with fax reports and an email failover to boot.

For more information, contact RAM Communications today.



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