



Use the office tools you're comfortable with to take advantage of today's technology!

## **Ask yourself these questions about your customer interactions.**

- Are you tired of trying to sell your customers on the benefits of moving away from using the fax machine and into using a scanner, with little success?
- Are they telling you that they or their employees can't or don't want to take the extra time to learn to scan and email documents?
- Are your customers still insistent that they cannot get rid of the fax machine because all the companies they do business with use the fax for orders and reporting?
- Are they upset with you because you have all the answers to their VoIP questions but you still can't get their overpriced fax line to work over IP?
- Are your customers frustrated and tired of being taken advantage of by the Telco that seems not to care about them or their business?
- Are the IT managers you talk to frustrated with fighting to get rid of the office fax machines and that they can't manage it on their Ethernet Network?

### **Why not give the existing fax machine an IP address and let them keep their existing fax Machine!**

We offer a solution that is simple and 100% reliable. All you do is provide your customer with a SatFax FTA (fax terminal adaptor) that they can plug their existing fax machine into. Then they plug the FTA into the nearest standard computer network port (which it can still share with the adjacent computer). Then they send and receive faxes just like they always have and you get to run the system over the IP network.

Use the technology they are comfortable with to take advantage of the options available from the IP technology of today.

Your customer is happy and you now have an answer when the situations above happen to you again!



**Our FTA hardware is award winning.**



**We've listed 30 benefits of having an IP address and a SatFax FTA associated with your customers existing fax machine.**

At Virtutone we spend a great deal of time discussing how our system works best for VoIP providers that are interested in using the SatFax product. This paper has been prepared to speak to the ways that Virtutone can assist you in satisfying your customer's requirements. These 30 points highlight the benefits associated with having the Satfax option in your solutions kit.

**1. Satfax is Easy to use. Just use the fax like you always do. Dial and push send!**

Ultimately your goal is to provide your customer with a system that is very easy to move into, therefore one that initially emulates his old one. (With a few new options of course.) The Satfax product allows them to continue using the fax as they always have. This technology is transparent to the end user. When they ask if you can take over their Fax line too? Just say yes...

**2. Now your customers can avoid the perceived lengthy processes involved in finding a scanner and then scanning, attaching and sending faxes by e-fax on their email system.**

Your job is to work with your customers to achieve their goals and arrive at a win – win situation. So let them win this one by keeping their comfortable fax machine while you simply attach it to the IP network with confidence. They still just drop their paper into the fax machine, send it and walk away.

**3. The New Fax # allows them to send and receive anywhere in the world. Plug your SatFax into any IP port in the world and send & receive as though you were in your downtown office!**

When you choose the fax number it can be based in whatever city you have chosen in North America. Now you can plug that SatFax FTA unit into any IP outlet in the world and use the fax as though you were in the local office. There are no long distance charges as long as you are on the IP network and when faxing in North America would be no fees.

**4. No Computer needed.**

The Satfax FTA unit does not require a computer anywhere in-line. The fax machine plugs directly into the FTA and the FTA plugs directly into the IP port. That's it!

**5. No telephone line required.**

Finally you can remove the last connection to the Telco and can offer a complete and reliable IP solution. Reduce costs and improve relations.

**6. No need to maintain lines with the Telco at inflated monthly and long distance rates.**

With customers typically paying over \$100.00 per month for their fax and associated long distance there is no downside to providing the Satfax solution.

**7. Plug the SatFax unit directly into any IP jack in any location.**

The Satfax unit requires only the jack on the wall. This provides mobility without worry. If you want to set up in the board room and you need a fax to work on the project, just take the FTA and the fax with you and plug it into the IP port in the boardroom!

**8. Use any fax machine, new or old. The SatFax FTA will work with any model.**

The research and development team at Virtutone has worked very hard to ensure that any fax machine is compatible with our FTA and Back office transporter system. With the continual downloads of the latest versions of software we maintain the ability to work with any machine.

**9. Assign an IP to your fax so you can count it as part of your IP network!**

What you can't see, you can't manage properly. Now you can see the SatFax FTA at your fax on your map.

**10. Reduce your customers' Network administration costs by using the SatFax FTA and not dealing with Telco invoices, wait times or installers that are costly.**

Your customers will be thrilled not to receive unintelligible invoices from the Telco and not sitting on hold with the Telco again. No more waiting for the installer to show up at his convenience at incredible Telco rates.

**11. Disaster planning is now completed as far as your networks go.**

One of the critical issues that is supported by IP and VoIP networks is if a disaster should occur you could move the system to a new location in the blink of an eye as long as they have an internet connection. Now your fax is included in disaster recovery plans!

**12. Take advantage of all the IP driven options available to computer users today.**

The SatFax FTA allows users to have access to several options that are typically only available to E-fax and Email users.

**13. Fax to email available.**

By setting up 3 digit dial groups we can have your end user send a fax to up to 99 email recipients.

**14. Fax to group lists available.**

By setting up 3 digit dial groups we can have your end user send a fax to email group lists.

**15. Archives of all faxes are available to meet compliance requirements.**

Our customers have indicated that they require an archive of all faxes sent and/or received to meet compliance issues around the Sarbanes Oxley legislation. SatFax has an optional archive service that will create a record of all faxes sent that you can access anytime.

**16. VoIP dealers activate the FTA appliance on-line at your convenience.**

Our on-line dealer portal will allow you as the VoIP provider to take an FTA (fax terminal adaptor) off the shelf and go on-line to activate it as you require it. Simply input your dealer name, password, the FTA's MAC address and your job reference info. Then indicate the location of the service and pick a fax number. The FTA will be automatically downloaded with the proper info within minutes when you plug it into the IP port.

**17. Go on-line to our web portal and choose your own Fax # you want from almost anywhere in North America.**

Choose a fax number local to any of over 50 centers in Canada and over 1200 in the USA

**18. Call cost reduction for international calls.**

You can save substantially by using a Satfax system for long distance or international FAX calls.

**19. Account and Billing is automatically set up when you activate the unit.**

Once you have activated the unit, the Virtutone networks system automatically adds the line and info to your account.

**20. All invoices are delivered on-line or can be automatically deducted from your account or card.**

When you as a dealer activate the FTA on line the billing is automatically done as predetermined.

**21. Buy the unit online and have it shipped to you or become a stocking dealer/distributor.**

We can accommodate your company by allowing you to order equipment on-line as you need it or by helping you to become a stocking reseller of the Satfax product. Our equipment pricing and discounts to monthly fees are reflected in the number of units you place. Note\* Any FTAs purchased must be shipped to the address on the invoice. Requests for drop shipments will have a service charge applied.

**22. One PORT, four PORT and eight PORT units will be available if you wish to run more than one fax or run your VoIP over one box instead of two.**

Although we normally provide our VoIP dealers with the one port units, we do have projects where they want us to provide them with 4 or 8 port units. With these they can run either fax, VoIP or both, thereby saving them from having two units on one site.

**23. Download your own CDR's. CDR's are available through the on-line portal.**

This is huge! One of the biggest issues that VoIP resellers or providers have is the billing system issues and the timing. This option will allow you to go onto the dealer portion of the web site at your convenience and download the CDR (Call Detail Records) when you need them! Ask you billing manager about this one.

**24. The more units you sell the deeper the dealer discount or the larger the residual payment to the dealer/distributor. Volume and large transactions are rewarded.**

We believe the more you utilize our service; the more you should be rewarded. Purchase the first unit at retail and from the second unit on you will receive discounted pricing when you reach volume milestones. These discounts are applied to the equipment as well as the monthly charges.

**25. White Label Services available.**

We offer White Label Services to larger providers that want to keep consistency with their brand. Now you can offer SatFax service with you company name on the box.

**26. SatFax devices check for software updates nightly.**

This technology is based on IP and therefore new versions of software are sometimes necessary to be 100% updated. We have programmed all Satfax FTA's to contact our Gateway every 24 hrs to check for software updates.

**27. Satfax units are usable over any speed of network. Save on Bandwidth costs!**

Typical T.38 devices only run at 14.4 or 36Mbps therefore using valuable time. SatFax runs as fast as your network will allow. This is where we shine! If you are using a satellite link or a very expensive cellular link to get your IP our unit sends the fax in seconds not minutes.

**28. Monthly Flat Rate fees. No extra per minute or long distance charges for anywhere in North America.**

Many of the proposed solutions in the past have been based on a monthly fee plus long distance or minute charges plus a per page fee. Ours is a monthly flat rate so you don't have any surprises. As they say, when it comes to invoices, the best surprise is no surprise.

**29. Make your entire telecommunications system proposal IP based.**

Now you can add the fax to your network map and make your presentation a completely IP based system with no conventional ties remaining.

**30. SatFax has been totally tested for interoperability.**

Our Satfax unit has been tested with all the available high speed networks as well as the satellite networks, the cellular networks and even the dial up systems. The SatFax FTA has been successfully tested by all the major network operators.