



## Enterprise Communications News

# FAX ISN'T DEAD. IT MOVED TO THE CLOUD

When is the last time you used a fax machine, with its ear-piercing screeches of connection? If you're like most business professionals, it's been a long time—or maybe never. The technology world evolved many times over since the fax machine was invented nearly 50 years ago, but if you have sent or received a fax recently, it was probably from the cloud

Faxing is alive and well in mortgage banking, insurance agencies, physicians' offices, hospitals, and in other highly regulated industries. This is largely due to the fact that faxed contracts are generally considered to be legally binding—and consequently, why a faxed signature can usually be accepted in lieu of an original signature in ink. For example, mortgage documents and HIPAA release forms are often faxed since it holds the same weight as the signed-in-person version. If you do business internationally, you've probably sent or received faxes as well. Delis, community banks, and other local businesses may also use broadcast fax for marketing.

Reap efficiencies by moving your faxing to the cloud. A cloud-based fax service:

- **Reduces waste.** Using a cloud fax service eliminates the waste associated with printing out documents to send or receiving documents via a physical fax machine. A cloud fax service is a greener choice.
- **Is convenient.** You can fax from anywhere in the world to anywhere in the world, whether it's from your laptop or mobile device. You can fax to a phone number, email address, a server, or even an old-timey dedicated fax machine.
- **Integrates easily with other cloud apps.** A fax service integrates easily with your other essential cloud apps. Whether you're using GoogleDocs, storing files in Dropbox, or relying on [Salesforce.com](https://www.salesforce.com) to keep sales and communications flowing, you can easily send and receive faxes with just a few clicks of the mouse.
- **Cuts administrative hassle.** Storing your faxes in the cloud takes pressure off your in-house IT team and budget. Your IT administrator doesn't need to buy, install and manage an on-premise fax server. Nor do you have to pay for long distance telephone charges.

With cloud services like **ShoreTel Sky Fax**, you can receive incoming faxes directly into your email inbox and send outbound faxes as email attachments. It's that easy.



Learn more about brilliantly simple business phone systems at [www.telecorockies.com](http://www.telecorockies.com). Contact us at 303-790-8700 or [askjeff@telecorockies.com](mailto:askjeff@telecorockies.com) to get started.