



Partner: emFAST

Web Site: www.emfast.com

Partner Size: 30 employees

Country or Region: United States

Industry: Professional services—
Information technology

Partner Profile

New Jersey-based emFAST has delivered reliable network fax solutions since 1990. By 2009, the company had installed more than 55,000 fax servers worldwide.

Software and Services

- Microsoft Server Product Portfolio
 - Windows Server 2008
 - Microsoft Exchange Server 2010
 - Microsoft SQL Server 2008
- Microsoft Office
 - Microsoft Office Excel 2007
 - Microsoft Office Outlook 2007
 - Microsoft Office SharePoint Server 2007
 - Microsoft Office Word 2007
 - emFAST FACSys
- Technologies
 - Active Directory Rights Management Services
 - Hyper-V

For more information about other Microsoft customer successes, please visit: www.microsoft.com/casestudies

Fax Solution Extends Messaging, Cuts Costs, Boosts Fax Productivity by up to 90 Percent

“Customers can increase productivity, reduce costs, and gain a more comprehensive business record with FACSys and Exchange Server 2010.”

Randal DePriest, Business Development and Relationship Manager, emFAST

emFAST, a Microsoft® Gold Certified Partner and a leader in fax solutions, optimized its FACSys fax-server software to extend the messaging capabilities of Microsoft Exchange Server 2010. By deploying FACSys solutions with Exchange Server 2010, businesses gain incoming and outgoing fax services. As a result, they can increase productivity, reduce costs, enhance security, and get a more complete business record for compliance and other business purposes.

Business Needs

emFAST, a privately held company located in Bridgewater, New Jersey, has provided reliable network fax solutions since 1990. As a Microsoft® Gold Certified Partner, emFAST specializes in support for Microsoft-based infrastructures.

The company offers its FACSys fax suite of solutions to support businesses of all sizes. It offers the FACSys Fax Messaging Gateway Foundation edition with support for up to 16 channels, the FACSys Enterprise edition software with 96-channel support, and a new fax appliance for small businesses that need only 8 fax channels.

Exchange Server 2010 was developed to support deep integration with fax providers. emFAST, as a long-time Microsoft partner with fax expertise, saw an opportunity to optimize its products for Exchange Server 2010 and deliver more value to customers.

Solution

FACSys solutions provide incoming and outgoing fax capabilities for Exchange Server 2010. “By providing a fax-server component for Exchange Server 2010, we complement and extend its messaging capabilities,” says Randal DePriest, Business Development and Relationship Manager at emFAST.

FACSYS extends Exchange Server 2010 Unified Messaging, giving users the ability to manage their e-mail, voice mail, text and instant messaging, and faxes from a single mailbox. FACSYS users can fax from within the Microsoft Office Outlook® messaging and collaboration client and other Microsoft Office programs, such as Microsoft Office Word and Office Excel® spreadsheet software. FACSYS also works with Microsoft Office SharePoint® Server 2007 to add to the content-management capabilities of SharePoint portals. In addition, FACSYS integrates with Microsoft SQL Server® 2008 data management software.

Businesses can add fax capabilities to business applications too. "With the FACSYS software development kit and connectors, companies can now bring fax services to enterprise resource planning, customer relationship management, and other line-of-business applications," says Sanjay Nagaraj, Director of Software Development at emFAST.

Businesses can use traditional or fax-over-IP (FoIP) delivery, and FACSYS also supports mobile delivery. "People ought to be able to fax where they want and how they want," says Peter Valier, Director of IT at emFAST. "That's what we deliver."

With FACSYS software, Exchange Server 2010 customers can send and receive faxes over the Internet using the same media gateways and IP Private Branch Exchange (IP PBX) systems that they use for their voice mail. Customers that rely on Windows Server® 2008 operating systems with Hyper-V™ virtualization technology can even deploy FACSYS Enterprise on a virtual machine.

When a user initiates a fax through Office Outlook or any other Office application, Exchange Server 2010 communicates with the FACSYS fax server, which packages the e-mail message in an image-file format. The message is sent out over the IP network using the T.38 protocol for FoIP delivery, or it can be sent over the traditional public switched telephone network. For incoming faxes, FACSYS hands off an incoming fax to Exchange Server 2010, which delivers it to the user's inbox, where it appears as an e-mail attachment. emFAST licenses its fax media and transport protocols from its many key industry voice and network partners.

Benefits

By installing FACSYS fax-server software with Exchange Server 2010, businesses achieve several advantages. "Customers can increase productivity, reduce costs, and gain a more comprehensive business record with FACSYS and Exchange Server 2010," says DePriest.

- **Boosts fax productivity by up to 90 percent.** According to emFAST, the average time to send a manual fax is 10 minutes, calculating the time spent to print a document, carry it to a fax machine, send the fax, and wait to confirm a successful transmission. If there are any problems, the process could take even more time. However, with Exchange Server 2010 and FACSYS, users can fax from their workstations in about 1 minute.
- **Reduces costs.** Exchange Server 2010 customers can save money in several ways with FACSYS. They can eliminate or reduce the need for fax machines or— with Windows Server 2008 and Hyper-V virtualization—they can eliminate the

need for server hardware. Consequently, they can save money on the hardware, services, and management. For example, IT staff can take advantage of the Microsoft management consoles and tools to manage fax services—instead of relying on separate tools. By eliminating dedicated fax lines and scheduling fax transmissions during off-peak hours, businesses can lower their telephony costs.

Increased productivity also contributes to lower costs. For example, an employee making U.S.\$40,000 a year spends 10 minutes to send a fax, which amounts to \$3.50. Multiply that figure by 25 faxes a week and the cost mounts to \$4,000 a year. Although business savings can vary widely, a large company could save hundreds of thousands of dollars each year.

- **Increases security and compliance.** With Exchange Server 2010 and FACSYS software, businesses can add faxes to their communications records. They can create transport rules and use Active Directory® Rights Management Services to apply persistent protection to certain e-mail messages and attachments to help prevent the unauthorized release of private company information. They can also archive faxes with other documents, where they can be readily searched for compliance and business purposes. DePriest says: "With FACSYS and Exchange Server 2010, customers gain a comprehensive messaging solution."