

GFI FaxMaker[™]

Network fax server software for Exchange/SMTP/Lotus

SmartGuide

This SmartGuide is an important tool to enhance your success with the GFI FaxMaker product.

Welcome to GFI FaxMaker™ (“FaxMaker”): GFI FaxMaker is a fax server which makes sending and receiving faxes an efficient, simple and cost effective process.

Introduction

This SmartGuide is an important tool to enhance your success with the product. This SmartGuide includes the following:

1. **GFI FaxMaker Product Overview**
2. **Why Customers Purchase GFI FaxMaker**
3. **Three (3) Major Points to Consider Before Deploying GFI FaxMaker.**

GFI FaxMaker is easy to install and get running; however, there are items that need to be understood before installing it. From our experience, if these items are not addressed, there could be situations where configuration issues could impact the performance of the product and, therefore, your success with it.

Through this Guide and a little planning ahead of time, you will be able to deploy an efficient and easy-to-maintain environment. Please take the time to review this document before installing the product. If, after reading the SmartGuide, you have questions about any of the issues raised in this document, please contact our support organization at www.gfi.com/company/contact.htm or electronically at <http://support.gfi.com/Support/supportrequest.aspx?lcode=en>.

For additional detailed documentation you can reference GFI’s Knowledge Base (kbase.gfi.com) and the GFI FaxMaker documentation located at <http://www.gfi.com/FaxMaker/manual>.

GFI FaxMaker overview

GFI FaxMaker is an integrated network fax solution. Simply stated, using GFI FaxMaker allows you to:

- » **Send and receive faxes in the same way as you do email** – to individuals or groups of people.
- » **Centrally store fax numbers in one phonebook**, eliminating the need to search for a fax number.
- » **Automatically route incoming faxes** to the right recipient as soon as they are received.
- » **Securely view faxes** – outgoing and incoming.

Why do customer purchase GFI FaxMaker?

Based on our experience, below are the top five (5) reasons GFI customers purchase GFI FaxMaker:

1. **Minimize the risk of an information security breach** due to confidential faxes getting in the hands of unauthorized users since faxes are sent and received directly to a users email inbox.
2. To meet the growing number of **compliance regulations for document security** (e.g. HIPAA) and **retention of faxes** as a “record” for eDiscovery and audits.
3. **Cost savings** in the reduction of labor costs (users and administrative time) and costs associated with paper, ink, equipment and equipment maintenance.
4. Simplifies and **automates the sending and receiving of faxes.**
5. **Integration with existing email and business applications** (such as ERPs, EMRs).

Other reasons companies move to the GFI FaxMaker solution include:

- » Helps address their initiatives to “Go Green” by minimizing the use of paper and ink.
- » Eliminates the need to keep hard copies of faxes because they are stored electronically and are backed up.
- » Allows for tracking of faxes by any number of variables, such as sender, status, destination, etc.
- » It is easy to install and deploy and leverages existing email and office suites.

Integrated Faxing vs. Fax Machines

Let's Review the Laborious Process of Manual Faxing

We'll assume that a fax document has already been prepared and needs to be faxed. Let's look at the steps involved in sending a fax using a fax machine.

1. The document is printed to a network printer.
2. An individual gets up from their desk and walks to the printer to get the printed document (either alone or in a pile of other print jobs).
3. That individual takes the document(s) to a fax machine (wherever that machine is located).
4. They prepare a fax cover page.
5. They place the cover page and the document in the fax machine.
6. They key in the phone number of the receiving fax machine and press send.
7. Then they return to their desk.

Those are the steps taken **assuming there aren't any distractions or delays** due to having to; wait in line to send a fax, replace ink or paper, clear a paper jam, resolve a machine error, resend a fax, get a drink at the water or stop to talk to co-workers going to and from the fax machine.

What happens to the fax at the receiver's end can be even more unpleasant. Assuming it arrives at a communal fax machine, there is a chance of the document becoming lost or misrouted. It could be picked up as part of another person's fax or misfiled or misdirected to the wrong department. **Confidentiality is also a problem.**

Let's review the ease of faxing Using GFI FaxMaker

Let's review of how that same individual would send a fax using GFI FaxMaker.

1. To send a fax
 - a. They print the document from their application (word processor, ERM or other) to the GFI FaxMaker printer.
 - b. Or they create a new message in the email client (e.g. Outlook or Outlook Web Access) and attach the document(s). numbering works the same as the bullets
2. They select the recipient(s) of the fax from the Outlook Contacts list (address book) or enter the fax number directly.
3. They click the "Send" button.
4. The fax is sent and they receive a transmission report in their inbox.

Integrated faxing provides a High ROI

A single fax sent using a fax machine can take up to ten minutes (or more). Multiply that by the number of faxes sent per day, per month or year and the labor costs could climb into thousands of dollars very quickly as shown below.

Example of Labor Cost ROI		Using a fax machine	Using GFI FaxMaker	
Average Number of Faxes / Week	500			
Average Labor Cost / Hour	\$12			
Average Labor Cost / Minute	\$0.20			
Time to Fax in Minutes / Fax		10 minutes	1 minute	
Fax Labor Cost / Week		\$1,000	\$100	
Fax Labor Cost / Year		\$52,000	\$5,200	
Yearly Labor savings Using GFI FaxMaker				\$46,800 / year

ROI will vary based on: number of faxes, cost of labor for individuals doing the faxing, and time spent faxing.

Note: The above cost savings are actually low because they **do not include the additional cost** of administrative support for fax machines or consumables (e.g. paper or ink), equipment and maintenance costs or long distance charges.

Sending and receiving fax options

Sending faxes

GFI FaxMaker provides three methods of sending faxes:

1. **Email** – Users send faxes directly from their standard email client or the GFI FAX maker client
2. **Network Printer** – By embedding a fax number in a text-based document and print-to-fax from almost any application
3. **API** – GFI FaxMaker provides Text and XML options for programmatically sending faxes which are dropped in a monitored folder. This method is typically used for third-party integration with various types of hardware or software systems.

For more details on “send a fax” refer to

<http://support.gfi.com/manuals/en/fax2011/fax2011manual.1.4.html>.

Receiving faxes

Multiple methods can be used to send incoming faxes the required recipient(s):

1. **Inbound fax routing options:**
 - a. **Default – receives faxes to standard email client**
 - b. **CSID** (Customer Subscriber Identifier) – routes fax based on the Fax ID from the sending fax machine/fax board
 - c. **By line** – routes faxes based on the fax line that the fax was received on
 - d. **OCR** (Optical Character Recognition) – forwards incoming faxes depending on the fax’s text content
 - e. **DID/DTMF** (Direct Inward Dial/Dual-tone Multi-frequency) – routes faxes to virtual numbers without the need of a physical fax line for each.

For more details on “routing methods” <http://support.gfi.com/manuals/en/fax2011/fax2011manual.1.29.html>

2. **Received fax options** – These options are not mutually exclusive. It is possible to receive a single fax using one, some, or all of these options:
 - a. **Email** – delivers faxes to an inbox as a TIF or PDF attachment or a link to a folder location
 - b. **Printer** – sends faxes to a printer
 - c. **Save to Folder** – Saves faxes to a local or network folder in TIF or PDF format
 - d. **Save to Database** – Saves all incoming faxes to a database

For more details on “routing rules” <http://support.gfi.com/manuals/en/fax2011/fax2011manual.1.30.html>

Environment configuration options

Type of business	Environment	Eliminates
Small businesses	Software (GFI FaxMaker and Fax Board Emulation) + Access to the Internet*	NO need for a fax machine NO need for a phone line for faxing
	GFI FaxMaker Software + Modem + Phone Line	NO need for a fax machine
Medium – large business	Software (GFI FaxMaker and Fax Board Emulation) + IP Enabled Phone System**	NO need for a fax machine NO need for a special fax board
	GFI FaxMaker Software + Digital Phone System + Fax Board	NO need for a fax machine

* Requires subscription to an Internet Phone Service (e.g. BroadVox, Global Crossing, SIPgate and more)

** **Note:** Non-tested gateways are not supported. Additional hardware may be required such as Dialogic Digital Media Gateway (DMG). [Click here for a list of tested FoIP gateways & services.](#)

Before deploying GFI FaxMaker

There are three (3) major aspects of GFI FaxMaker to consider before deployment. It is important that you understand each of them. If after reading the section below you still have any questions or want to discuss any of them, please contact us.

1. **Licensing GFI FaxMaker**
2. **System installation requirements and supported email environments**
3. **Supported devices**

For more details on “send a fax” refer to <http://support.gfi.com/manuals/en/fax2011/fax2011manual.1.4.html>.

1. Licensing GFI FaxMaker

GFI FaxMaker licensing is based on the number of users and the number of lines per server. The main user license allows for installation of GFI FaxMaker on a single server with up to 4 fax lines. Additional server and line licensing is available. See <http://kbase.gfi.com/showarticle.asp?id=KBID003035> for help in estimating line needs.

The following questions will help you to ascertain the level of license a customer needs.

- » How many users wish to send/receive faxes? – x user licenses
- » How many faxes are sent and received in a day? – x line licenses

2. System installation requirements and supported email environments

GFI FaxMaker has a few software prerequisites. These must be installed prior to installing GFI FaxMaker. The most important of these requirements are listed below and the full set can be found [here](#).

GFI FaxMaker system requirements				
Component	Supported Operating Systems	Hardware Requirements	Supported Mail Servers	Other Required Components
GFI FaxMaker Server	Windows 2008 (R1 and R2) – Standard, Enterprise Windows 2003 Standard, Enterprise Windows XP Professional Windows SBS 2008 Windows SBS 2003	CPU - 1GHz RAM – 256MB Hard Disk space – 50 MB A professional fax device Note: With the Brooktrout SR140, the minimum system requirements are 512MB of RAM and a 2.66GHz processor	Microsoft Exchange 2000, 2003, 2007, 2010 – Can be installed on Exchange Server or separate machine Lotus Notes Any SMTP compliant email server	IIS SMTP service (when installing GFI FaxMaker on a separate machine than the mail server) Microsoft Exchange Server MAPI Client and Collaboration Data Objects 1.2.1 If installing on same machine as Microsoft Exchange Server 2007/2010, ensure that Hub Transport role is also installed Internet Explorer 6 or higher if using HTML cover pages
GFI FaxMaker Client	Microsoft Windows 7, XP, or Vista Microsoft Windows 2000 (SP3 or later) Microsoft Windows 2003	N/A	N/A	N/A

3. Which Fax Devices does GFI FaxMaker Support?

GFI resells the Dialogic Brooktrout fax boards, Fax over IP software, and media gateways. Contact your GFI Account Manager for assistance in quoting these items

Supported fax devices				
Connectivity options			Links to Requirements	Recommended Board or Software
Analog options	1. Standard Analog POTS Lines	Routing options limited to default recipient, CSID, Line, or OCR		Recommended board - Brooktrout TR1034+P/E-#L or Brooktrout TruFax
	2. Analog DTMF	Requires a phone system or PBX capable of providing DTMF tones	Click here for signaling requirements	Recommended board - Brooktrout TR1034+P/E-#L
Digital options	1. T1 – Robbed Bit systems		Click here for requirements	Recommended board – Brooktrout TR1034+P/E-#H-T1
	2. PRI (Primary Rate Interface)		Click here for requirements	Recommended board – Brooktrout TR1034+P/E-#H-T1
FoIP options	1. Using a tested FoIP gateway or service*		Click here for a list of tested FoIP gateways & services or here	Recommended software – Brooktrout SR140 or TE-Systems XCAPI
	2. Using a Dialogic DMG device to interface with an untested FoIP system			Recommended software – Brooktrout SR140 with Dialogic DMG

Other Fax Board considerations

1. Slot Type – Dialogic Brooktrout fax boards are available in PCI or PCI Express (x4, x8, x16) form factors.
See <http://kbase.gfi.com/showarticle.asp?id=KBID003445> for more information.
2. Board Dimensions – Verify from http://www.dialogic.com/products/tdm_boards/fax_boards/TR1034.htm that the board will physically fit in the desired server.
3. Dialogic Brooktrout boards are recommended for superior reliability, performance, diagnostics, and ease of troubleshooting.

For other supported fax hardware <http://kbase.gfi.com/showarticle.asp?id=KBID001220>.

* **Note:** Non-tested gateways are not supported. Additional hardware maybe required such as Dialogic Digital Media Gateway (DMG).

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