10 Reasons Small Medium-Sized Business Should Switch to Cloud Faxing

Enterprise-level cloud technology at a small-business price

As a modern business, you've almost certainly incorporated a great deal of new technology into your operations — systems and applications that have saved you money and probably also helped you improve your business.

But if you're like most businesses, you probably assume that for one technology essential to your operations — faxing — you will always have to function in the ineffective and costly environment of clunky hardware and costly phone lines.

But you'd be wrong. Faxing has indeed joined the 21st century.

Cloud-based, paperless hosted faxing services, like the solution from world leader eFax Corporate®, require no onsite hardware, are as easy to use as email, can save you significant cost over your current fax infrastructure, and can even enhance the security and regulatory compliance of your business faxes.

Here are 10 benefits a business like yours will enjoy when you switch from your existing analog fax infrastructure to a hosted fax solution from eFax Corporate.

1. **Cloud Fax Has Significantly Lower Total Cost of Ownership**
   Like any small to medium sized business, you are no doubt highly sensitive to cost. So we should start by pointing out that switching to a hosted, cloud-based fax solution can save your organization more than 50% in overall fax costs.

   And those "overall fax costs" encompass much more than simply the initial capital expense of your office fax machines and/or in-house fax servers. They also include many additional costs you're paying every year but rarely if ever associate with your faxing expense, such as:

   - Gateway software
   - Uninterruptable power supplies
   - Local analog fax numbers, toll-free numbers, T1 lines
   - IT maintenance, repair, reporting, backups
   - Electricity — which over time can cost more than the hardware itself!

   There's also one more cost you've probably never considered but are certainly paying if your employees use traditional, paper-based fax machines: staff time and productivity.

   According to a 2013 report from Davidson Consulting, by far the greatest single expense standalone machines represent is employee labor: printing documents to be faxed, standing in a queue at the fax machine, redialing a busy fax number or waiting for an inbound fax.

   Even a relatively small number of standalone fax machines, according to Davidson, could cost a small business significantly in wasted staff labor.

   With a hosted fax solution from eFax Corporate, you can eliminate all of these costs.

2. Cloud Fax Can Increase Your Document Security

According to a 2012 survey from research firm Opinion Matters, nearly half of US office workers admit they've read a document left on a fax machine intended for someone else. Paper-based faxing is not sure — which is why it falls short of compliance with federal data-privacy regulations for such industries as healthcare and finance.

With the eFax Corporate cloud-fax solution, however, your faxes enjoy the highest levels of security both in transit and at rest. Faxes are SSL-encrypted when sent and then stored in your email inbox using 256-bit encryption. Our data centers are maintained in top telco-grade (Tier III or IV) facilities operated by major hosting providers who maintain current SSAE16 or SOC2 reports.

That's why among the billion fax pages eFax Corporate transmits electronically every month, hundreds of millions are for our customers in industries where regulations are strictest and data privacy is essential. Indeed, eFax Corporate's customers include many of the largest healthcare providers and financial service firms, as well as nearly 30% of top law firms — businesses whose client confidentiality is a must.

Ask us to provide you with the full-security summary that outlines our data protection and security governance.

3. Cloud Fax Can Enhance Your Regulatory Compliance

Federal regulations governing customer data privacy, record keeping and reporting are ever changing — but we do know that for many regulations sending and receiving sensitive client data by paper-based fax falls short of compliance.

That's where eFax Corporate can help. Through secure and encrypted data transfer — transmitting faxes securely online — as well as digital tracking, clear audit trails and secure file storage, eFax Corporate helps ensure your online faxing is protected and private — and that it complies with the strictest mandates of regulations such as HIPAA, SOX and GLBA.

4. Cloud Fax Offers Easy Porting of Existing Business Fax Numbers

One obstacle small businesses often face when upgrading to a new technology — even a technology they know will improve their operations and save them money — is that the upgrade process itself requires so much time, effort and resources that it threatens to undermine current operations.

Not so with an upgrade from analog faxing to a cloud fax solution from eFax Corporate. You can keep your existing business fax numbers, so you won't need to re-do your marketing materials and business cards or update your website.

Plus, our engineering team will handle all of the porting of your numbers for you, working with your old telecom provider to transfer the numbers to new eFax virtual numbers that simply forward to your employees' email inboxes.

The transition couldn't be simpler!

5. A Cloud Faxing Solution from eFax Corporate is Easily Scalable

Another obstacle smart small businesses often encounter when upgrading to a new technology is answering this long-term question: "Will this technology still support us and be cost-effective when we grow into a big business?"

With eFax Corporate, there's no need to worry about the cloud faxing solution's ability to grow with your organization. The world's #1 online faxing provider, eFax manages the digital fax services for some of the world's largest enterprises — Fortune 500 firms whose employees number in the tens of thousands and who send hundreds of the thousands of fax pages every month.

With eFax Corporate, your online fax service will support you whether you have 25 employees or 25,000 — and adding new virtual fax numbers to accommodate for your expanding team takes just minutes.

6. A Cloud Fax Solution Can Work Seamlessly With Your Multifunction Devices

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You might also wonder if, with an online fax solution, you can still integrate your faxing with your existing onsite multifunction devices (MFDs) that serve as copiers, scanners and printers. The answer is yes! In fact, eFax Corporate can help you derive even more benefit and higher ROI from those machines by expanding their role to online faxing.

Because eFax Corporate is an online fax solution, you can easily integrate eFax services into your MFDs. This reduces your overall faxing cost (eliminating fax machines, fax paper and other supplies), increases productivity (enabling your staff to share and store documents conveniently online), and enhances the security of your business faxes (through eFax Corporate's encryption and federal compliance processes).

7. **A Cloud Fax Solution from eFax Corporate Provides You a Dedicated Account Manager**

Yet another potential sticking point for businesses looking to upgrade to a new technology is concern that after they make the initial purchase they'll be all alone to manage the transition.

But with eFax Corporate, you're never alone. From your first point of contact with us, you will be assigned a dedicated eFax Corporate account manager, who will learn about your business, gain a full understanding of your specific business-faxing needs, and help you develop a customized solution for your organization — one that's easily scalable (up or down) at any time.

Your dedicated account manager will be there to walk you through the entire process — from setting up your account, to transferring any existing fax numbers you have over to your eFax Corporate service, to showing you how to manage users and generate fax usage reports, to answering any questions you or your IT team have.

8. **A Cloud Fax Solution is As Easy to Use As Email**

Okay, but how long is it going to take to train my staff on this new technology? Fair question. If your employees know how to use email, it'll take about 5 minutes.

Unlike most new applications or processes a business might transition to, switching your staff to online faxing won't require any special training and won't result in any downtime while employees get familiar with the new system.

Indeed, it will take literally just a few minutes for your team to figure out how to send and receive faxes by email or through their secure eFax Corporate online interface.

9. **Cloud Faxing from eFax Corporate Offers an Enterprise-Level Solution at Small Business Price**

Although most businesses still use traditional, paper-based fax machines, large enterprises such as Fortune 500 firms have for many years been enjoying the benefits of faxing online with eFax Corporate. One reason so many major corporations use online faxing is its extremely affordable price tag.

As a small to medium sized business, then, you can have access to the same eFax Corporate cloud faxing solution that nearly half of all Fortune 500 firms rely on for their business faxing.

You can enjoy the same service these large organizations enjoy, complete with all features — faxing by email, fax-number porting, secure archiving online of all faxes, an SAP® connector, MFD integration, enhanced security and compliance, and more — all for a small-business price.

10. **You Can Try eFax Corporate Completely Free**

Still not convinced it's time to upgrade your costly fax infrastructure to a hosted fax solution from world leader eFax Corporate?

We'll let you and your staff try the full-featured online faxing service free for 30 days — no risk, no obligation.

Just **contact a sales rep** and we'll get you set up right away with your eFax Corporate free trial.

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As the #1 provider of cloud-based hosted fax solutions, eFax has over the past 20 years helped businesses large and small improve their faxing processes, increase productivity and save money. We can do the same for you.