



DATASHEET



ABOUT CAPTARIS

Captaris, Inc. is a leading provider of software products that automate business processes, manage documents electronically and provide efficient information delivery. The products of Captaris and its subsidiary Castelle, including Captaris® RightFax®, Captaris Workflow™, Captaris Alchemy® and the Castelle FaxPress line of products, are distributed through a global network of leading technology partners. We have customers in financial services, healthcare, government and many other industries, and our products are installed in all of the Fortune 100 and many Global 2000 companies. Headquartered in Bellevue, Washington, Captaris was founded in 1982 and is publicly traded on the NASDAQ Global Market under the symbol CAPA. For more information, please visit www.Captaris.com.

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SPECIAL REPORT: Trade 100 Fax Machines for \$100,000

Fortune 1000 Companies Save Millions Annually Simply by Eliminating Fax Machines

INTRODUCTION

Did you know the fax machine sitting next to your desk could be costing your company \$10,000 over its lifetime? It's a fact. Consider the cost of paper and other related expenses for that machine. Now multiply that by the number of fax machines scattered throughout your organization. When you add it all up the amount of money could be staggering. Unfortunately, many companies do not realize that each time someone feeds paper into a manual fax machine, they're also feeding into higher overhead costs.

Imagine if you could solve this costly problem.

You can. Replace your fax machines with fax server software. Fax server software enables network users to electronically send, receive, track and manage fax documents directly from desktop, email and back-office applications. It's fast. It's efficient. And, depending on your usage it could add hundreds of thousands—even millions of dollars— to your bottom line.

To find out how to turn your fax machines into cash, read the following special report. In this report you will learn:

- How a real life organizational challenge was met with fax server software
- Why replacing your fax machine with fax server software makes financial sense
- How to determine if you should be using fax server software

THE MORTGAGE WAREHOUSE REPLACES FAX MACHINES AND EXPENSIVE OUTSOURCED FAXING WITH EFFICIENT, SECURE ELECTRONIC DOCUMENT DELIVERY

RIGHTFAX HAS RETURNED MAJOR COST SAVINGS, CLOSE TO 50 PERCENT

The Mortgage Warehouse (TMW) is a wholesale lender providing service to meet the needs of its brokers and their non-conforming borrowers. A steady stream of documents flow in and out of TMW every day—loan applications, credit reports, rate sheets and more are essential to every transaction. To keep up with information to and from brokers, TMW used to send and receive business documents via fax machine, a method described as “equivalent to a chisel and rock” in the evolution of information exchange, according to a TMW account executive. It could take 15 minutes to walk a fax to the machine, send and obtain confirmation,” he noted.

Being away from the desk meant missing phone calls and delaying other tasks. Incoming faxes could be misfiled or—the common paper dilemma—simply missed. “We used to find credit reports left on a table where they could be seen by anyone.”

Instead, the documents containing social security numbers and other sensitive information must be safeguarded under directives for the protection of consumer information, such as the Patriot Act and Fair Credit Reporting (FACT) Act. TMW put aside its two fax machines for internal, dial-up fax servers using standard faxing software. “That system became obsolete and it was impossible for us to get large amounts of faxes out.” The company made another switch to an outsourced fax provider that delivered faxes electronically, but it didn’t take long for new problems to surface. The provider’s conversion process was lengthy and unreliable. As a result, critical documents were often delayed 45 minutes or more. And, to make matters worse, the cost for outsourced faxing was unbelievably high.

It recommended RightFax to TMW for the fax solution’s proven payback, security and reliability. In addition, RightFax enables faxing from virtually any software application or hardware equipment, including MFPs. Employees now deliver secure electronic documents from their personal computers or MFP. Electronically delivering mortgage documents via RightFax is convenient, secure and affordable. Employees send and receive faxes via RightFax immediately—a result that directly impacts TMW’s profitability. Handling faxes via electronic document delivery not only speeds processing, it protects the data being transmitted. Since digital files are easier than paper documents to control, file and delete, RightFax enhances security for meeting government compliance requirements. TMW now leverages existing and new software and hardware applications to support its overall document solution. Although the company added services since its initial Return on Investment (ROI) expectation, they reported that RightFax has returned major cost savings, close to 50 percent.

THE FINANCIAL REASONS TO REPLACE YOUR FAX MACHINES WITH FAX SERVER SOFTWARE

The hard costs associated with fax machines are only part of the story. There are many factors to consider when assessing the financial impact of switching from fax machines to fax server software. Fax server software helps you reduce direct and indirect costs and realize your profit goals in a number of ways including through:

1. Reduced Equipment and Supply Costs

Fax server software eliminates the costs to maintain multiple stand-alone fax machines, fax modems and phone lines. It also reduces supply and environmental costs since documents can be sent and received electronically without wasting paper and toner on physical documents. Companies that take advantage of fax server features such as Least-cost Routing or Fax over IP (FOIP) may increase cost savings even more. Replacing their fax machines with fax server software has made sound financial sense for companies such as SAP. “Integration of RightFax with SAP has saved time and expense...Once we implemented RightFax, the automated faxing required less human effort...saved on consumables and provided an ROI in a short time.”
—Systems Engineer, SAP Labs

2. Increased Efficiency and Productivity

When you replace your fax machines with fax server software, employees do not waste time in line at a fax machine to send and receive documents. Instead they can fax documents almost instantly right from their desktops. For account executives at the Mortgage Warehouse this equates to more potential business. “I am more efficient faxing at my work station. I can send out flyers and rate sheets five times faster than three years ago using fax machines. It’s a huge difference in the amount of brokers I can talk to and work with each day.”

3. Faster Transaction Processing

If you replace time-consuming manual faxing processes with automated document delivery you can eliminate costly delays in transaction handling. This means you can cut lead times on purchasing, improve response times and reduce DSO. For example at Barilla, the nation’s largest pasta supplier, orders that once took half a day to process are now immediately accessible and can be processed within 30 minutes thanks to using RightFax software. Such fast processing can shorten the business cycle, improve customer service and ultimately lead to quicker revenue recognition.

4. Decreased Administration and Maintenance

Fax server software allows administrators to consolidate faxing services on the network. Administrators do not waste time and resources on managing multiple fax modems, phone lines or stand-alone fax machines. Plus, centralized administration tools can take the time and complexity out of system management. At Weiss Research for example, centralized administration tools make it easy to quickly manage or troubleshoot their faxing solution. This saves time and frees up IT resources for other more value-added projects.

5. Improved Cost Recovery

Leading fax server software offers billing code features, or it integrates with popular document management systems to provide cost recovery

capabilities not easily available with fax machines. According to the law firm of Boies, Schiller & Flexner, RightFax likely paid for itself within the first year simply through cost recovery. "RightFax is a cost effective system. Since our users can use RightFax to assign client codes, it has helped us track and recover phone costs." In fact, because staff isn't spending most of its time chasing paper, billable time for the team in the managing clerk's office has shot up from close to zero percent to 30-60 percent billable time.

6. Enhanced Customer Loyalty

According to a survey by ATG (Art Technology Group, Inc.), more than 75 percent of companies say inadequate information in commerce, marketing and service organizations is hampering their ability to deliver satisfying and profitable customer experiences. Replacing your fax machines with fax server software is a safe and cost-effective way to provide your customers and suppliers the information they need when they need it—allowing you to build loyal and profitable customers while keeping a close eye on the bottom line.

SHOULD YOU USE FAX SERVER SOFTWARE?

Whether it's from cost reduction or revenue generation or both, fax server software has proven to be a safe way to make a positive impact in Fortune 2000 and small companies alike. But would switching from fax machines to fax server software make financial sense for your organization? Every organization is different. However, according to industry estimates, most organizations with more than 25 employees sending faxes probably need fax server software. Those with more than 50 definitely do.

While you are doing the math, there's also another important question to ask. What is it costing you by not investing in fax server software? For many organizations, doing nothing can be an expensive proposition.

To help you sort out the financial benefits of fax server software, we would like to offer you a free fax assessment. **Click here to receive a free fax assessment.**

ABOUT RIGHTFAX

RightFax is the world leader in fax server software, with a market share five times larger than its nearest North American competitor and 2.5 times larger than its nearest global competitor.² It delivers the most reliable and robust solutions to integrate and automate the flow of fax, paper and electronic documents and data, enabling enterprises to drive revenue, cut costs and meet compliance goals. RightFax integrates with desktop, email, CRM, ERP, document management and other applications to efficiently and securely send and receive documents from any application via fax, email, print devices or the Internet. It's proven in organization of all sizes and is a safe document delivery solution that won't cost you your job.

² Source: Computer-Based Fax Markets 2005-2010, Davidson Consulting