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According to an industry statistic, over 16 billion faxes are sent each year worldwide. In spite of the proliferation of the Internet and new technologies for communication, the interesting aspect of the fax market, however, is the fact that almost all information-critical industries such as healthcare, banking and others are still using fax. Fax is still considered to be reliable, dependable and a robust means of communication.

THE OLD & NEW

Traditional fax was sent over analog lines, which has now moved to digital lines, computer servers, and fax server software. The aspect of secure communications is even more important as digital communications and security sometimes cross paths. Information sent over the internet is vulnerable to prying eyes, hackers, and unintentional transfer, which may or may not fall into the wrong hands.

MIDDLEWARE - A PROBLEM OR A SOLUTION?

Middleware has been used successfully in the fax industry. Leading manufacturers of fax server software have worked with hardware manufacturers to create enterprise fax offerings that have been very successful so far. Middleware providers have typically worked as a conduit between the sender and receiver, by receiving, storing and then transmitting fax data (although leading Middleware solution providers don't explicitly mention this in their documentation, most of the time it is covered in their fine print). Nevertheless, Middleware providers that rely on HTTP or HTTPS protocols have received fair success in the industry, even though they use protocols with inherent privacy issues that may create a major security loophole in your operations.

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THE PROBLEM WITH STORE & FORWARD - BREACH OF HIPAA

Some vendors specialize in Store & Forward fax services. Essentially acting as an intermediary between the sender and the receiver, the vendor stores the incoming fax on their own servers for a fraction of a second or more and routes it to the receiver. From a sending and receiving aspect, you cannot tell the difference, however there is a potentially major security breach in this method, especially considering laws such as HIPAA and other compliance legislation. Asking your fax server vendor about their take on Store & Forward and HIPAA is probably a good place to start in order to save your organization from any unwanted litigation.

WHY SIP?

COST SAVINGS

SIP eliminates a lot of nightmares you may encounter with traditional hardware or HTTP and HTTPS based fax solutions. To start off with, you have a significant amount of savings that you achieve in terms of overall costs. This cost savings results from a lower infrastructure cost associated with the solution and the elimination of long term hardware maintenance costs. Your maintenance costs are most likely to drop quite significantly and these savings will translate into your overall operations cost savings because of time saved on support calls, less downtime because of vendor nightmares, and so on. SIP telephony can save anywhere between 30-60% of your communication costs. Of course the overall value would depend on your needs and existing setup, however typical savings are significant and hence a huge attraction point for customers.

COMPLETELY SECURE & ENCRYPTED

SIP Trunking and T.38 has the capability for complete end-to-end encryption and contrary to some vendors in the industry claiming 100% secure encryption with HTTP, T.38 is able to provide a proven, encrypted transmission between the sender and receiver. Communication over a T.38 IP fax line is also able to carry both Voice and Fax data from one point to the other over the internet in real time. With an added encryption layer on top, it's very hard for unauthorized parties to intercept the communications and decrypt it without an unlock key. Secure SIP encryption technologies such as the CryptAgent, provided by babyTel, are key in ensuring complete security for SIP-based T.38 communications.

OTHER SIP BENEFITS AT A GLANCE

A SIP (Session Initiation Protocol) trunk is a path via the Internet for a single voice (or fax) call between your PBX phone system and the legacy worldwide Public Switched Telephone Network (PSTN). A single Internet connection to your PBX can carry several to hundreds of SIP trunks depending on needs. Some advantages of SIP include:

- High quality and reliability of service
- Enhanced service continuity
- 100% encrypted end-to-end communications
- Highly redundant and fail proof
- Real-time call logs and analytics

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Headquartered in Toronto, Canada, we have local presence in the United States, Italy and Mexico, and our solutions are available worldwide through a network of over 200 strategic partners and resellers. Solgenia employs over 300 talented individuals and our consolidated revenues exceed \$25 million per year.



Solgenia® Weblive Facsys™ is a complete line of fax routing solutions ranging from turnkey appliances to enterprise-level software. Robust fax routing and delivery engines, Weblive Facsys solutions automate the flow of fax messages to ensure secure, efficient delivery of fax information to email inboxes and network repositories. Available in a range of options from stand-alone appliances to multi-server farms or as a module of a Unified Communications solution, Weblive Facsys scales from 10 to 1,000s of users, with a seamless upgrade path that accommodates future growth for your fax messaging requirements.