

Pac-West Ensures Accurate Fax Deliveries with NET SatisFAXtion

What has NET SatisFAXtion done for Pac-West?

- Guaranteed, reliable inbound fax deliveries to Outlook inboxes
- Security for confidential documents
- Decrease in time spent on manual faxing
- Print-to-Fax functionality from popular core business applications like Microsoft Office
- An overall unified fax messaging system that integrated smoothly into their business environment



DID routing guarantees inbound faxes get to their intended destination



Background

Pac-West Telecomm, Inc. is currently one of the largest competitive local exchange carriers headquartered in California with nearly half a million lines of service. As well as offering an array of telephone services, dial-up and broadband internet access, they also supply integrated voice and data communications.

Pac-West's network averages over 120 million minutes of voice and data traffic per day and carries an estimated 20% of the dial-up Internet traffic in California. Their 2003 revenues were nearly \$135 million. In addition to California, they also have operations in Nevada, Washington, Arizona, and Oregon.

Challenge

As a telecom company that specializes in improving communication systems, Pac-West had a desire to increase efficiency in their day-to-day business operations. In order to streamline their messaging infrastructure, Patti Ianni, Network Administrator, decided to do away with traditional faxing methods. "Our problem was that we were totally dependant on undependable fax machines," she said.

With hundreds of multiple-page faxes sent everyday, manual faxing was not only inconsistent, but was a time consuming process that interrupted productivity and prevented the prompt handling of time-sensitive documents. To add to their problems, Ianni related that many of the documents Pac-West receives are confidential in nature.

"Having these faxes available in a shared public space was issue that had to be dealt with, considering the great likelihood that they could be mistakenly thrown away or lost." So Ianni began to look for an alternative to the 25 fax machines they had been relying on.

Solution

To meet their needs, Ianni looked to FaxBack for a complete faxing solution. Pac-West now deploys a NET SatisFAXtion Enterprise Edition fax server with a fractional digital T1 fax card. Based on their volume, Pac-West needed 8 ports to manage peak periods of inbound faxing without giving out busy signals. Pac-West also implemented the optional E-mail Gateway module to enable desktop routing to the recipients Outlook inbox via DID numbers.

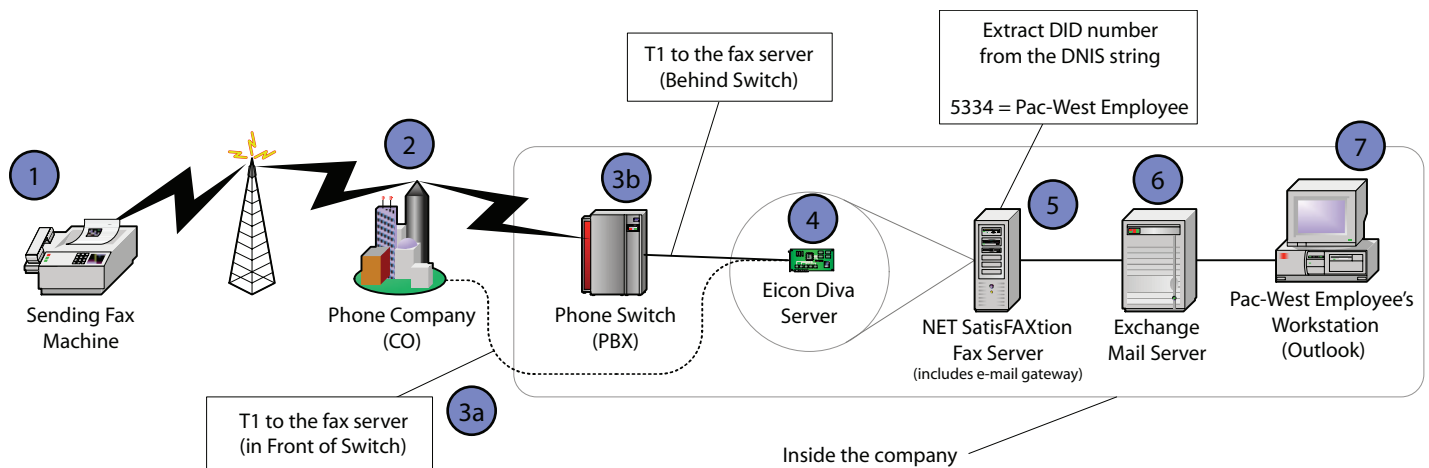
With the DID method of inbound routing each individual has their own personal fax number, and Pac-West is assured that faxes will be delivered with 100% accuracy. In addition to accurate and reliable inbound faxing, NET SatisFAXtion's incorporation of an email interface with fax functionality allows employees to easily send documents directly from applications like Microsoft PowerPoint, Access, and Project by simply selecting File > Print > Fax.

Result

The convenience of a desktop delivery means their 225 users are able to receive important documents at their workstation, eliminating trips to the fax machine. Confidentiality is also preserved since faxes are delivered to an email inbox, instead of the community fax mailbox.

NET SatisFAXtion has helped to simplify and improve Pac-West's overall business messaging system. Security has been increased, processes have been streamlined, and time has been saved. In fact, Ianni estimated the time saved by implementing their NET SatisFAXtion fax server to be nearly 90 hours per month — hours that can now be spent on more important business.

How does DID routing work at Pac-West?



1. A fax is sent to a DID number, in this case ending with 5334. **2.** The call passes through the phone company and is routed to Pac-West. **3a.** This is a "Behind the Switch" connection method where the T1 connected to the fax server comes off of a company's PBX. A company's phone switch (PBX) routes the call (fax) to a hunt group setup for the T1 that is connected to the fax server. The call is then routed to one of the physical T1 channels. **3b.** This is an "In Front of the Switch" connection method where the T1 connected to the fax server comes directly from the phone company. The phone company routes the call (fax) to a channel on the T1 that goes directly to a company and is connected to the fax server. **4.** The Eicon Diva Server T1 fax card detects an inbound call, answers, extracts the DID number and then receives the connected call. **5.** The fax is received by the fax server. Once the fax is completed, a lookup is done on the received DID number. The fax is then routed to that user. **6.** Since Pac-West users are setup to receive faxes in their Outlook e-mail client, the fax is routed to the Exchange server. **7.** Pac-West employees receive the fax in their e-mail inbox.