

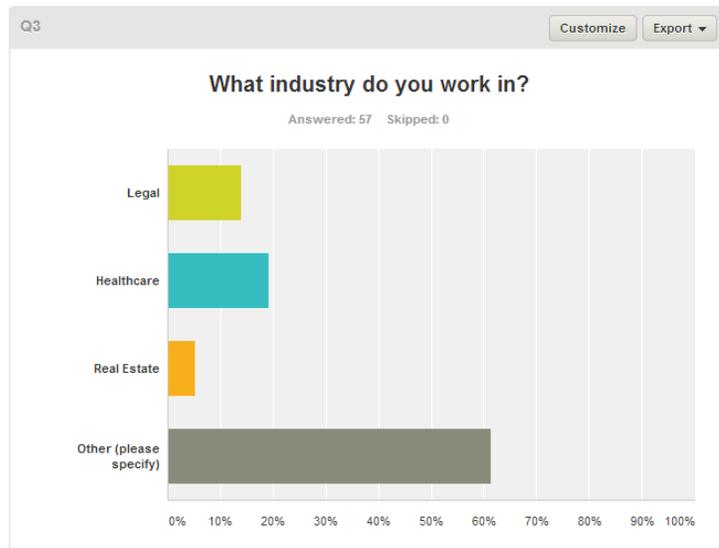
Why Fax Remains Viable And Relevant

A recent survey of PamFax users underscores the reality that fax remains a highly relevant and effective business-communication tool for companies all around the world. Despite the emergence of many all-electronic alternatives in the Digital Age, the fact is that fax is still a must-have capability for millions of businesses. Let's take a look at a few key reasons why:

1. Because it's there

Embedded into businesses worldwide are millions of installed fax machines, along with Internet-based fax services such as PamFax. The market for large enterprise fax servers remains strong. The bottom line is that fax remains a significant communications end-point option for providing secure, traceable delivery of business critical documents.

Fax is an established communications standard that's deeply entrenched into many businesses' communications operations. As confirmed in our recent small sample survey, healthcare, legal, financial and real estate are among the many business sectors that continue to rely heavily on fax operations. For example, you will still find a fax machine in most pharmacies in order to accept prescriptions to be filled; they legally are required to keep hard copy records. "Other" responses included construction, project management, tourism and hospitality.



In many instances, business leaders and their staffs are familiar with the inherent simplicity of inserting a document into a fax machine, dialing a number and pressing "Send." They simply have not seen the need to change a habitual business process that works.

But that's limiting to one physical location and with hard copy output that can fade over time or even become lost. By comparison, PamFax provides a way to move fax operations to a mobile device or PC for easy sending, reception and recall anywhere a user may be, yet remain in communication with those who rely on fax machines. Just as important, PamFax archives faxes for easy and clearly formatted recall.

2. Because there's still a market for fax hardware

According to LAPTOP Magazine, in a post on [12 "Obsolete" Technologies Americans Still Use](#), over 700,000 fax machines were purchased in the 2011-2012 period.

Still, standalone fax machines refuse to die, perhaps because businesses require signatures on contracts and it's just too easy to grab a piece of paper, scribble on it and feed it through again.

3. It's legally binding

While some jurisdictions are accepting documents with electronic signatures, most around the world now accept a faxed signature document as being legally binding. It's a practice that goes back almost to the time fax emerged as a communications medium in the late 1980s.

4. It's totally secure.

Traditional fax over phone lines is totally secure. PamFax maintains that level of security as it only emails fax-receipt notification, but users must log in into their accounts to see the actual fax content. Sending fax as an email attachment has all the issues associated with the weak security of email.

5. It's global

Fax installations and end points are pervasive worldwide because machines can be connected to any wired telephone line. PamFax is global, too, providing access to fax numbers in over 250 countries, eliminating long-distance charges while also having the benefit of highly affordable per-page charges that are based, in part, on the destination country on a pay-as-you-go basis.

6. It's traceable

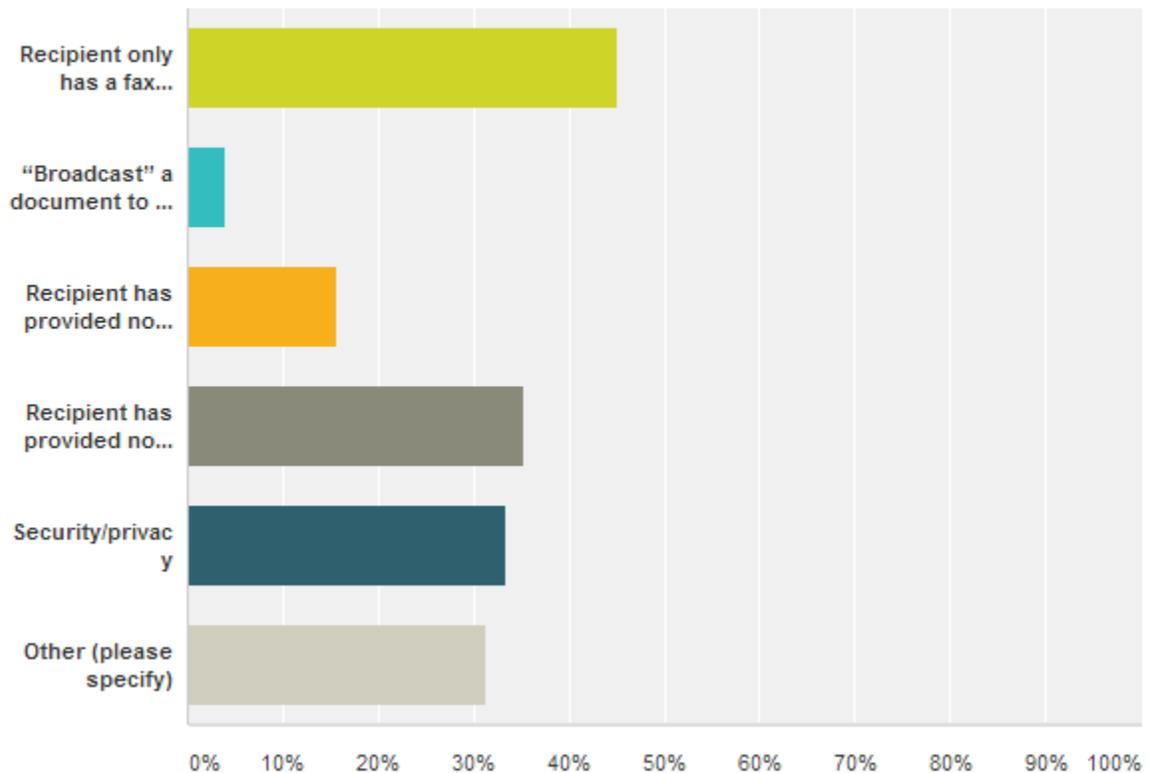
Fax inherently signals successful delivery back to the sender. PamFax notifies that faxes have been sent or received, too; further, PamFax allows you to archive your faxes for instant recall whether in the office or on the road.

7. It's often the only option

In a recent survey of PamFax customers we asked:

Why do you use a fax service as opposed to other means of communication?

Answered: 51 Skipped: 6



To clarify the two incomplete questions:

- Recipient has no email address
- Recipient has provided no alternative electronic-document exchange

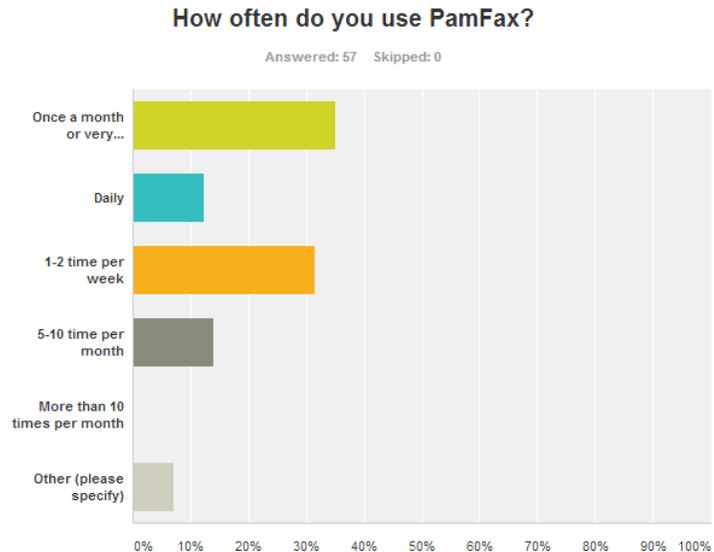
Convenience, ease-of-use and the immediate appearance of a sheet of paper were among the "Other" responses.

The bottom line is that often fax is the only means of electronic communication with a supplier, vendor, customer or other recipient (such as a pharmacy or real estate agent).

Why PamFax brings value to your business

PamFax is targeted to the small-to-medium business sector where there may be only one to a few fax end points within the business. But its real value comes from:

- Its on-demand availability – ideal for situations where one sends and receives faxes once or twice a month to several times a week.
- Its minimum overhead – no fax machine or telephone line is required but rather simply a wired or wireless Internet connection
- Its low cost:
 - Pay-as-you-go for sent faxes; no monthly fees or minimum requirements
 - An inbound number that costs around \$5.00 per month (on a one-year subscription), receiving an unlimited number of fax pages at no additional charge
- Its support beyond the physical office to include mobile devices that allow users to take their entire fax operation with them wherever they may go.
- It supports sending to multiple recipients with one “Send” click. No need to “Send” a fax to multiple individual end points.
- Its ability to archive sent and received faxes for later recovery with full clarity from any PC or mobile device with Internet access
- Its cloud-based architecture that allows access to your fax account:
 - On PCs in the office and smartphone or tablet when on the road.
 - To send faxes that can include documents stored in PCs or online and photos taken on mobile devices instead of hard-copy printouts
 - To view archived sent and received faxes anywhere



Bottom line is that, in today's world where fax has remained an entrenched business communications protocol, PamFax is a *complete* fax solution on a smartphone, tablet and/or PC that minimizes your fax total cost of ownership.