

## MyFax - Why so many are making the move

Organizations seeking to reduce expense while improve the reliability and capacity of their business faxing are adopting Internet fax service at a record rate. With Internet fax service revenues exceeding \$550 million in 2006 and growing at 26.8% annually, Internet fax is being rapidly adopted as a modern solution to a legacy communications medium. MyFax enables users to send and receive faxes using email and the Internet, eliminating capital and operating expense associated with the procurement and management of hardware and software, and permitting the most efficient deployment throughout an enterprise.

By replacing in-house fax infrastructure with MyFax, organizations are realizing the following benefits:

- ▶ Dramatic Cost Savings
- ▶ Improved Productivity
- ▶ Unparalleled Privacy and Security
- ▶ Enhanced Regulatory Compliance
- ▶ Carrier Grade Performance

### Dramatic Cost Savings

Organizations replacing in-house infrastructure with MyFax not only eliminate capital expense, but also replace capital-associated operating expense in favor of a reduced, simplified and completely visible monthly expense. This is the case because MyFax requires no hardware or software, thereby eliminating this expense as well as related operating costs of system deployment, administration, maintenance, and Help Desk support. Instead, a company's existing email and Internet infrastructure is fully leveraged as the primary faxing mechanism and all user support is provided toll-free via the MyFax 24x7x365 Help Desk. This frees IT staff to focus on more important business systems that must truly be managed in-house.

Enterprises making the move are also discovering considerable operating expense savings associated with facilities, telecom (dedicated lines and long distance fees) and unplanned system upgrades. Enterprise executives report that many of these expenses are not as visible as capital, are difficult to control (sometimes out of control) and represent a significant recurring expense to the business.

"If I'm showing a house in the morning and closing another sale in the afternoon, I can easily forward faxed HUD statements over to the mortgage broker from anywhere. Time is hard to come by, and if I can work more efficiently, it translates into more profitability."

Todd Dockswell  
Broker of Dockswell Realty

Organizations also benefit by paying only for the actual business fax volume. IT executives, frustrated with having to maintain excess infrastructure for peak periods of business activity, are reporting that MyFax not only resolves this cost issue, but also provides the added benefit of mitigating operational risk when peak periods exceed existing infrastructure capacity. As well, specific departmental or individual costs may now be tracked and reported, providing better control over the profitability of operations, ensuring accurate and complete cost recovery to organizations seeking to bill clients, partners, company departments or users for incurred expense.

*For a detailed financial cost/benefit analysis of your faxing environment, call 1-888-733-0000 x767.*

### Improved Productivity

MyFax yields productivity improvements for the user, the operational staff and the business as a whole. MyFax users are immediately productive because sending and receiving faxes is no different than sending or receiving email. Employees can be up and running quickly



because the service is simple to learn, and easy to use. Mobile users will truly be mobile because they will be able to send or receive faxes via their PDA. In essence, MyFax eliminates the inefficiencies and costs created by someone having to leave one's work area or return to the office when traveling in order to send or receive a fax.

MyFax may be rapidly and efficiently deployed throughout the enterprise, a feature revered by the IT/Operations staff. There is no systems architecture to design, no installation required, no desktop software requirements, no required administration and user provisioning can be done on the fly through an intuitive online interface. Best of all, the service may be easily administered via the web 24x7x365, when it's most convenient for a company's staff to do so.

For the business as a whole, MyFax numbers are never busy, resulting in faster revenue recognition and greater satisfaction of customers, partners and suppliers. With faxes being sent and received directly to/from a user's account, faxes do not disappear from communal office areas and users receive personal fax confirmation reports delivered via email. As a result, employees no longer waste time personally tracking whether or not a fax has been sent or received, but instead focus on more productive activities.

"As with all insurance companies, we needed to archive all sorts of information, such as claims, declarations, photos, pictures. There's a huge amount of documentation with any policy. Now, with MyFax integrated into our system, our employees are more productive, more efficient and much less error-prone. If the fax is sent, we know the document is archived."

Geoff Belair  
Director of Information Technology for Westland Insurance

"MyFax is too good to be true. The service was quick to implement and integrate into my operation. New underwriters receive personal fax numbers right away and are instantly productive."

Lorraine Sato  
Vice-President, Underwriting for GMAC RFC

## Enhanced Regulatory Compliance

Current privacy regulations have a significant impact on an organization's communications practices, including fax. Some of these regulations include HIPAA, the Sarbanes-Oxley Act of 2002, and the Gramm-Leach-Bliley Act. Inherent to MyFax are a number of features that help to ensure compliance with these privacy regulations. In addition, MyFax has technical, physical and organizational safeguards in place to ensure an enterprise's fax communications are kept fully confidential. As fax communications flow through the MyFax system, data encryption, user authentication, and application, database, and server management security are implemented collectively to ensure information is kept private and secure. MyFax has a comprehensive anti-spam, antivirus and intrusion detection policy in place to safeguard all fax communications and equipment and systems within the MyFax data center are actively monitored 24x7.

"MyFax helps achieve greater levels of privacy safeguards, thereby mitigating the likelihood of privacy breaches and ensuring Privacy Legislation compliance. Protus provides organizations with a secure alternative to the traditional method of faxing."

Terry McQuay  
President Nymity Inc.

## Unparalleled Privacy and Security

MyFax enables users to send and receive faxes electronically. By eliminating paper, the risk of data being seen or copied by unauthorized personnel within the company is almost nil. Electronic delivery between individuals also eliminates the chance a fax will be accidentally delivered to the wrong person or be thrown away inadvertently. For documentation purposes, MyFax offers the ability to store every fax either on the user's PC or on a password-protected network server. Via regular data backups, there's assurance that a copy of a fax still exists in a secure location in the event of a disaster or accidental deletion of the file. MyFax also offers integration with document management applications, further safeguarding information while making it more accessible to auditors and other authorized personnel should it be required.

## Carrier Grade Performance

"We're in the business of delivering our products and services - we're not in the telecommunications business", is a common thought expressed by enterprise executives bothered with the cost, complexity and risk of implementing and maintaining an in-house faxing infrastructure to the standards demanded by the business. Indeed, it's an acknowledgement that a company focused on and specializing in delivering fax services is able to do so more effectively and at a lower cost due to economies of scale efficiency. In practice, such is an accurate reflection for a service such as MyFax that delivers a carrier grade level of performance via a state-of-the-art data center with inherent high availability and disaster recovery practices in place. Levels of architectural design, redundancy, management and support within such an infrastructure far surpass those of what an enterprise is willing to invest in or able to implement for its own faxing infrastructure, making MyFax a trusted alternative to an in-house infrastructure, delivering peace of mind to management.

A decorative graphic on the left side of the page, consisting of several overlapping, semi-transparent green shapes that resemble a stylized arrow or a series of overlapping pages, pointing towards the right.

## About MyFax

MyFax is an Internet fax service provided by Protus IP Solutions, a high-growth application service provider offering value-added Internet fax communication and voice broadcast services to businesses around the world. Since 1997 leading companies in the finance, insurance, real estate, pharmaceutical and retail industries have trusted their outsourced communication needs to our reliable service. We manage 780 million faxes per year, deliver 375,000 pages per hour, and dial 500,000 calls per hour. Online Internet fax services targeting personal, small business and corporate users are sold under the brand name MyFax. Protus solutions are sold directly and through a network of worldwide partners, including major service providers. Additional information is available at [www.protus.com](http://www.protus.com) or [www.myfax.com](http://www.myfax.com).

**Toll-free: 1-888-733-0000 ext. 1 | (613) 733-0000 ext. 1 | Email: [sales@myfax.com](mailto:sales@myfax.com)**

© 2006 Protus IP Solutions. All rights reserved. Protus, MyFax are trademarks of Protus IP Solutions.

Other trademarks referenced in this document are the property of their respective owners. Customers are solely responsible for ensuring regulatory compliance.

MFWP1006