

Overview of the Next Generation Enterprise Fax Solution

FaxCore sets itself apart from other fax servers by its architecture. Typical fax solutions come from a Legacy Client-Server design with limited options for Internet driven business environments. FaxCore's Open Design allows for unlimited scalability and fault tolerant operations.

Architecture Overview:

FaxCore is architected with the same web services design that popular on-line retailers use to provide scalable and fault tolerant Internet based services. FaxCore's architecture enables organizations to duplicate and spread critical system processes across multiple PCs. For example, rather than putting all fax boards into a single server, spread them out over multiple PCs, each containing 50%, 25%, 20%, etc. of the fax boards and PSTN connections, thus eliminating single points of failure. This same concept can be applied to all of the critical fax server functions: Rendering, Document Storage, Presentation Services, and Event Processing.

FaxCore's N-Tier design provides the separation and security demanded by organizations today. By separating distinct functions, enterprise security, scalability and fault tolerance can be implemented. FaxCore configurations can be broken up and segregated with router/firewall devices between the following network subnets:

- + Presentation Layer (IIS Servers and FaxCore thin client)
- + Application Layer (Document Rendering, Fax Agent driving fax board resources)
- + Data Base Layer (providing fax & data storage, reporting and instant archival)

Open Database design utilizing a SQL compliant database and optional support for Oracle.

Powerful Document Server, a design feature unique to FaxCore, segregates fax image storage from the email repository and core components. The Document Server provides access to all fax images via a standard browser interface. The FaxCore document server also provides automatic archival of all faxes sent or received. Once fax images are stored, every imaginable attribute of the fax is searchable: date, time, CSI, Caller ID, number of pages, DNIS, etc.

FaxCore is built native for Microsoft's .NET platform, allowing companies to fax-enable .NET applications with as few as 10 lines of code. The FaxCore SDK provides a rich set of .NET class libraries and Web Service interfaces to close the business loop with mission critical applications.

XML Interfaces. Use Microsoft's BizTalk Sever and other applications that have XML driven web service APIs.

Fax device drivers are written with the new Brooktrout 3.x SDK. FaxCore supports the new generation Brooktrout TR1034 board. The Brooktrout TR1034 intelligent fax boards provide v.34 faxing (33.6 Kbps), color and high resolution faxing on a Universal PCI compliant card. The new 3.x Brooktrout API also provides advanced call control, logging and debugging capabilities not available to older fax server applications.

Server based Document Rendering performed by the FaxCore Rendering Service and/or native applications transforms common office documents (Word, PowerPoint, Excel, Visio, PDF, etc) into faxable content.

Zero-touch Deployment (Thin Client): In an effort to minimize distribution, support and training issues, fax server vendors created Fax Gateways or Connectors, which enabled users to send and receive faxes via their email client. The desired result of no software to distribute and minimal training was achieved, but at a cost. The advanced fax controls such as preview of the fax before sending, live monitoring of the fax status, on-the-fly cover page selection, delayed send times, ODBC connected phonebooks and other advanced features were eliminated. FaxCore returns the advanced functions by allowing users to connect to FaxCore via a standard issue browser such as Microsoft's Internet Explorer. Users can also use standard desktop Fax Printer Drivers to further extend desktop applications with direct-fax options.

Native Fax Connector for Microsoft Exchange and Lotus Notes: In an effort to eliminate any IT concerns about installing 3rd party software on the email server, the Fax Connector is installed within FaxCore and a new "Route" is created on the email server. The "Route", created with native Connectors in Exchange, simply forwards messages destined for a "FAX" address to the IP address of the FaxCore server. The desired result of fax enabling the email system is achieved without installing any software on the mail server.

FaxCore Active Directory Connectors: Provide a non-intrusive way to create FaxCore User Profiles. Rather than extending Schemas or installing custom connectors that propagate additional attributes throughout the Organization, FaxCore utilizes LDAP Queries and timed synchronizations to create FaxCore User Profiles. Creating FaxCore User Profiles is simple. FaxCore will query the Active Directory archive or subset defined in a specific distribution group.

The User Experience:

Methods for sending faxes include:

Thin Client: Provides users with a feature rich interface allowing them to schedule fax and/or email transmissions (mixed mode faxing) by selecting recipients from address books or one off addresses, followed by attaching the files to be sent.

FaxCore Printer Driver: Sending a fax from any application is as simple as Printing the document to the FaxCore Printer, which will launch the "FaxCore Send interface" screen in Internet Explorer. Users then specify the destination addresses.

Email Integration: Use the FaxCore Exchange Connector or other SMTP compliant email system. For Microsoft Outlook users, simply select a "Business Fax" address from the list of Contacts, or enter a one off "FAX" address in the To field using the following syntax; [FAX:Mickey Mouse@DisneyLand@1-800-555-1212], then attach the file to be sent. Any text entered into the body of the email message will be placed in the Note section of the Cover page.

Track fax deliveries and attempts. Users can view all fax transmission details and informative statistics. Additional reporting modules with the most extensive variety of search criteria ever offered, is made available to the user in an intuitive format.

Methods for receiving faxes include:

FaxCore ships with a powerful Document Server that provides a smart and lean way of delivering faxes. Instead of delivering faxes to the users as attachments to email notifications (which requires the email Server repository to store large image files and subjects remote dial-in users to long downloads), FaxCore sends an email that provides the user with 3 options for retrieving their fax. Within the email notification, the user can click a link to the fax, which will open Internet Explorer and stream the fax image out to the user in an internet friendly GIF format for quick viewing, or they can elect to download the fax as a PDF or TIFF file.

Routing Inbound Faxes to Users: All traditional methods for identifying who the fax should be sent to are available within FaxCore. These include DID/DNIS, DTMF, CSI, Line Routing, and optionally OCR Cover page routing. In addition to the traditional methods, FaxCore can route faxes based upon Caller ID. The Caller ID data that FaxCore captures also allows the product to maintain a "White List" and "Black List" of fax numbers, thus allowing any organization to Black List the numbers that Spam Faxes come from.

Features that Administrators will appreciate:

- + Pure Web Client for Administration and User Functions. If you have internet access you can administer and monitor the FaxCore Server from wherever you are.
- + Easy Distribution (No Java or ActiveX Dependencies). FaxCore's Thin Client is enterprise friendly. An intuitive design minimizes training issues.
- + 100% Exchange Compatibility with no software being installed on the mail Server
- + Database Independent Design for homogenous Enterprise integration
- + Automatic Archiving of all faxes sent and received. Never be embarrassed because an important client communication can't be located.
- + Total Fax Tracking for every fax transmission, including telecom activity and costs.
- + Microsoft .NET Native Design providing seamless integration of fax capabilities into other business applications.
- + The Brooktrout Advantage. Brooktrout is the undisputed world-wide leader for fax boards. FaxCore takes full advantage of all the advanced fax features available in the Brooktrout TR1034 product line.
- + Mission critical level support. A software product is only as good as the technical support behind it. The FaxCore support team has over 30 years of combined experience with fax server products and fax boards. FaxCore also has product engineers rotating into tech support on a weekly basis to provide exposure to challenges that the end users face on a daily basis. The result of the engineering exposure to real world experiences is a product that is continually evolving and adapting itself to meet the needs of the people using the product.
- + FaxCore offers two support plans:
 - + Standard Support for 7 AM to 5 PM (Pacific Time), Monday through Friday coverage.
 - + Platinum Support (7x24x365)

- ✚ Prearranged weekend support is also available for an additional charge.
- ✚ Both plans provide toll free telephone support in North America, and toll based support for International Users. Support requests may also be submitted via email to support@FaxCore.com.

ASP Model:

FaxCore's roots are from an ASP model and FaxCore is currently providing fax services to a number of the top 10 mortgage companies in the U.S. If you are looking for Outsourced Service Options, we can accommodate your needs. Call us for details on this program if you are interested.

Because FaxCore is running in a data center, we can provide access to Data Center operations for the testing of application integration if you are interested in stress testing applications with multiple T1s and hundreds of thousands of faxes being sent and received in a matter of a few days.

Enterprise friendly Licensing Model. Because of departmental accounting practices and other management practices found in large organizations, FaxCore comes with unlimited User Licenses and is licensed by the Site and the number of fax lines needed. This Per Server and Per Port licensing with unlimited Users enables Administrators to easily fax-enable everyone in the organization and allocate costs and resources to departments. Access to fax ports/lines can be restricted to groups or departments for simplified cost allocation and telephone cost accounting.

