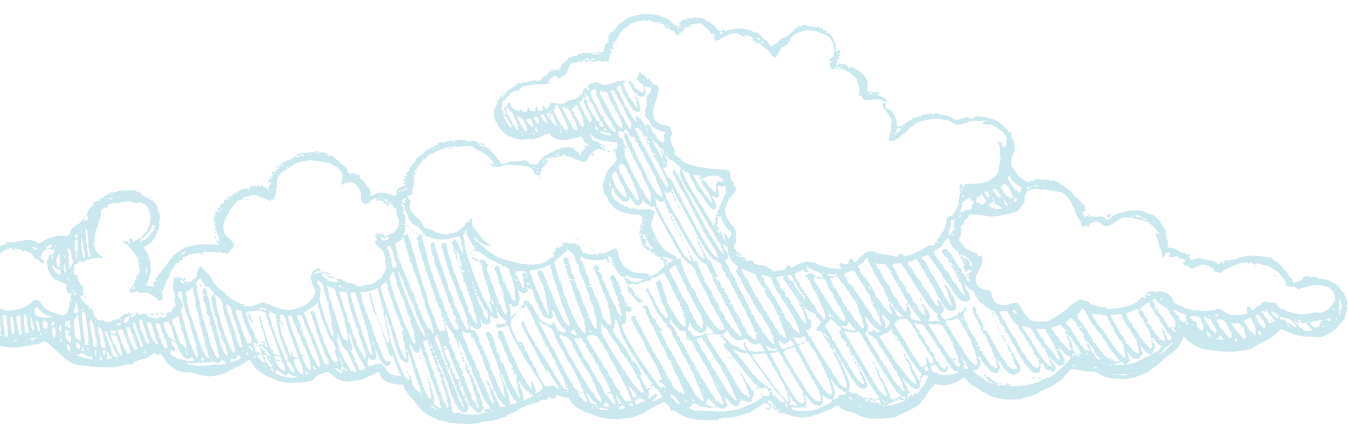# 6

Things to Consider When Choosing a Cloud Fax Service

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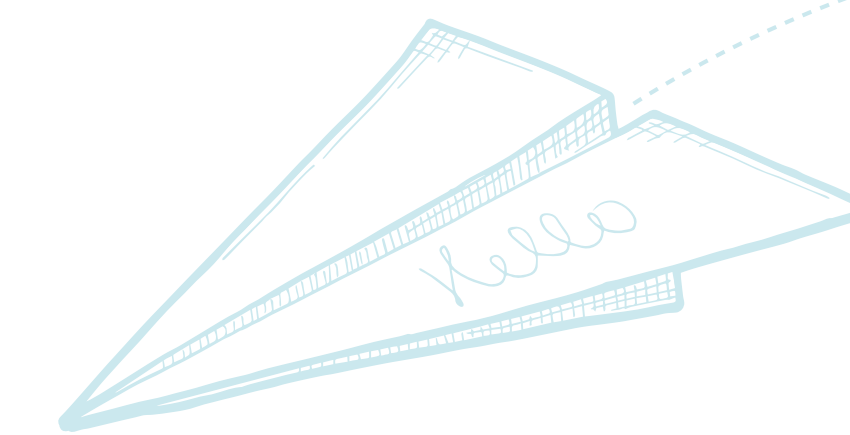CONNECTED. SIMPLIFIED. INNOVATIVE.

Healthcare, finance, legal, and enterprise organizations can exchange business-critical information faster and more securely by leveraging the security of fax technology with the scalability of the cloud. As one of the most trusted document delivery methods available today, hybrid-cloud fax solutions can provide organizations with more security and compliance than email or messaging applications.

> **Fax's key role in data security best practices is the reason why the online fax market is projected to be worth $2.4 billion by 2022.**

When choosing a cloud fax service, it's extremely important to take **uptime**, **security**, **innovation**, **ease of use**, **customer support**, and **flexibility** into account. Oftentimes, companies are duped into signing long-term contracts to secure rock-bottom prices and seldom consider the fine print. That is, until business-critical operations go awry due to outages and unreliable technical support.

Before signing on the dotted line, it's imperative that you **do your research**, **check references**, and **read customer reviews**. Taking the following 6 things into consideration can save your organization time and money.

About etherFAX

Founded in 2009, etherFAX offers a secure document delivery platform and suite of applications widely used across a broad range of industries to digitize workflows and optimize business processes. As a digital cloud fax solution, etherFAX utilizes the Internet to manage all fax communications and eliminates the need for fax boards, media gateways and other antiquated telephony infrastructure. Fully supporting every major fax server, EMR/EHR, and fax-enabled application, etherFAX represents the largest and fastest fax transmission network worldwide.

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Security and Certifications

According to the HITRUST Alliance, organizations that utilize a HITRUST CSF certified fax service provider are less likely to suffer a breach and are more likely to be able to contain and minimize the impact of a breach, should one occur. While the HITRUST CSF can be used by all organizations that create, access, store, or exchange sensitive and/or regulated data, it is ideal for healthcare organizations because of its prescriptive framework for managing the security requirements inherent in the Health Insurance Portability and Accountability Act (HIPAA).
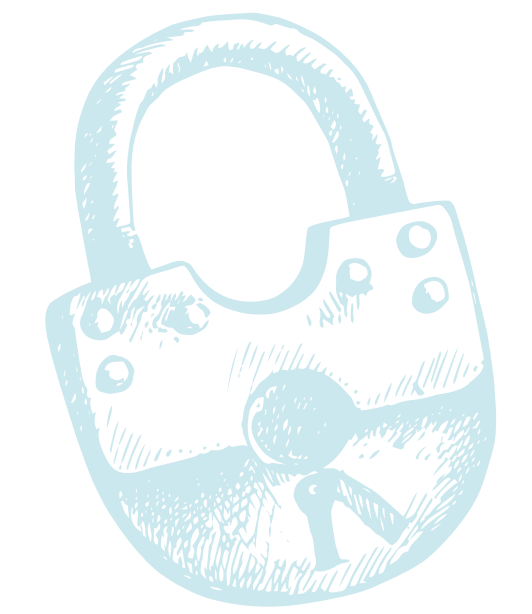
Here at etherFAX, security is our top-priority. Unlike other organizations that are self-assessed, our security is validated and certified by third-party organizations in which attestations of compliance (AOC) can be furnished upon request.
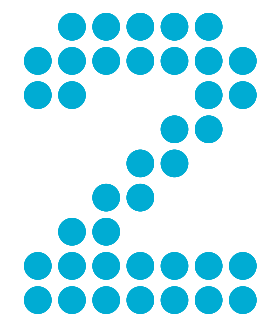
For guaranteed data protection, etherFAX is HITRUST CSF certified, PCI DSS Level 1 compliant, and SOC 2 compliant. We have also implemented multiple defense-in-depth strategies into our patented etherFAX technology including two-factor authentication and end-to-end encryption to guarantee that patient data and business-critical information are safeguarded.

Leveraging military-grade encryption and hybrid cloud technology, the etherFAX Secure Exchange Network (SEN) provides 100% secure communications and guaranteed delivery. DirectFax via etherFAX SEN guarantees that communications never traverse an external telephone network while Black and White lists place further restrictions on the flow of secure information.

Using methods defined by the Elliptic Curve Integrated Encryption Scheme (ECIES), etherFAX's SENx solution securely transfers business-critical information with 100% end-to-end encryption. End-to-end encryption with etherFAX SENx not only protects data at each endpoint, it also protects data at rest.

- ✓ HITRUST Certified
- ✓ PCI DSS Level 1 Compliant
- ✓ SOC 2 Compliant
- ✓ End-to-End Encryption

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2 Reliability, Transparency, and Uptime

When your business-critical operations are reliant on network fax and secure document delivery services, any downtime is unacceptable. For healthcare organizations, service interruptions, busy signals, and slow transmissions can prevent protected health information (PHI) from being exchanged in a timely manner and ultimately delay patient care. In some cases, the consequences can be fatal.
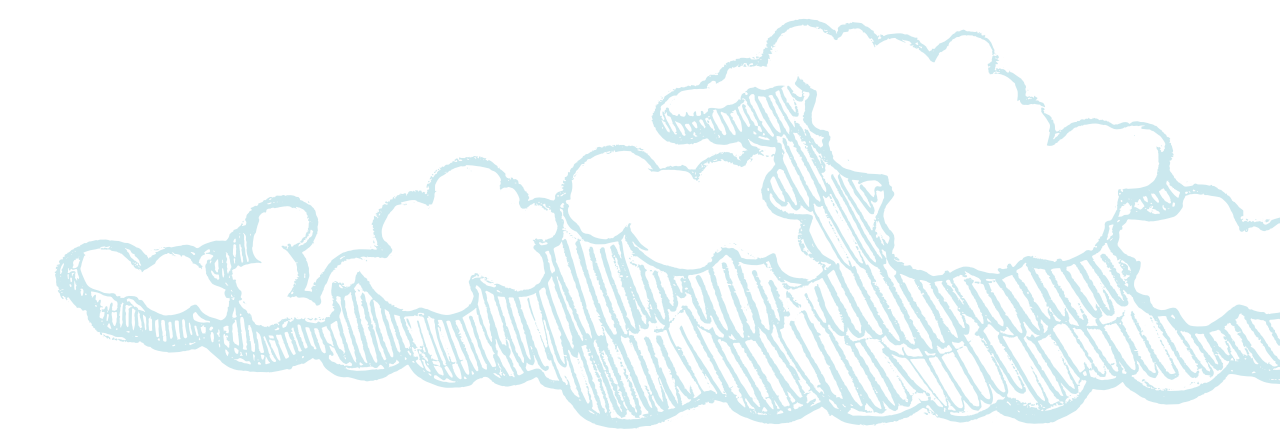
Understanding the fundamental needs of healthcare, finance, legal, and enterprise organizations, etherFAX has built its network and data center operations with multiple layers of redundancy to ensure reliability, transparency, and uptime. etherFAX's multiple carrier backbone infrastructure leverages tier 1 and tier 2 providers to guarantee network redundancy and high availability at all times.

etherFAX's Disaster Recovery (DR) solution is built for business continuity and works to ensure there is never any downtime for your organization. Leveraging the cloud, proprietary technology, and world-class data centers located in North America, Europe, and Asia, etherFAX DR guarantees that inbound and outbound fax communications remain secure and protected from technical failures due to catastrophic events and natural disasters.

In addition to disaster recovery, etherFAX DR is ideal for business continuity initiatives and managing high-volume, peak overflow fax operations. As an infrastructure-as-a-service platform with built-in redundancy, etherFAX DR can be easily configured to provide immediate failover of fax communications, ensuring uptime when existing telephony equipment fails, such as fax boards, PRI lines, servers and applications.

✓ Four nines reliability

✓ Built-in redundancy

✓ No busy signals; never lose a fax
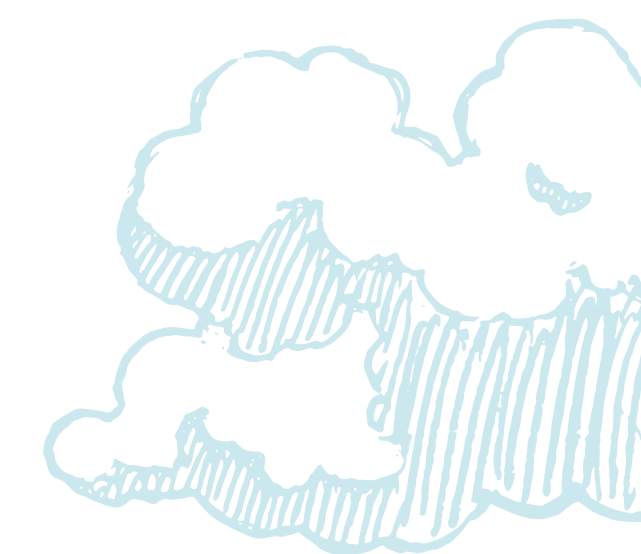
✓ 100% uptime

Roadmap and New Developments

It's important to choose a fax service provider that continues to grow alongside your business. In addition to their core services, the ideal fax service provider should continuously develop new solutions and expand their network with partnerships and integrations.

Since 2009, etherFAX has developed innovative solutions that change the way enterprise organizations send and receive information. Committed to redefining fax communications for the modern era, etherFAX continues to evolve its secure document delivery platform with new patents, partnerships, integrations, and technology enhancements.

Most recently, etherFAX expanded its ecosystem through partnerships with Lexmark, GLYNT.AI, Ambir Technology, Epic, and EyeMD EMR. Together, etherFAX and its partners have built the largest global fax network with enterprise fax server software.

Check out etherFAX's new app integrations with Slack, Teams, Microsoft Fax, and mobile devices (iOS & Android), allowing customers to transmit high-resolution, color documents fast and securely between their favorite phone applications and desktop platforms.

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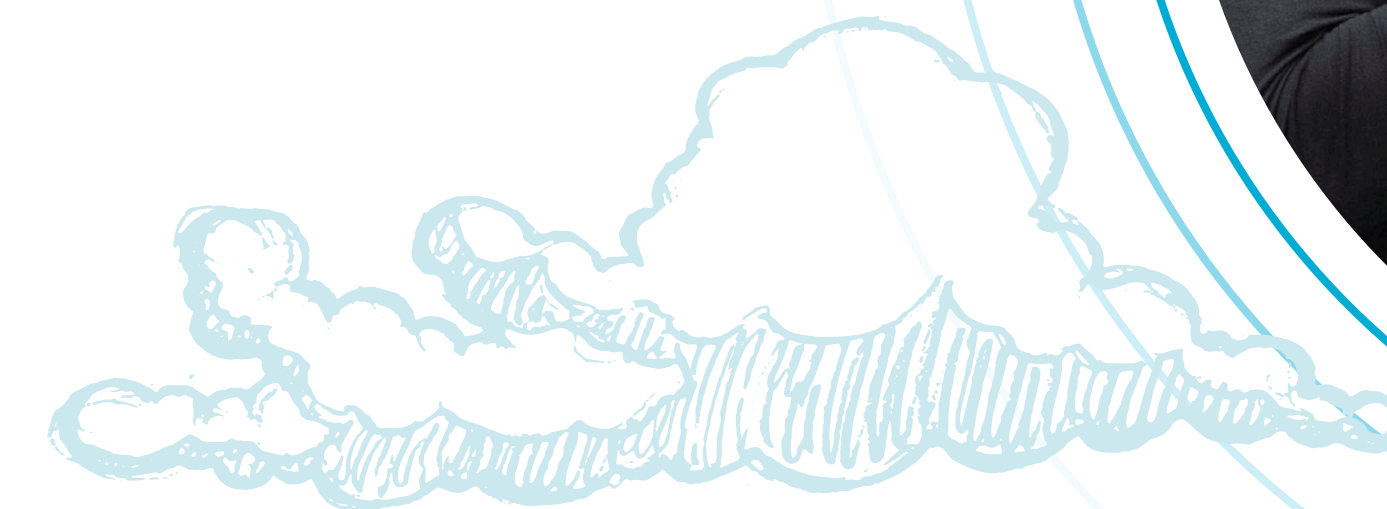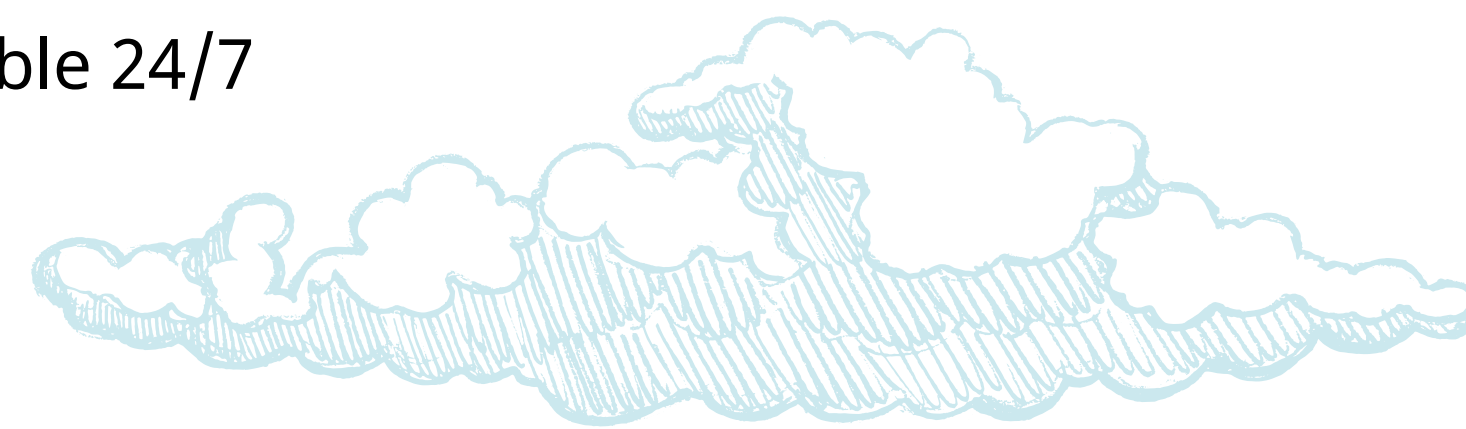
4 U.S. Based Support

There's nothing more frustrating than slow response times and a lack of transparency in the event of a network outage, service disruption, or technical issue. Service providers that work with outsourced and international support teams tend to have lower customer service satisfaction rates due to reps following a one-size-fits-all approach and being less knowledgeable about the provider's specific products and solutions than in-house teams. This ultimately delays resolutions and disrupts business processes throughout your entire organization.

Here at etherFAX, we believe our customer service and support is what differentiates us from other companies. With offices located in New Jersey, California, and Arizona, our industry leading support team is available 24/7 to provide one-on-one customer service, technical support, and onboarding assistance.

Our goal is to always be proactive and transparent regardless of the situation or root cause. As part of etherFAX's standard operating procedures, we offer a series of tools and notifications to keep customers informed during service interruptions or scheduled maintenance. Real-time, chronological updates on system status and performance can be accessed through our website at status.etherfax.net.

- ✓ U.S. based support team available 24/7
- ✓ Real-time system status updates
- ✓ 98% customer satisfaction rate

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5 Ease of Use

Whether you're implementing a fax solution for the very first time or extending your existing legacy fax platforms to the cloud, it's important to look for a service provider that will assist you with onboarding and installation. For a seamless integration, a software development kit (SDK) should be available to provide software integrators with the tools they need to integrate applications quickly.

The etherFAX API, a web interface based on REST semantics, enables software developers to integrate fax and secure document delivery services into their applications in short order. With etherFAX's simple and language agnostic API integration, organizations can easily submit documents (TIFF, PDF, etc.) to our network and watch them progress in real-time.
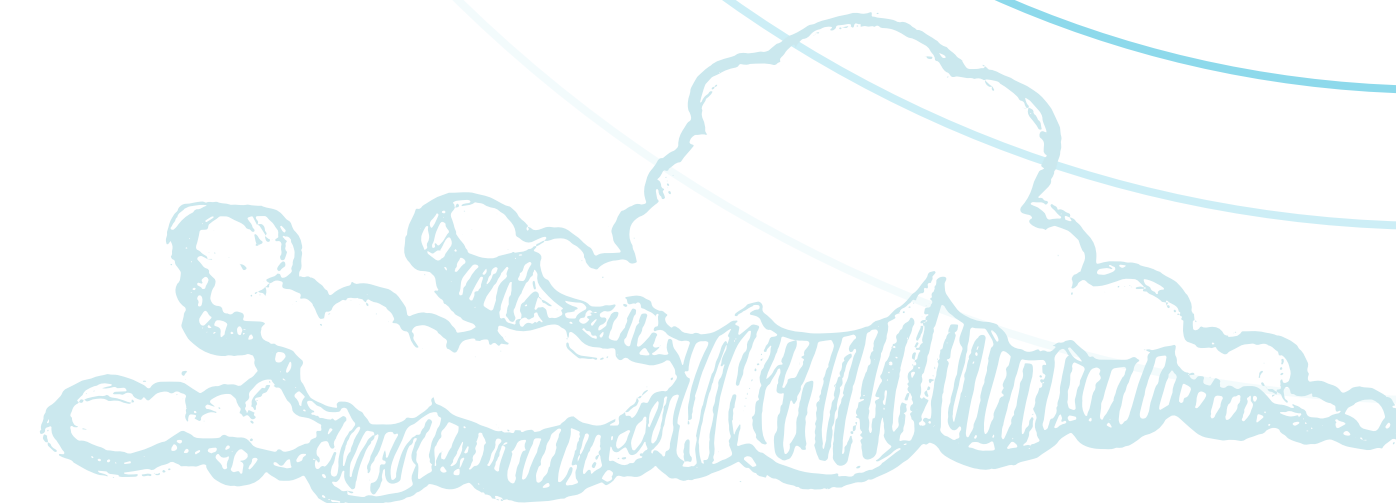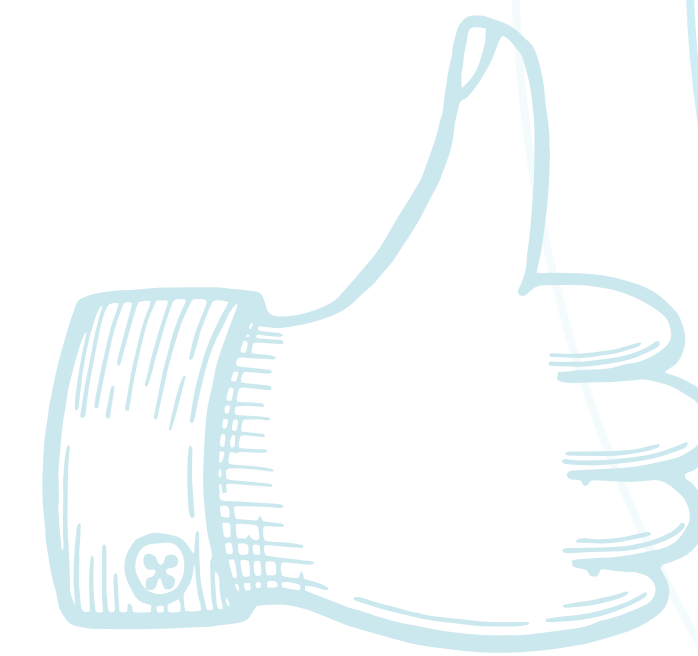
✓ No fax hardware, no phone lines required

✓ Simple, language agnostic API integration

✓ Personalized, one-on-one onboarding

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6 Flexibility

Many organizations require a long-term contract because they have a fiduciary responsibility to their shareholders — not their customers — and they have already paid their internal representatives commissions on the deal. etherFAX's only commitment is to our customers. Long-term pricing contracts with Novaris Communications are optional, because we believe that providing a high-quality, reliable service will keep our customers coming back.

✓ Choose between annualized or month-to-month agreements

✓ Only pay for successfully delivered documents

✓ Multi-tenant accounts for enterprise and distributed environments

✓ Enterprise Technical Account Management Teams through Novaris

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Ready to replace fax with etherFAX?
Contact us to get started.

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