

# STREAMLINE

A Special Guide about Fax Servers and Electronic Document Delivery for Financial Services



**Will Your Company Benefit from Fax  
Servers and Electronic Document Delivery?**

 **Captaris**<sup>®</sup>  
RightFax<sup>®</sup>

# Is paper managing you?



Quit wasting your time and budget doing the paper shuffle. Automate document delivery with RightFax and save more than a dollar per document, by more than 50 percent annually. Deliver loan applications, mortgage documents, rate sheets, statements, wire transfers and other vital financial documents via fax, email or the Internet. Securely, reliably, efficiently.



RightFax has certified integrations with leading software and hardware solutions. That's why some of the biggest names out there use market-leading RightFax to streamline document automation. Perhaps even your competitors? So go ahead, watch the savings stack up—not the paper and overhead. RightFax. The right way to deliver financial information.

## Will Your Company Benefit from Fax Servers and Electronic Document Delivery?

In the highly time-sensitive and competitive financial services industry, institutions from banking and investment to lending and insurance firms are under increased pressure to improve customer communications and business process efficiency in an effort to reduce costs, improve security and maximize business performance. One tool that financial services institutions can implement to address these challenges is fax server software.

Fax server software can dramatically enhance productivity and reduce costs while streamlining processes and improving the quality, security and timeliness of document automation. Therefore, if your financial services organization is still employing stand-alone fax machines to fax important business information, it's wasting time and money and is way behind current fax technology. This is also the case if your employees use desktop modems to fax important financial documents or if you manually fax or mail batch-oriented documents generated from your back-office applications. Fax server software does the job more quickly and efficiently, allowing your employees to be more productive while allowing you to address regulatory concerns and provide customers a higher level of service. It also does the job more securely and accurately at a much lower cost.





## Regions Financial Corporation Consolidates Electronic Document Delivery and Management with Captaris Products

**Snapshot:** Regions Financial Corporation is a full-service provider of retail and commercial banking, trust, securities brokerage, mortgage and insurance products and services. It is one of the Top 15 US banks with 1,300 offices and 1,600 ATM network locations across the Midwest and South.

**The Challenge:** When Regions Bank and Union Planters Corporation merged in 2004 it created a new regional force in financial services with several different document delivery and management solutions. All of the groups relied—and still rely—on fax to deliver high volumes of loan closing documents, billing statements, purchase orders and more. Regions' data centers estimate handling 550,000 outbound faxed pages and 300,000 inbound pages monthly. Though most departments used a previous version of RightFax, some maintained a number of smaller fax servers or used other electronic products or fax machines.

For the departments who previously used fax machines, the process involved frustrating amounts of printing, waiting and filing. "People would get tired of waiting after 10 to 20 minutes, then run into busy signals," said Gilbert Dela Garza, systems administrator with Regions. On the receiving end, customers could wait hours for information.

Retrieving archived paper documents could cause similar delays. Regions generally must retain documents from three to seven years depending on the document type. When a customer query arrived, the groups that still used paper-based processes went to a file room, thumbed through documents and carried them back to their desks before returning calls. Departments using older versions of RightFax or other competing products accessed the files electronically; however, keeping the files on each computer consumed huge amounts of drive space and affected performance. Additionally, storing faxes on individual computers or laptops posed security risks. And, without server integration for back-up and redundancy, it could take up to a day to recover from a power outage or a server crash.

**The Solution:** Regions have consolidated all of its fax and document storage products into a single integrated Captaris solution. Together, RightFax and Alchemy provide efficient document delivery, archiving and retrieval. The solution supported the 2004 merger between Regions Bank and Union Planters and is expected to sustain growth as Regions merges with AmSouth Bancorporation to create a Top 10 bank holding company serving five million customers.

Dela Garza recognized RightFax could increase availability while maintaining essential desktop and production faxing capability. "As we grew, each area saw the benefits of using RightFax," he said. "We knew its potential and wanted to increase volume and use integrated capabilities."

Regions consolidated its fax system into two load-balanced RightFax Servers, housed in its Tennessee and Alabama data centers. As a result, fax machines and associated telecom costs have been eliminated. Each department uses one fax number and also assigns Direct Inward Dial (DID) numbers to individuals. Using the RightFax Lotus Notes Module, employees send and receive faxes from within their email inboxes. Regions is also installing add-on several modules that allow users to manage faxes using a Web browser, to convert PDF files to fax format and to automatically send and receive application-generated files from dissimilar systems—including Regions' mainframe and FileNet systems. Among other deliveries, the Regions interstate billing department conducts automated after-hours processing for 50,000 documents every day.

Further extending its Captaris investment, Regions implemented Alchemy in late 2005. Their faxes are now stored on the Alchemy Server using a back-up SAN disk rather than on separate computers eating up disk space. To ensure security, archived faxes are assigned to individuals by a Regions data security group—so that only designated personnel can access each file. Tight security using SSL and Alchemy Web Server also enables Regions to post documents for customers to access via its Web interface.

**Results:** The integrated solution has proven flexible and scalable to meet growing needs. Employees do not wait to use a fax machine or struggle with separate fax products. "With desktop access and high bandwidth on our integrated RightFax Servers, they can send documents and not worry about busy signals or outages," Dela Garza said. For high-volume output, RightFax automatically directs transmissions to available fax boards. In the case of a server crash, users are redirected to another server, reducing any outages to only a matter of minutes. Fast and reliable information returns happy customers, according to Dela Garza. "Customers are not waiting hours for faxes, now they receive them immediately or within minutes."

When needed, archived faxes are also accessed more quickly using Alchemy. "Smaller groups that still handle paper and walk to file rooms are moving to RightFax and Alchemy," Dela Garza said. As an administrator, Dela Garza appreciates knowing he can "count on Captaris to help us remain up and running."

RightFax electronically delivers financial documents with no manual intervention, supplies or associated labor costs.

- ✓ **Financial Statements**
- ✓ **Purchase Orders**
- ✓ **Credit Applications**
- ✓ **Confirmations**
- ✓ **Insurance Claims**
- ✓ **Regulatory Disclosures**
- ✓ **Rate Sheets**
- ✓ **Loan Approvals and Denials**
- ✓ **Wire Transfers**
- ✓ **Reports**

## Return on Investment

RightFax is designed to reduce overhead costs by providing flexible fax and electronic document delivery options that eliminate the costs associated with manual document delivery and receipt processes. The table below illustrates the cost savings companies can realize.

Table 1. Cost Savings in US Dollars Using RightFax\*

Number of pages faxed	100	200	300	500	1,000
Mail cost per page	\$1.20	\$1.20	\$1.20	\$1.20	\$1.20
Cost if mailed	\$120.00	\$240.00	\$360.00	\$600.00	\$1,200.00
RightFax cost per page	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10
Cost if delivered with RightFax	\$10.00	\$20.00	\$30.00	\$50.00	\$0.00
<b>Monthly savings</b>	<b>\$2,200.00</b>	<b>\$4,400.00</b>	<b>\$6,600.00</b>	<b>\$11,000.00</b>	<b>\$22,000.00</b>

\*Based on averages of intrastate and interstate phone rates at various times during the day. Mail costs include postage, printing, labor and associated supply costs.

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### Fax Server and Document Delivery Software: What It Does

The financial services industry is driven by many specialized documents—rate sheets, insurance claims forms, loan approvals and denials, wire transfers and regulatory forms—to name a few. Timely and efficient delivery of these documents is essential for customer-focused financial services organizations. Meeting government regulations for how these communications are handled is also an important consideration. Today's fax server software can address the challenge of delivering these documents by providing the tools to send and receive documents from the desktop as well as automating document delivery and receipt from back-office applications. It gives financial services institutions the flexibility to securely distribute virtually any document from any application, using a central server integrated in a company's network.

A fax server processes inbound and outbound faxes and stores them on the server. Among other functions, it can track fax history, add fax billing codes, route incoming faxes to group's or individual's fax or email inboxes, provide fax cover sheets, supply fax notifications and broadcast fax.

Today's fax servers also integrate with lending, billing, mortgage, CRM, ERP, imaging, document management and mainframe applications to automate the delivery of documents related to financial transactions. Such back-office automated document delivery, also known as production fax, provides an electronic method to cost-effectively exchange information with customers and suppliers via fax, email or over the Internet.

### Fax and Document Delivery Benefits

Implementing fax server software for document delivery has countless benefits for financial services institutions. Some of the top benefits include:

#### Reduced Cost

The use of fax server software generally reduces the number of phone lines in a company and ensures Least-cost Routing (LCR) of faxes, which makes lower telephone bills the norm where it is put into use. In addition, it provides significant savings by eliminating the labor, printing, postage, equipment and supply costs associated with manual faxing or mailing of documents.

#### Improved Business Processes

By integrating document delivery capabilities with key business applications, fax server software allows financial services institutions to streamline and automate business processes and transform the way in which they communicate and disseminate information to customers, suppliers and business partners.

#### Improved Productivity

By providing email faxing, desktop faxing and automating delivery of documents from back-office applications, financial services institutions that implement fax server software can reduce time-consuming manual processes. Your employees do not have to waste time in line at a fax machine waiting to send or receive documents. Instead, they can conveniently fax right at their desktop or automatically from key business applications.

#### Secure and Reliable Delivery

Fax servers integrate faxing and document delivery capabilities with your business

applications, eliminating the need to worry about lost or missing faxes. Users can send and receive documents directly at their desktops, or large batches of documents can be faxed automatically and unattended from back-office applications to eliminate error-prone manual routines.

In addition, since financial information is confidential in nature and governed by strict regulations, fax server software takes advantage of the latest computer security features and provides options such as encrypted or certified delivery to ensure privacy protection.

#### Regulatory Compliance

Financial documents and their handling and storage are governed by many regulations including Sarbanes-Oxley and the Gramm-Leach-Bliley Act. Acts such as these are designed to enforce accountability, eliminate fraud and protect the security of personal financial information. Fax servers centralize communications and can automate the delivery of documents as well as provide electronic tracking and storage. As a result, fax servers are an easy way to support compliance with mandates addressing the way financial services institutions receive, process, use, store, protect and share financial information.

#### Reduced Administration and Maintenance

Fax server software allows administrators to consolidate faxing services on the network. Administrators do not need to waste time dealing with multiple fax modems, phone lines or stand-alone fax machines. Centralized and easy-to-use administration tools make ongoing administration simple.

## Fax Servers for Document Delivery: Do You Need One?

Do you need a fax server? According to Maury Kauffman, managing partner of The Kauffman Group, a consulting firm specializing in fax server technology, if a 25-person organization manually faxes just 30 two-page documents daily, it's squandering 1,000 man-hours a year. "That equates to one employee spending six months each year printing documents and feeding fax machines," explains, Kauffman. Another industry expert, Peter Davidson of Davidson Consulting, calculates that labor savings from using fax server software alone in a large company can exceed \$100,000 (USD) a year. In addition, companies that use fax servers to automate delivery of high-volume, batch-oriented documents such as loan approvals and denials, rate sheets, account summaries and insurance forms can reduce document delivery costs by more than 50 percent.

The numbers above are impressive if you think about the number of documents that go through your business every day. And they don't even take into account the cost of buying fax machines or modems, modem software, toner and paper or repairs. Nor do they take into account the incalculable cost of even one vitally important fax that is lost or misplaced.

Will your organization benefit from using fax server software for document delivery? Most firms with more than 25 employees sending faxes probably need fax server technology; those with more than 50 definitely do.

## Choosing Fax Server Software for Your Financial Services Organization

Choosing the right fax server software can be overwhelming because every manufacturer claims to be the leader, with every product seeming to have "Yes" checked in every column of a reviewer's feature comparison chart. If you're about to make a substantial investment in an installation, you probably wonder how to make an informed decision about fax server software before committing.

### Research Fax Server Technology

It's simple: Ask the right questions; get the right answers. As computer-based fax server technology has matured, so has fax server software. Fax server software provides more than just network faxing. Now it provides a base platform for document delivery via fax, email or the Internet, as well as secure and certified delivery options. Remember that all products are not created equal. Some features touted as available in a product are executed so differently in real application that they are hardly comparable without in-depth research.

Where do you start your research on fax server technology? Trade shows, Web sites, online computer magazines and other industry-magazine reviews will help you pinpoint fax server products.

### Determine Your Faxing Needs

The next step is to evaluate your organization's faxing needs. When selecting a fax server, saving time, leveraging hardware investments, ease of faxing and integration with applications you are already using should rate high on the list.

Do your employees "live" in Microsoft® Office Outlook®, Microsoft Office SharePoint® Server, Microsoft Office Word, IBM Lotus Notes or other applications? Do you need to integrate faxing capabilities with CRM, workflow, lending, commercial banking, imaging, document management and mainframe applications? You'll need an application that supports the software programs your organization uses most. Do you have an MFP for copying, scanning and printing? You can add network-faxing capabilities to this solution to enhance productivity as well.

### Research the Vendors' Industry Expertise

How much experience does the vendor have in the financial services industry? Do they understand the unique regulatory and security challenges impacting financial services institutions? Do they have experience integrating their solutions with key applications used within the financial services industry? You'll want a vendor with proven experience that understands the unique challenges facing financial services institutions when implementing a document delivery solution.

### Determine Your Fax Server Software Budget

Finally, look at cost. What is the budget—both in hard costs to purchase a fax server software solution and in hidden costs, such as the ability to leverage the hardware and software your company already owns? Ask how transparent the fax server software is for users. If it is difficult to learn and use, people will revert to old-fashioned, stand-alone fax machines, and potential savings will be lost.

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### Fax Server Features to Ask About

When looking for a fax server software solution for your financial services organization, there are some important features to consider.

#### Fax and Email Integration

Fax and email integration is vitally important because people already communicate extensively via email. Your solution needs to integrate fax with the email program your employees already use, for example Microsoft Exchange or IBM Lotus Notes. They should be able to fax from within the application and receive fax documents as attachments to email messages.

#### Integration with Back-Office Application

Your fax server investment will be best leveraged if you look for a solution that has proven and reliable integrations with all the applications you use to run your business. Does the vendor have strong partnerships and tested integrations with leading email, CRM, document management, imaging and MFPs? Does your fax server take advantage of technologies that make it easy to integrate with your business systems?

#### System Security

Since most communications regarding financial services are highly confidential, you want to ensure that your company's fax documents are safe from prying eyes both in-house and externally. All fax server products promise security, but you should make certain that passwords cannot be read in plain text and that password lists are inaccessible to other users. Ask about additional safeguards that ensure that a fax cannot be delivered to the wrong number.

Ask if the fax server provides options to send documents as encrypted files or certified email to ensure the confidentiality of important communications. Also, check to see if the administrator can control access to billing codes.

#### Single Fax Server Platform for Desktop and Back Office

At financial services institutions, Information Technology (IT) departments are under increasing pressure to justify the value of any IT investment. Therefore, your fax server should give you long-term value and provide a platform for all of your document delivery and receipt needs. Can it provide convenient desktop faxing capabilities as well as automate delivery and receipt of back-office documents? Does it integrate easily with applications unique to the financial services industry? Is it robust enough to handle multiple users? Can it integrate with multiple applications within your enterprise? What is the Return on Investment (ROI)?

#### Document Faxing

All desktop faxing systems can fax almost anything that resides on the desktop computer. But, what if a user needs to fax another document and wants to maintain formatting, graphics or signatures? Can you fax a variety of file formats? Make certain the faxing software you are considering supports more than message faxing.

#### Cost Recovery

If the fax server software you are contemplating integrates with popular document management systems, work done by your employees can be automatically assigned billing codes with time spent tracked and updated automatically. If billing codes are important to the way you do business, check that it includes this feature.

#### Fax Status and Notifications

The documents you fax are the lifeblood of your business, so you need to be confident that they reach their destinations. Ask what types of fax notification are available with your solution. Can you receive fax status confirmations in your email or back to a host application?

#### Routing of Faxes

The ideal fax server routes a fax over telephone lines, Internet, intranet, Wide Area Network (WAN) and Local Area Network (LAN) environments, and directs incoming faxes to the appropriate desktop without human intervention. Look for flexible inbound routing methods such as Direct Inward Dialing (DID), Dual-tone Multiple-frequency (DTMF), Caller Service Identification (CSID) and OCR for example.

#### Least-cost Routing of Faxes

Where do people send their documents? Is your business mostly local? Or does your company have branches and/or clients all over the country and around the world? According to Davidson Consulting, faxing can account for as much as 40 percent of a company's long-distance telephone costs. Ask about LCR, which automatically transmits faxes by the most economical path, taking advantage of off-hour telephone rates for noncritical faxes and even bypassing commercial telephone lines altogether by using the Internet for international transmissions.

Most developers offer LCR, but some have added enhancements that save even more time and money. Check to make certain you can customize LCR. If your company is in New York City but conducts a lot of business in Westchester County and Long Island, you already know that intrastate telephone rates can be higher than interstate. Can you tailor your fax server installation to route your faxes

to your firm's fax server in Philadelphia or Boston or to a third-party service provider to save telephone line charges? With some fax server products you can also customize LCR to optimize server installations at your branch offices. For instance, if your server in Atlanta has a busy fax queue, yet an associate there has prepared a critical outgoing fax, special rules within the fax software can assure the fax goes instantly from your Atlanta office to Chicago for transmission. The sender will not have to do anything to make this happen, and sender and receiver alike will be unaware of the routing change. They will know only that the fax arrived quickly.

### **Multiple Document Delivery Channel**

With today's fax server software, fax should be just one of the methods for document delivery. Does the software allow you to deliver your documents via fax, email or over the Internet? Does your vendor have a plan in place to take advantage of new and expanding document delivery channels as technology evolves?

### **Multiple Input Connectors and Data Recognition Tools**

Organizations today require business communications in many formats from a variety of desktop and back-office systems. Look for a solution that provides the flexible data recognition tools needed to capture data from virtually any application. Companies also need to be able to integrate their fax server using technologies that fit their environment. Look for technologies such as Java, XML or Facsimile Command Language that provide powerful, flexible tools for integrating or customizing the solution specific to an organization's faxing and document delivery needs and environment.

### **Scalability**

Think about your fax server from a perspective of both today and tomorrow. How many people will use it today? How many employees will your organization have five years from now? Organizations grow much faster than you think; companies need a scalable fax server (one that can grow as your company grows).

Will the system you are considering let you build a modular fax server network, i.e., expand, add on and customize to meet your specific needs? Also, look at licensing. Is the number of users limited, which will necessitate replacing or spending a lot more money down the line for planned or unforeseen expansion?

### **Database Design**

What is the database design for the fax server? Does it provide an open database design to simplify administration, maintenance and customization? Look for a solution that provides an open database that can cost-effectively meet your performance, storage and interoperability needs.

### **Easy Administration**

Is the fax server program easy to install and maintain? Is backup automatic? Will you have to shut down the fax server to back up or make changes, or will the system run 24x7?

For your own convenience, is remote management possible? What is the fax server software developer's reputation for technical support? Judge this from magazine reviews, industry awards and success stories on companies' Web pages.

### **Remote Fax Access**

How many people do business away from the office? How important is it for them to have access to faxing while on the road? Does the program allow users to send, receive and manage faxes from their email mailboxes? Can they access their faxes from the Web? From a touch-tone phone? Be clear about remote-access capabilities of the fax software you are considering.

### **Intelligent Fax Board Support**

Fax boards vary in price and, as with all products, you get what you pay for. Does the fax server support intelligent fax boards? Intelligent fax boards cost more than modems but provide hardware intelligence through advanced compression schemes that reduce fax transmission time, thereby lowering operating cost. They also assure a path for smooth upgrades in the future.

## **Conclusion**

After considering your organization's faxing needs, you may have more questions. However, with the information outlined in this guide, you should have a strong foundation to make an informed decision about selecting a fax and document delivery solution that addresses your long-term document process automation needs.

## About Captaris, Inc.

Captaris, Inc. is a leading provider of software products that automate document-centric business processes. Captaris specializes in document capture, recognition, routing, workflow and delivery. Captaris integrated solutions provide interoperability with leading line of business applications and technology platforms. Captaris products include RightFax, Captaris Workflow, Alchemy, FaxPress, DOKuStar, RecoStar, Single Click Entry and ID-Star which are distributed through a global network of leading technology partners. Captaris customers include the entire Fortune 100 and the majority of Global 2000 companies. Headquartered in Bellevue, Washington, Captaris was founded in 1982 and is publicly traded on the NASDAQ Global Market under the symbol CAPA. [www.Captaris.com](http://www.Captaris.com).

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