# Fax as a Service

CLOUD COMPUTING HAS ENORMOUS POTENTIAL WITHIN THE FEDERAL GOVERNMENT TO REDUCE TECHNOLOGY OPERATING COSTS, INCREASE OPERATIONAL EFFICIENCIES AND IMPROVE SERVICE DELIVERY. AGENCIES NEED TO IMPLEMENT RELIABLE, INNOVATIVE SERVICES – EVEN IN THE FACE OF RESOURCE CONSTRAINTS.

Organizations like the United States Department of Agriculture (USDA) and the General Services Administration (GSA) have already moved a significant portion of their electronic communications to the cloud – leveraging such services as hosted fax.

The cost to support fax machines is remarkably high, which makes fax communications a key area to consider when assessing cloud readiness. Factor in capital costs, support, supplies, and telecom line costs, and a single fax machine can easily cost over $500 per year to support. Most government organizations support hundreds or thousands of fax machines. Additional costs are lost in productivity as faxes are misplaced and subject to delivery failures. Finally, stand-alone fax machines present a security concern, as they allow confidential material to be exposed or become lost among piles of paper.

To eliminate the costs, inefficiencies and security concerns of operating large pools of fax machines, agencies are moving fax services to the cloud to save potentially millions of dollars – while improving security and reducing IT staffing demands.

**Desktop Messaging** is a 100% hosted email-based fax service that allows employees to send and receive faxes as electronic messages, directly from their existing email accounts. Desktop Messaging eliminates the need for fax machines and related infrastructure, reducing fax costs while improving productivity. As a fully-hosted service, EasyLink offloads the entire fax support function from your IT staff, enabling them to focus on more strategic objectives.

**Cloud-Based Fax Highlights:**

- **Easy to Use** – As simple as sending and receiving email messages

- **Available on GSA Schedule** – Already approved for purchase under GSA Schedule 70

- **Scalable** – Able to support large data transmissions and peak periods

- **Secure** – Uses industry-standard encryption and FIPS 140-2 validated appliances

- **Business Continuity and Disaster Recovery** – Geographically diverse data centers distribute Telecom and Internet traffic between the data centers. Active-active disaster capability ensures the highest level of service availability.

- **Environmentally Friendly** – Reduces your carbon footprint by eliminating use of paper, toner and other supplies

- **Seamless Migration** – Migrate to the EasyLink network with no impact to your operations

- **Never Busy** – Never miss a fax due to a busy signal

**THE ANSWER IS EASYLINK®**

# Speed, convenience and cost savings.
## Just the way you envisioned it.

## SIGNIFICANTLY REDUCE COSTS

By moving from fax machines to EasyLink's hosted fax solution, you can completely eliminate the extensive costs associated with analog line fees, capital purchases, support, and supplies, as well as the soft costs of operational inefficiencies associated with manual fax processing.

## REDUCE INFORMATION SECURITY RISK

Open fax machines are a source of information security risk – it is impossible to predict when confidential information will be received, or who may have access to it. EasyLink's Desktop Messaging eliminates this risk with layers of protection. The fax is delivered only to an intended recipient's email address. Communications between EasyLink and your organization are encrypted, and complete audit trails are provided for every transaction that passes through the network. TLS/SSL, IPSec/VPN, SSH, and other secure communication protocols protect your data in transit; AES is used for data at rest encryption.

## MAINTAIN RELIBLE FAX SERVICES IN A VOIP ENVIRONMENT

EasyLink's Fax Services are well-suited for VoIP environments, providing IP-based fax messaging without the operational problems inherent in faxing over VoIP networks, including latency issues, and garbled or missing faxes. If you are planning a migration to hosted or premise-based VoIP, EasyLink Fax Services enable your organization to transition to VoIP while maintaining continuity for your existing fax numbers.

## SIMPLIFY PROCUREMENT AND IMPLEMENTATION

EasyLink is listed on the GSA Schedule, which only requires a task order. Alternatively, EasyLink's GSA Schedule contractor accepts government procurement cards, so you can request a pilot test with no paperwork. The power of the cloud makes EasyLink Fax Services highly flexible, allowing you to transition your entire agency to hosted fax in one implementation, or in a phased, departmental approach.

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