Fax Solution Sales Playbook

Powered by

FAXSIPIT™

Welcome

FaxSIPit has been in the fax industry for almost 30 years. They primarily do OEM work and have many prominent industry customers. They offer a number of fax related services that provide a secure, inexpensive compliant method of transmitting various documents meeting HIPAA, SOX, CCPA, PCI-DSS, FISMA and FIPS requirements. Mobile device faxing is their strong suit.

With the rising concern and prevalence of email and phishing attacks organizations are turning to Fax. This is because **Fax is a simple** yet **zero trust way to communicate** between organizations. A document transmitted via **fax cannot be compromised with malware** or other malicious content.

FaxSIPit will provide support for their services to your customers.

For further assistance, please contact FaxSIPit directly for more information.

How will your company offer faxing?

- Fax Machines will use a **FaxSIPit SecureFax-ATA** that requires a physical connection (RJ45 and Ethernet cable) to any Internet connection (or Internet enabled device/modem/hotspot etc.)
- Virtual Faxing (email faxing, PC fax print driver, or web based faxing) are also available
- Compliant Mobile (Cell or Tablet) faxing is SaaS offering: **SecureFax-SDE**
- Fax DID and device management is done via a separate tool

Why is fax still used?

Because Fax has a massive user base

Just about every business has a fax machine and publishes their fax number publicly, as well some businesses insist on transmitting some of their data over fax. Often used due to high trust factor.

In a lot of cases, it's still quicker than other technology

Drop a piece of paper into the document feeder, press ten digits and a green button and your information is transmitted.

It's an easy way to send signatures

Faxes usually print out the document automatically so you can simply sign and initial it then fax it back to the other party. Fax is considered very secure and used in court cases etc. as evidence.

Confirmation of document receipt and confirmation pages

When you send a fax, you can choose to receive a "confirmation page." This is a printout that the fax machine on the receiving end has said: "message completely received."

The benefit to having a confirmation page is that it makes it more difficult for the other person to claim that they "never got the message."

Fax 101

Fax machine (MFP) — a device for sending and receiving faxes. A Multifunction Function Printer also has fax capabilities and is compatible with our ATAs and related fax services.

Fax (Facsimile) — an exact reproduction of a document that has been transmitted between two end-points using fax protocol for at least some portion of their communication.

Fax Header — information at the top of a fax transmission that includes the date, time, and information about the sending fax machine.

Fax Line — a phone line that is attached to a dedicated fax machine or computer with fax software.

Fax Log — a transmission record on a fax machine.

T.38 — Part of SIP (*Session Initiation Protocol ~ used by VoIP*) it is a transmission standard for Fax over IP.

G.711 — A high bit rate (64 Kbps) ITU standard codec. It is used to carry a fax call in a VoIP call encoded as audio. It is sensitive to network packet loss, jitter and clock synchronization. When using voice high-compression encoding techniques (G.729 and others) some fax tonal signals may not get correctly transported across the packet network.

Your Fax Options

SecureFax-ATA

Receive faxes to fax machines and email

Send faxes with fax machines, email and Windows applications

FaxSIPit's white-label ATA offers consistent reliability with maximum security

vFax

Receive faxes to email

Send faxes with email and Windows applications

No additional hardware required

SecureFax-SDE

Fully compliant encrypted and audited transmission

Securely send and receive faxes and documents from any device

Faxes can't have viruses

FaxSIPit TLS ATAs—Simple to use; completely plug and play with reliable and secure fax transmission. Directly connect to a fax machine and give users the fax experience they expect. Eliminate the need for a POTs line and avoid T.38 issues. Our white label portal gets you up and running quickly offering you a new revenue stream.

ATA setup video: https://youtu.be/t6lcBB_eCXY

Our **vFax and PC/Web-to-Fax solutions** make faxing with email or any windows application or from a browser a completely hassle-free experience. Here's a video: https://youtu.be/5-ZhEAwikYE

Users can send and receive faxes through their email without requiring a physical fax machine. This is as simple as sending an email to faxnumber@fax.yourcompany.com

PC-to-Fax enables your clients to fax directly from any application on their PC to any fax in the world. We have a web page that can be used to send faxes as well. All vFax services can be branded with your logo.

Key Benefits
- Bypass the phone system
- High Availability fault tolerance design
- Scalable from hundreds to millions of faxes
- Never-busy inbound
- Robust secure infrastructure
- No last mile SIP/FoIP/T.38
- High successful fax rates
- No long term contracts
- International Faxing
- End-to-End encryption
- PCI DSS, HIPAA, SOC II compliance

Mobile Faxing with SecureFax-SDE

SecureFax-SDE is a SaaS solution that lets your medical, legal and financial clients work securely from anywhere on any device all while maintaining compliance.

SecureFax-SDE is an inexpensive, easy to use, and secure document sharing and fax platform.

It helps reduce ransomware risks and the possibility of confidential information falling into the wrong hands.

Automate workflow and Integrate security with any

application.

Send faxes and other documents via secure email or web interface or mobile app. Create encrypted vaults on Google Drive, SharePoint folders or network drives to store documents/faxes as required.

Watch the video:
https://www.faxsipit.com/SecureFaxSDEdemo

5 Ways SecureFax-SDE will Revolutionize Client Communications
1. Communicate in a way that is secure, encrypted and auditable
2. Add security without changing workflows
3. Mobile users & Remote workers can securely send/receive documents
4. Prevent private data from being compromised even during a breach
5. Free up time to focus on clients

Use Cases and Solution Recommendation

Your Customers Faxing Use Cases+	Solution Recommendation	Your User Experience
Customers want to send documents occasionally via their existing fax machine. They currently use a POTS line. They don't want to pay for the POTS line and would like to use an ATA device.	Your supported solution is a **FaxSIPit SecureFax-ATA**	You will support its customers. FaxSIPit will fully support its products and services. For best fax quality a dedicated fax number is the best practice.
Customers would like the ability to send and receive faxes on their devices or email based send/receive fax solution.	**FaxSIPit vFax** (virtual fax = email-to-fax, PC-to-Fax and Web-to-Fax)	You will support its customers. FaxSIPit will fully support its products and services. For best fax quality a dedicated fax number is the best practice.
Customers send large quantity of pages of faxing and want to use an analog fax machine for faxing. It must be reliable, secure and HIPAA compliant	**FaxSIPit SecureFax-ATA**	FaxSIPit issued fax number or ported number (keep your own number) and you pay separate bill and manage account separately
A customer wants secure encrypted communications for documents as well as faxes and the ability to work from any device. All while maintaining compliance.	**FaxSIPit SecureFax-SDE** (offers enhanced HIPAA and regulatory compliance, automated workflow and integration into various applications; such as EMR, pharmacy and time sheet systems.)	SecureFAX-SDE protects both inbound and outbound fax/file exchange and is the most complete secure data exchange solution on the market.

Typical Use Cases

SecureFax-ATA	Physical ATA that connects to any fax machine/modem and communicates via HTTPS/TLS to our SecureFax Cloud
Typical Clients	Any clients with a fax machine or fax modem
Reasons	Simple and cost conscience encrypted compliant fax method
Your unique value	Perfect device for replacing telephone lines and allowing fax machine/server users a simple no change way to continue faxing as they always have done but at a far cheaper cost. Also adds HIPAA compliance as documents are faxed via encrypted channels.

vFax	Email based fax send/receive solution
Typical Clients	SMBs, real estate and insurance providers
Reasons	Simple email based faxing
Your unique value	Provide easy workflow email faxing at competitive rates

PC-to-Fax	Windows based fax print driver
Typical Clients	All customer types who have fax needs
Reasons	Desktop faxing from any application
Your unique value	Cost effective proven fax plus secure messaging and auditable access and control of documents and related data

SecureFax-SDE	SaaS based fax & data exchange platform
Typical Clients	Government, Healthcare, Insurance, Legal, Accounting and Financial Any organizations that asks about PCI DSS or HIPAA compliance etc. are best addressed with this service. More so if they want to receive faxes by file and control who sends what to whom. Enables remote work through encryption and auditing of file access and sharing.
Reasons	Regulatory compliance, secure data against breaches and cybersecurity threats. It enables all types and sizes of organizations to cost effectively maintain HIPAA, and similar, compliance by allowing them to use Secure Fax, Secure Email, Secure File Sync & Share, and Secured Managed File Transfer.
Your unique value	Cost effective proven secure fax plus secure messaging and auditable access and control of documents and related data

Resource Links

FaxSIPit	
Product page:	https://www.FaxSIPit.com/Your/
Support:	https://www.FaxSIPit.com/support/
How to Guide:	http://wiki.FaxSIPit.com/doku.php
eMail to Fax :	https://youtu.be/5-ZhEAwikYE
PC to Fax Guide:	https://youtu.be/UM1I2KubtFQ
Web to Fax Guide:	https://youtu.be/zDcuzyKS_S0
SecureFax-SDE intro:	https://youtu.be/Jyox4DInrsA

Important Contact Info for Your Reps or Your Customers

Technical Support and Billing
Customer Service
1 866 374 6495 x 4
customerservice@FaxSIPit.com

Sales Inquiries
Randy
1 866 374 6495 x 656
rsimmons@FaxSIPit.com

Additional Info

Why FaxSIPit?

At FaxSIPit we offer a number of fax related services that provide a secure, inexpensive compliant method of transmitting various documents meeting HIPAA, SOX, CCPA, PCI-DSS, FISMA and FIPS requirements.

Our core business is Fax

Let's be clear, a VoIP network is not a Fax-over-IP (FoIP) network. VoIP networks can transmit faxes to some numbers, some of the time. FaxSIPit's SecureFax Cloud network is a proven IP-based fax technology that has successfully transmitted tens of billions of faxes.

28+ years of Fax Success

FaxSIPit uses HTTPS/TLS for Fax

HTTPS/TLS suffers from none of the issues t.38 has with the open Internet

Packet loss does not affect HTTPS/TLS transfer

HTTPS/TLS allows our faxing solution to be robust regardless of the Internet connection

Fax is critical to many businesses and organizations but its uses costly outdated equipment that is often very difficult to set up, manage and troubleshoot. We provide your customers with a reliable and affordable fax solution that works; wherever and whenever.

Testimonials

We have been working with FaxSIPit for 12 years and found them to be a true partner. They are second to none in terms of service and have helped us grow our business. We currently have many thousands of customers on their network and continue to grow. I highly recommend them!

D. E., Teleco President, Oregon, USA

Large hospitals have to be HIPAA compliant. Using FaxSIPit gave me the security story I needed to talk to these prospects.

T.M., Danville

FaxSIPit gave us a smooth transition from old network into a VoIP based business.

J.D., Palo Alto

Before using FaxSIPit, I got constant complains about fax quality and was pulled away from core business. Now I can concentrate on delivering quality voice solutions and let FaxSIPit take care of fax. Thank you FaxSIPit.

P.T., New York

I love the quick response time and personal touch.

S.J., Atlanta