

# Key differentiators that set FaxCore apart from other fax server solutions

## OPEN AND STANDARD DATABASE

FaxCore runs on Microsoft's SQL database. The SQL database provides for virtually unlimited scalability and record storage. The database information is also much more accessible for reporting and analysis purposes using Microsoft's SQL Reporting and Business Intelligence (BI) tools.

## .NET DESIGN

FaxCore's .NET SDK has native assemblies – no COM wrappers or type libraries need to be registered. The SDK can be used to integrate on any system with network access to the FaxCore environment. FaxCore provides web service APIs to send, receive, route, and administer fax services. Well-defined SOAP interfaces make the fax services available via XML to any enterprise platform (Linux, MAC, Unix, Windows).

## ENTERPRISE DIRECTORY STRUCTURE

The domain-based user model in FaxCore is a true enterprise directory structure. This enables FaxCore to mirror AD and NDS enterprise directory structures unlike other fax products that have a flat domain model.

## BROWSER INTERFACE FOR USERS AND ADMINISTRATORS.

By leveraging ASP.NET Web Controls, the rich functionality normally associated with a Fat Client are available to both Users and Administrators through Microsoft's Internet Explorer.

## BUNDLED ARCHIVE AND DOCUMENT MANAGEMENT

FaxCore's Document Server allows for message archive and retrieval as part of the core solution

## BEYOND FAXING

FaxCore's Mixed Mode Messaging allows users to send documents and text messaging via fax, email, SMS, http and FTP.

**FAXCORE™**  
WHEN EVERY FAX IS MISSION CRITICAL

## N-TIER ARCHITECTURE

The low level design of FaxCore allows for scalability and fault tolerance with distributed processing. Legacy computer fax products such as WinFax and Microsoft Fax are client-dependant first generation, while client/server products like RightFax are second generation. FaxCore is a third generation solution and the only one that conforms to the N-Tier and web service paradigm.

## INHERITED USER PERMISSIONS

The domain model in FaxCore enables the propagation of inherited user and system properties within Organizational Units or Child Domains, which simplifies the administration of system cover pages, addresses, etc.

## POWERFUL DOCUMENT SERVER

FaxCore's Document Server provides lightweight and universal access to documents and faxes via http links, or optionally, https links for greater security. Using Internet Explorer, users can view their faxes and documents or download stored documents fax messages in PDF or TIFF file formats

## INTEGRATION WITH MICROSOFT OUTLOOK

Send faxes from Outlook by sending an email to the Business Fax address of a Contact or using a one off address, and optionally add a FaxCore folder in Outlook for real time monitoring of faxes.

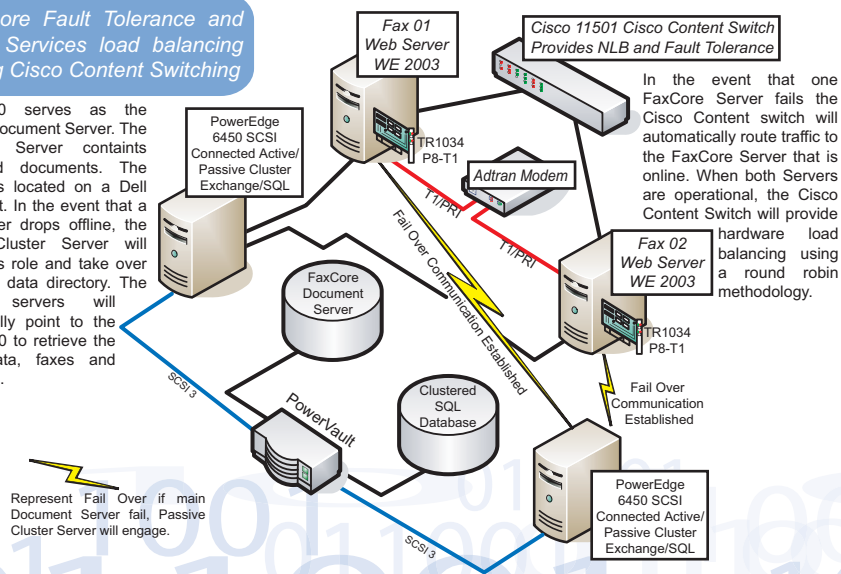


# Fault Tolerant and Fault Resilient

## Fault Tolerant and Scalable without Expensive Clustering

### FaxCore Fault Tolerance and Web Services load balancing Using Cisco Content Switching

One 6450 serves as the FaxCore Document Server. The Document Server contains faxes and documents. The directory is located on a Dell PowerVault. In the event that a 6450 server drops offline, the Passive Cluster Server will assume it's role and take over the XDOC data directory. The FaxCore servers will automatically point to the online 6450 to retrieve the shared data, faxes and documents.



FaxCore is architected with the same web services design that popular on-line retailers use to provide scalable and fault tolerant Internet based services.

FaxCore's architecture enables organizations to duplicate and spread critical system processes across multiple PCs. For example, rather than putting all fax boards into a single server, spread them out over multiple PCs, each containing 50%, 25%, 20%, etc. of the fax boards and PSTN connections, thus eliminating single points of failure. This same concept can be applied to all of the critical fax server functions: Rendering, Document Storage, Presentation Services, and Event Processing.

## Integration Overview



FaxCore offers a variety of integration points and connectors that enable integration with virtually any back office application, LDAP compliant directory, host application, and other custom applications. FaxCore integration includes the following areas:

**FaxCore Email Gateway** – provides email to fax functionality via direct sending to the FaxCore SMTP server, or through integration with Exchange, Lotus Notes, and other mail servers.

**FaxCore File Gateways** – provides a simple architecture for initiating faxes through FaxCore by dropping files into directories. Supports PCL, embedded codes, and other file formats.

**FaxCore notification templates** – allows administrators to easily create templates for delivering fax status notifications to any 3rd party application via HTTP, FTP, Email, Fax, or Web Service invocation.

**External User Authentication** – allows FaxCore user passwords to be authenticated via external directory services, security providers, and other applications.

**Directory Synchronization** – synchronizes FaxCore users with users defined in 3rd Party directories. Allows administrators to quickly and easily add and maintain FaxCore users and permissions via their existing directories and databases.

## FaxCore SDK

FaxCore provides a rich set of APIs that expose the full features of the FaxCore Server. The following programming APIs are included:

Native .NET class libraries and interfaces

Microsoft Component Object Model (COM) interfaces Web Service API via XML over HTTP and HTTPS

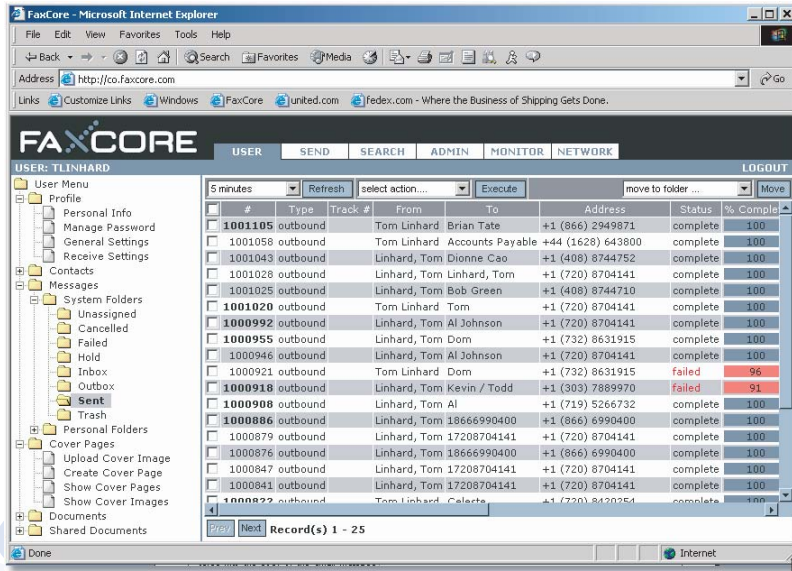
Additionally, all FaxCore is completely customizable via standard HTML style sheets (css) and custom company logos and images, allowing private labeling or the FaxCore server.

## The User Experience

FaxCore's thin client interface delivers all the features normally only found in a fat client. The full featured UI allows users to select cover pages, initiate fax and/or email transmissions.

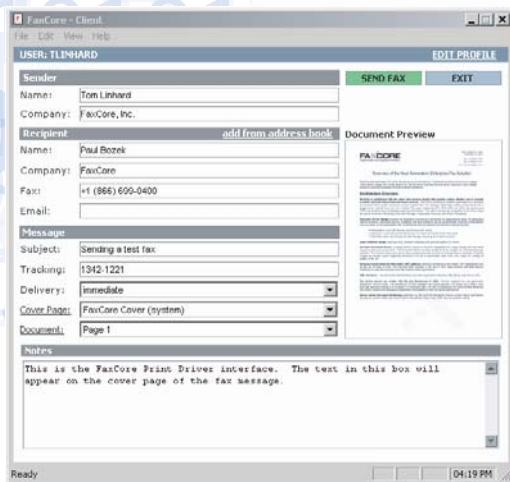
Users can view all fax transmission details and informative statistics. Additional reporting modules with the most extensive variety of search criteria ever offered, is made available to the user in an intuitive format.

Received faxes can be viewed in a browser. The faxes can be printed, forwarded to email and fax address or saved as PDF files.

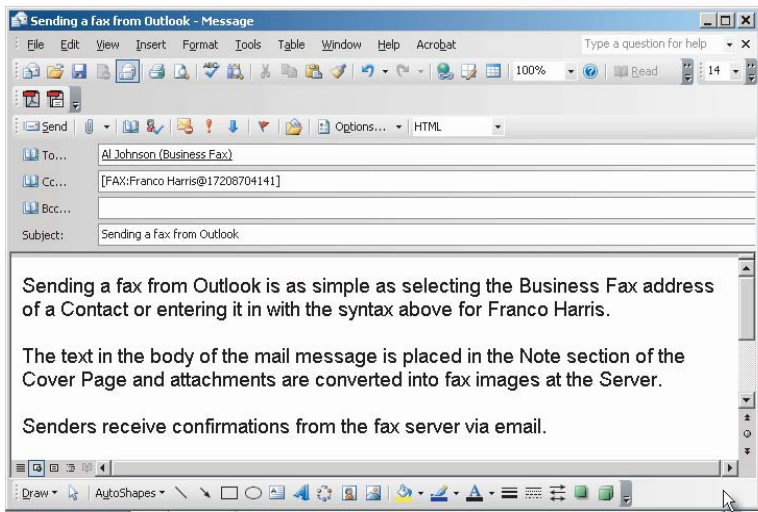


# FAXCORE™

IS MISSION CRITICAL



FaxCore's Internet Fax Printer (IFP): Sending a fax from any application is as simple as Printing the document to the FaxCore Printer. The fax interface allows for the entry of on the fly addresses or users may select recipients from a FaxCore address book. Previews of the fax pages are available from within the Printer dialog screen, as well as selecting different cover pages and holding the fax for preview.



Email Integration: FaxCore's Exchange Connector allows Microsoft Outlook users to use the "Business Fax" address of a Contact, or enter a one off "FAX" address in the To field using the following syntax; [\[FAX: Franco Harris@1-720-870-4141\]](#), then attach the file to be sent. Any text entered into the body of the email message will be placed in the Note section of the Cover page.

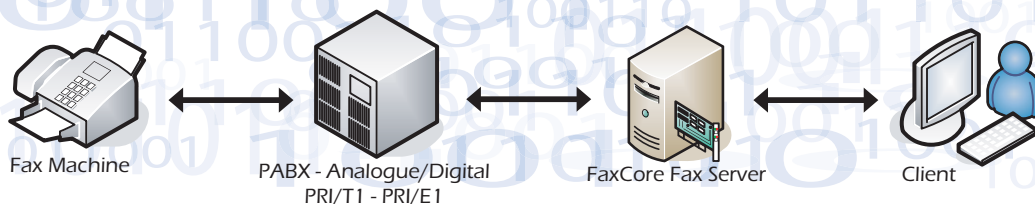
Add a folder to the Outlook client and set the Home Page of that folder to the URL of the FaxCore Server and users can monitor outbound faxes, view received and sent faxes as well as send faxes using the FaxCore Send interface.





## Receiving and Routing faxes—more options with FaxCore.

Receiving a fax is easy. Determining who the fax belongs to is the challenge. FaxCore supports the following routing methods.



**DID** — Direct Inward Dial service for analog DID lines.

**CSI** — Called Subscriber Identification is data traded by fax devices.

**DNIS** — Dialed Number Identification Service for digital T1, PRI/T1 and E1 circuits.

**Line Routing** — records which line the fax was received on.

**DTMF** — Dual Tone Multi-Frequency for analog fax boards.

**Caller ID** — available with digital fax circuits.

### Minimum Requirement

- Windows Server 2003 Standard or Web Edition
- Pentium Processor 2GHz or higher
- 1GB RAM
- 40 GB Hard Drive
- Brooktrout Fax Board

### Email Integration

- Microsoft Exchange 5.5, 2000 and 2003
- Lotus Notes
- Group Wise
- SMTP Compliant mail system

### Hardware Devices

- HP Digital Sender
- Xerox Document Center
- Sharp Multi-Function Printers

### Applications

- Liberty IMS
- eCopy
- SAP : SAP Connect
- Citrix
- Cardiff Teleform
- StreamServe

### BARCODE ROUTING EXPLAINED

FaxCore offers a new way to automatically route faxes to the proper recipient through the use of barcode recognition. Implementing Bar Code Routing is far less costly than the monthly cost of providing every person their own unique fax number. For example, it can cost \$5,000/year for 200 DID fax numbers on four DID lines. The FaxCore barcode module is half that cost and it's a one time cost.

The vast majority of legitimate faxes are sent and received by people and companies who have an established relationship. Just as we exchange phone, fax and email addresses, individuals can distribute their own unique barcode that contains their User ID.

The key to making barcode routing successful is to distribute the barcodes to the people who send the faxes. Barcodes can be put on survey forms, RMAs, Customer Support Requests, contracts, Order Confirmations, etc.



Sample BarCode

Barcodes can be placed on forms that are distributed and designed to be filled out and faxed back in. FaxCore scans every page of a received fax, looking for a barcode. Once the barcode is read the data extracted is compared to a list of Routing Rules for determining ownership of the fax. Once ownership is established, a notification event occurs.

Received Fax Routing - Create Multiple Routes Save Routes

Receive Route

route by: Barcode Data  forward only during the following times

route expression: TLINHARD start time: [ ] end time: [ ]

route by (2): [ ] days: S M T W T F S

route expression (2): [ ]

forward type: User

forward address: TLINHARD (SYSTEM)

activate route: yes

priority: 10

Update Receive Route Add Receive Route

| X                        | A                        | Priority | Route By | Expression   | Route By (2) | Expression (2) | Forward Type | Forward Address   | R | Start Time | End Time | S | M | T | W | T | F | S |
|--------------------------|--------------------------|----------|----------|--------------|--------------|----------------|--------------|-------------------|---|------------|----------|---|---|---|---|---|---|---|
| <input type="checkbox"/> | <input type="checkbox"/> | X        | 10       | Barcode Data | TLINHARD     |                | User         | TLINHARD (SYSTEM) |   |            |          |   |   |   |   |   |   |   |

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