

# The Best Fax Features to Optimize Business Communications

Explore the key features businesses should consider when selecting a fax solution. From data security and compliance to online fax capabilities and auditing functionalities, we'll provide an overview of the essential features to look for in your enterprise fax solution.

Today's competitive business landscape demands efficient, secure, and effective communication. As such, a reliable fax solution is a critical element of effective communication, as it plays an important role in facilitating secure document transfer. However, not all fax solutions are created equal. When selecting the best enterprise fax solution, it's essential to consider various features that can optimize your business communications.

This eBook explores the key features businesses should consider when selecting a fax solution. From data security and compliance to online fax capabilities and auditing functionalities, we'll provide an overview of the essential features to look for in your enterprise fax solution.

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# Fax over IP

One fax feature that truly stands out as an essential component for business communication is Fax over Internet Protocol (FoIP). Containing the ability to send and receive faxes over the internet, FoIP offers unparalleled scalability and can eliminate the need for traditional hardware, including fax machines. Allowing for server virtualization, FoIP can significantly reduce hardware management and maintenance costs.

One of the most significant advantages of FoIP is its scalability. Unlike traditional fax machines, FoIP can handle a high volume of documents without crashing or experiencing bandwidth issues. Scaling can also be simplified, as FoIP requires a software upgrade instead of additional hardware installation. This makes FoIP an ideal solution for businesses that need the ability to manage a large volume of faxes.

Moreover, FoIP is an excellent solution for businesses looking to ease the transition from Public Switched Telephone Networks (PSTN) to IP communications. By centralizing and consolidating communications into one data platform, companies can reduce costs associated with administration and hardware while unifying all communications data, whether verbal or written. This streamlines the communication process, increases efficiency, and saves valuable time and resources.

FoIP is a feature you should be looking for if your business is in the market for a new fax solution. With a high degree of scalability and the ability to reduce costs associated with traditional hardware and administration, FoIP is an essential tool that should not be overlooked.

## Benefits of Fax over IP

- » **Scalability**
- » **Improved Document Security**
- » **Lowered Operational Costs**
- » **Future Proof Investment**
- » **Reduced Document Delivery Costs**
- » **Easier IT Management**



# Security & Compliance

Security and compliance are paramount in any business communications, including fax transmissions. The consequences of not adhering to regulatory requirements like HIPAA and Sarbanes-Oxley can be detrimental, both financially and reputation-wise. The best fax solutions, therefore, proactively address these concerns to ensure businesses remain compliant and secure.

One of the most essential features of a secure fax solution is traceability. Such a solution should enable businesses to track a document's transmission journey and provide evidential delivery records. As a result, these documents are delivered to the intended recipients, and a comprehensive audit trail is generated. A traceability feature is often mandatory, depending on the industry and associated compliance codes.

Another critical feature is archival. The best fax solution should archive all transmissions and provide audit logs for a specific period. This feature ensures compliance with regulatory requirements, making it easier for businesses to record all fax transmissions accurately.

Finally, you should highly consider a partner with an ISO 27001 accreditation. An ISO 27001 accreditation means that the fax solution provider regularly conducts internal and external audits to measure, monitor, and review business processes, prioritizing continuous compliance.

This certification guarantees that the fax provider adheres to internationally recognized information security standards and that they have stringent measures to ensure that fax transmissions are secure. Partnering with an accredited provider instills confidence in any business's fax communications solution.

## Benefits of Security & Compliance



ISO 27001  
Accredited



Advanced Security  
Protocols



Adherence to Best  
Compliance Practices



Standardization  
of the Solution



Speed to Meet  
Deadlines

# Online Fax

Online faxing is an innovative and effective solution for businesses that want to streamline communication channels. This technology has revolutionized how faxing is done and is seeing explosive growth in the global market. With a CAGR rate of 13.06%, the online faxing industry is projected to reach a value of approximately \$8.3 million by 2027.

One of the most significant benefits online faxing offers businesses is its flexibility. It supports inbound and outbound fax capabilities, allowing companies to send and receive faxes from anywhere with an internet connection. Online faxing also provides the same security and compliance as traditional on-premise fax machines, ensuring that sensitive communication is always protected.

Ease of use is another significant benefit of online faxing. It is incredibly user-friendly, and businesses of all sizes and individual users can benefit from its low monthly rates for sending faxes. Moreover, as a cost-effective solution, it eliminates the need for costly fax machine hardware, toner, paper, and fax machine maintenance.

Online faxing is also highly versatile and can send files in various formats, including PDF, JPEG, and Microsoft Word. This is ideal for businesses that need to send numerous document types and eliminates the need to manually convert files before sending.

## Benefits of Online Fax



**Straightforward User Experience**



**As Secure as Traditional Fax**



**Low Monthly Cost**



**Highly Flexible and Versatile**



**Eliminate Paper, Hardware & Maintenance Costs**



# Auditing Capabilities

One of the most critical features of any fax solution is the ability to track and monitor user activity. Implementing a robust auditing capability is essential for businesses operating in a secure environment. By logging information such as who, what, when, and where data is accessed, companies can create a detailed audit trail that security teams can review to identify system performance and usage metrics.

The auditing capability helps monitor system performance and ensure compliance with regulatory requirements. Such is the case with the Health Insurance Portability and Accountability Act (HIPAA), where fax solution providers must include application audit trails for monitoring and logging user activities, system audit trails for capturing log-on attempts and user access, as well as user audit trails for logging user activity and file access.

Auditing and logging capabilities add an extra layer of security to the fax solution, detecting data breaches and preventing them. By monitoring user activities and system performance metrics, businesses can also effectively target and address areas of concern before developing significant security issues.

These features are critical to any security policy, enabling companies to remain compliant, protect against data loss and breaches, and monitor system performance and usage metrics. Ultimately, a fax solution's effectiveness relies on the strength of its security and compliance features, making these capabilities essential for optimizing business communications.



## Benefits of Auditing



**More Control**



**Greater Visibility**



**Protection Against  
Data Breaches**



**Adhere to Regulatory  
Requirements**



**Facilitate a Secure  
Communications  
Environment**

# Fax Messaging

Fax messaging has been used for decades, and it remains a critical aspect of business communication. With the constant rise of new business technology, various fax features have emerged, providing convenient and secure ways for businesses to send and receive messages.

Fax-over-IP (FoIP) is the standard for secure messaging solutions. It enables documents to be sent and received digitally without needing a physical fax machine. It is less prone to errors and ensures records are delivered instantly, securely, and cost-effectively.

Fax messaging that uses intelligent routing via direct dial-in (DDI) is another fax component that businesses should consider when evaluating solutions. DDI allows

companies to route fax messages automatically, ensuring they are delivered to the correct department or person. Additionally, the OCR (Optical Character Recognition) component can convert faxes into digital text that can be indexed for editing and search, making it easier to search for specific information and improving efficiency.

Lastly, document conversion is a powerful fax feature businesses should pay attention to in their search for a fax solution. With document conversion, faxed documents can be converted into formats such as PDF or Word, making it easy to review, edit, and store. This significantly reduces the potential for lost faxes and enables businesses to access information when they need it.

## Benefits of Fax Messaging



**Scalable  
Centralized  
Network**



**Significant  
Return on  
Investment**



**Smooth  
Implementation  
Process**



**Securely  
Share Data**



**Enhanced  
Communication  
Efficiency**





# Excellent Support

Having an excellent support team is essential when it comes to choosing a fax solution for your business. Not only should your dedicated support team be well-versed in issue resolution and troubleshooting, but they should also be timely and highly responsive to your needs.

A good support team will have an easy-to-use ticketing system for support needs, allowing quick and efficient resolution of any issues. In addition, if they can't determine the root cause of the problem, they should be able to point you in the direction of someone who does.

Moreover, excellent support teams offer more than just issue resolution. They should also be able to provide insight into best practices to get the most out of your fax solution, ultimately leading to higher productivity and better business outcomes.

## Benefits of Support

- » **24/7 Worldwide Support**
- » **Tailored Fax Solutions**
- » **Timely Resolution**
- » **Smooth Implementation Process**
- » **Responsive & Knowledgeable Team**

# Look to Lane for Optimized Business Communication Through Fax

Lane provides an all-encompassing fax solution for efficient and secure business communication. With features like auditing capabilities, Fax over IP, and an excellent support team, your business is well-equipped for all fax communication needs. With Lane, you'll never have to compromise on your business communications.

**Contact us today and let our experts guide you in optimizing your business communications.**