

GFI Software™ Advances Hybrid Faxing and SMS Text Communications with GFI FaxMaker® 2013

Submitted by: GFI Software

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Leading network fax server software solution now offers support for cloud-based email and fax server providers and new text messaging capabilities for today's mobile workforce

London, UK – 8 November 2012 – GFI Software today announced the availability of GFI FaxMaker 2013, an expanded and improved version of GFI's award-winning network fax server software. The solution now integrates seamlessly with cloud-based email and fax service providers to meet the changing needs of today's mobile workforce, and to make it easier and more affordable than ever to set up, manage and use. As an added benefit to mobile workers, GFI FaxMaker 2013 now enables businesses to send SMS text messages to multiple recipients at once, providing organisations with the ability to send appointment reminders, special offers and other information directly to the mobile devices of opted-in customers, colleagues and prospects.

GFI FaxMaker 2013 now offers the benefits of hybrid faxing, eliminating the need for dedicated trunks, telephone lines, hardware, and telephone network connections. With GFI FaxMaker, servers are able to connect directly to online fax services and send and receive faxes across the Internet instead of standard phone lines. This provides organisations with the same auditing, back-up, archiving and accessibility features that conventional on-premise fax servers offer, but without the associated set-up and maintenance costs.

GFI FaxMaker is used by thousands of small and mid-sized businesses (SMBs) worldwide, including healthcare organisations, law firms and financial services providers, which rely on fax communications to meet security and compliance regulations. GFI FaxMaker 2013 advances faxing technology by offering the added security benefits of traditional faxing with the convenience, affordability and flexibility of email and SMS texting.

In this major upgrade, the new GFI FaxMaker 2013 includes the following core functionalities that make for more effective, advanced office communications:

- Supports cloud-based email systems such as Microsoft Office365™ and Google Docs™, allowing customers to gain all the benefits of hybrid systems.
- Enables anytime, anywhere faxing from mobile devices, whether on the road or working remotely, freeing users from being dependent on fax machines.
- Works seamlessly with cloud-based fax service providers. No phone lines, extra hardware, or other extra capital expenditures are required. An Internet connection to a GFI FaxMaker server and a supported fax service are all that are needed to get up and running. Upfront costs as well as operational and administrative expenditures are minimal.
- Supports multiple concurrent SMS texting options, enabling organisations to leverage texting as a powerful marketing and communications tool and an invaluable means of reaching employees, customers and partners with vital information.
- Offers complete multi-function device integration. Through integration with Canon®, HP®, Konica Minolta®, Ricoh® and Xerox®, customers can now centralise all faxing from all sources through

GFI FaxMaker.

- Supports both Microsoft Exchange® 2012 and Windows® 8.

“Network communications have revolutionised how businesses connect with each other, but traditional paper-based faxing has often stood in the way of these advancements,” said Phil Bousfield, general manager of GFI’s Infrastructure Business Unit. “Paper-based fax systems have significant upfront costs and too often hinder efficient, timely communication. Hybrid faxing with GFI FaxMaker 2013 enables the mobile workforce to use faxing intelligently and effectively without being tied to their desks. It is easy to set up, easy to use and results in a greener, more environmentally friendly office.”

Survey: 49% of office workers have read someone else’s paper fax

Highlighting the privacy risks of paper faxing, a survey by GFI Software of 1005 UK office workers conducted by Opinion Matters (<http://www.opinionmatters.co.uk/>) found that 49% have inadvertently read someone else’s paper fax that was sitting on a fax machine. GFI FaxMaker 2013 affords users an additional level of privacy that both paper systems and conventional email cannot match. “Faxing is used in many industries because of the added security it provides over email,” said Bousfield. “Ironically, our new survey suggests that the security of paper fax systems is often compromised by snooping office eyes. It’s one of the key reasons why GFI FaxMaker makes so much sense.”

Pricing and availability

GFI FaxMaker 2013 is available now for as little as £25 per user for an annual license that includes a one year Service Maintenance Agreement (SMA). This includes installation on one GFI FaxMaker Server and includes four fax lines on that server. Unlimited user licenses and additional fax lines are also available.

To learn more about GFI FaxMaker (<http://www.gfi.com/fax-server-software>), please call 0870 770 5370, email sales@gfi.com or visit www.gfi.com for a free trial (<http://www.gfi.com/downloads/register.aspx?pid=fax>).

About GFI

GFI Software provides web and mail security, archiving and fax, networking and security software and hosted IT solutions for small to medium-sized businesses (SMB) via an extensive global partner community. GFI products are available either as on-premise solutions, in the cloud or as a hybrid of both delivery models. With award-winning technology, a competitive pricing strategy, and a strong focus on the unique requirements of SMBs, GFI satisfies the IT needs of organisations on a global scale. The company has offices in the United States, United Kingdom, Austria, Australia, Malta, Hong Kong, Philippines and Romania, which together support hundreds of thousands of installations worldwide. GFI is a channel-focused company with thousands of partners throughout the world and is also a Microsoft Gold ISV Partner.

For more information:

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