



5 things you must know

Before choosing a cloud fax service



#1 - Infrastructure matters

Having a cloud fax service that unexpectedly goes offline just when you really need it is more than just a minor inconvenience. It interrupts your workflow and could leave you without the ability to send and receive time-sensitive information.

That's why it's imperative that you analyze the infrastructure provided by various cloud fax services before trusting one to handle your important communications needs.

Here are a few questions you can ask to help assess the infrastructure capabilities of any service provider:

- 1 Do you have redundancy and backups in your data centers?
- 2 What are the fail-safes in place at your data centers?
- 3 Do you have multiple diverse ISPs, routers, switches, and servers in place?
- 4 What processes are in place to ensure reliability and deliverability?
- 5 Is your network fax-exclusive or do you also carry voice traffic?

Note

Many legacy fax providers are built on antiquated VOIP or FOIP (Fax Over IP) lines that have well-known deliverability problems. Be sure to confirm this with your provider before signing up. You don't want to agree to a yearly contract with a provider to find out that 1 in 10 of your faxes aren't getting delivered.

#2 - Basic security isn't good enough

First, ask your provider if they meet regulatory compliance standards, such as HIPAA, GLBA, SOX, PCI supported by secure servers.

Also ask what kind of encryption is in place and whether they use high-grade SSL (Secure Sockets Layer) and TLS (Transport Layer Security) to keep your data secure both at rest and while being transmitted from your device to your provider's servers.

And don't forget to find out what sort of data centers are being used and the physical security protocols in place at these locations.

If a provider is confident in the security of their systems, they should be willing to sign a BAA (Business Associate Agreement) which ensures they share some of the burden of responsibility in preventing malicious activity.

#3 - Some contracts are designed to trap you

Does the provider offer a monthly subscription option so you are under no obligation to keep using the service? Are you able to cancel at any time and for any reason?

Also remember to ask what the "port out fee" would be and whether there is a cost to keep your number if you leave.

Some legacy cloud fax providers will hit you with a **\$500 fee** just to leave, even if you're leaving because their product is faulty. This is on top of a lengthy and onerous cancellation process where you must call in and "beg" to cancel.

#4 - Customer support must be knowledgeable & responsive

Not all customer support is the same. Some companies offer limited contact methods or you might find that the person on the other end of the line knows less about the issue than you do. It pays to know that if you would ever need help that you're supported by a team of qualified experts.

Ask the following questions to get a better understanding of how a potential provider ranks:

- 1 Do they have 24/7 customer support in case of urgent needs or emergencies?
- 2 Is customer support available by phone, email, and live chat?
- 3 What is the average time to answer calls and get resolutions?
- 4 Are support representatives trained to understand and answer technical questions?

Finally, gauge whether the service you are looking at actually cares about the customer experience. Read cloud fax reviews on Capterra and G2 Crowd looking closely at customer attitudes and common complaints. If you see recurring complaints about the inability to cancel the service, regular outages, or poor customer service – this is a good sign the service doesn't put much effort into creating exceptional customer experiences.

#5 - Watch for products that are never updated

A sad truth is that many cloud fax providers haven't updated their products in more than a decade. Oftentimes these providers are acquired by a conglomerate, the users are consolidated, and the product continues to operate using a crumbling and non-intuitive interface from the early 2000s.

Over time the products develop significant security vulnerabilities and lack essential features like:

- An advanced admin interface with complete user controls
- User management and tiered permissions capabilities
- Sophisticated and modern routing algorithms

Ask potential providers how often they update their product and how it stacks up to competitors. Don't get stuck with a legacy product that hasn't been updated in 10 years and is unlikely to be updated in the future either.

mFax by Documo

The secure cloud fax solution trusted by regulated businesses

If you're looking for a cloud fax provider that checks all five criteria mentioned above, then look no further than mFax.

1

Our advanced network and **exclusive fax-only infrastructure** is designed for maximum reliability and security. We couple direct Tier-1 carrier relationships with our proprietary routing technology to ensure industry-leading fax reliability and success rates.

2

mFax is built on the Google Cloud Platform. We **leverage the Google Security Model** to deliver enterprise-class systems, applications, and operational security to our customers.

3

We offer a **14-day trial period on all subscription plans**, with a range of monthly subscription plans to fit any need. There is no obligation and you can cancel at any time. We also offer annual plans at a discounted rate.

4

We have 100% US-based live customer service that is there for you **24.7.365**.

Whether it's implementation, troubleshooting, or just general help, we are dedicated to giving you whatever support you need and solving your problems fast.

5

Built with **cutting-edge technology**, mFax is the partner you need to enable real digital transformation. With industry leading security and a feature-packed console that can be used on any device, mFax gives you an easy and seamless online fax experience.

Tailor-made for enterprise-scale deployments, but priced so that companies of all sizes can utilize the world's most reliable cloud fax solution, mFax is built to serve your secure communication needs.

Whether it's 10 pages or a million, whether it's 1 user or 10,000 — mFax has you covered.

Ready to **Get Started?**

Contact us at sales@documo.com or call us at (858) 299-5295

