

Internet faxing - the new way to send faxes

Submitted by: Media Crystal, The

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8 September 1999: Internet faxing - a new service from LANSource Technologies UK - is set to change forever how large corporations send and receive faxes. Offering substantial cost savings and efficiency improvements, the service will also enable Internet service providers (ISPs) to generate new revenue from existing resources.

The main benefit of using this new service is that corporate users can send faxes anywhere in the world for the cost of a local call by routing them through an ISP's existing ports. Also, by enabling ISPs to offer a fax service to their corporate accounts, LANSource Technologies' FAXport VFN (virtual fax network) removes the need for corporations to install a fax server on the corporate LAN. This instantly eliminates all equipment, installation and maintenance costs.

By taking the ISP route, users also benefit from the multiple points-of-presence (POPs) that ISPs provide. They also have dedicated fax numbers which can be added to at any time and inbound faxes are sent directly to the users' personal mailboxes. Corporations also benefit from powerful reporting and fax prioritising facilities, choosing to route faxes through ISPs' ports using the fastest or most cost-efficient means available.

Says Paul Kaufman, European Director of LANSource Technologies: "Many companies have moved to faxing over a local area network but for the larger corporations, enterprises and multi-nationals, Internet faxing offers the scalability, capacity and economies that LAN-based solutions struggle to achieve."

He adds: "FAXport VFN is the natural progression from server-based LANfax to fax over the Internet. It will become the standard by which all fax server systems will be measured."

For ISPs, not only does the new service enable them to earn extra revenue using existing equipment, making maximum use of previously under-used modems, but it also helps them to foster customer loyalty in an increasingly volatile market by offering users unique fax numbers and mailboxes.

Another advantage is that ISPs can be as small as a single POP or as large as a world-wide network provider. They can either offer their ports to other ISPs or keep their VFN resources private from all others. The ISP also has the flexibility to publish higher rates for outbound faxes if available ports are scarce or publish extremely competitive rates if it has an oversupply of port availability.

In addition, an ISP can route faxes to a destination where it currently has no POP by passing the fax to another service provider, with each ISP in the chain earning revenue on all faxes passing through their system. LANSource Technologies is already setting up a global network of VFN servers which will connect major ISPs around the world.

LANSource Technologies is a leading developer of network fax and modem-sharing software. Its product line includes FAXport(r) for NT, a complete fax networking solution compatible with Lotus Notes, Microsoft Exchange and NT Server, and WINport(r), the award winning software for modem sharing, with dial-out capabilities and RAS free. FAXport VFN uses the technologies of Microsoft Windows NT 4.0 and Microsoft

SQL 7.0 and network clients can work through Lotus Notes, Microsoft Exchange, SMTP/POP3 mail, Thin Clients, standalone fax machines (through a low cost dialler) and Java/Web client.

LANSource Technologies is based in Cambridge and Bielefeld, Germany, with headquarters in Toronto, Canada.

READER ENQUIRIES

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