

Customer Success Story: **Regional Bank**

Maintaining Information Security with a Cloud Solution

BACKGROUND

Our client is an established regional bank that provides commercial banking and investment services from its 29 branches throughout a major metropolitan area. As part of the bank's daily business, there is a significant exchange of financial information—on average 4,000 inbound and 4,000 outbound fax pages each month—that needs to be secure in transit.

The bank's IT department was looking for hosted fax services after questioning the operating costs and staff time required for its fax server. The server provided the convenience of faxing from employee desktops, but the capital expense and operating costs for software maintenance and upgrades drove our client to inquire about eFax Corporate® services.

With headquarters in a southern coastal location that experiences significant natural disasters, the bank was also concerned that a disaster-recovery plan was not in place, having just one server in use. This led the bank to evaluate a cloud-based fax service that features redundancy and survivability as inherent components of the platform—not optional features that cost more.

The bank's stakeholders liked the concept of not maintaining a physical server on the premises, but were cautious about the security of cloud faxing services because of the rigorous security standards required within the banking industry.

ANALYSES: COMPARING FAX SERVERS TO CLOUD FAXING

In order to help the bank accurately compare the fax server versus eFax Corporate, we conducted cost-benefit, security, disaster-recovery, and usability analyses:

Cost: Eliminating the hardware, software, storage, telecommunications lines, and staff time for maintaining the server resulted in an overall cost savings of up to 25%.

Security: All security requirements for the bank were met because eFax Corporate is compliant with the:

- Sarbanes Oxley Act (SOX)
- Gramm-Leach-Bliley Act (GLBA)
- 2018 Payment Card Industry Data Security Standards (PCI-DSS)

An important attribute of the eFax Corporate service is an encryption feature that ensures the privacy and security of faxes in transit.

Disaster recovery: The bank gained the critical redundancy that was lacking in the single server. Because eFax Corporate critical systems are fully redundant and geographically diverse, they ensure service continuity during disruptions such as power failures or natural disasters.

Usability: To demonstrate usability, we set up trial fax numbers so the bank could evaluate our user interface and administration tool. After testing, the bank's employees found our interface easier to use than that of the fax server.

OPPORTUNITY: CONVENIENT FAXING WITHOUT SERVER MAINTENANCE

After a thorough security analysis, the bank weighed its options and chose eFax Corporate over the incumbent fax server product and other cloud solutions.

The eFax Corporate difference: a stable, leading provider committed to providing secure cloud faxing services.

When we asked why the bank chose eFax Corporate over competitors, the Chief Information Officer (CIO) explained that the team liked that our services are secure, reliable, and that public financial reports illustrate our company's stability. Another positive fact was that we lead in the cloud-hosted fax market, and have a long-term commitment to this business.



SOLUTION: SECURE, RELIABLE FAXING

During implementation, we ported 400 fax numbers from the bank's server to the eFax Corporate service so that all bank employees could retain their individual fax numbers. The transition of the fax numbers to eFax Corporate was complete within weeks.

- Now each employee can securely transmit and receive sensitive information.
- A critical differentiator for our client is the eFax Corporate pass-through capability that allows us to provide service without visibility or access to the bank's sensitive information.
- The bank can use our administration tool to easily add and remove users as needed, and to create custom usage reports for audits.

The bank's CIO explained that the bank considers the eFax service to be outstanding because the service functioned without error during the implementation phase and thereafter.

WHY CORPORATIONS RETIRE SERVERS IN FAVOR OF THE CLOUD

In the 1990s, the fax server was a good alternative to analog fax machines for high-volume environments. Today, however, fax servers have inherent costs and burdensome upkeep requirements compared to cloud-based fax services:

- Troubleshooting is more complex because outages are sometimes rooted in the telecommunications service, other times within the server hardware or software. This often involves multiple representatives from various vendors pointing fingers at each other, leading to delays in identifying the root cause of an outage.
- High costs are incurred for hardware and software, maintenance, physical space and power, telecommunication lines, server security, and staff time to manage and maintain the entire system.
- Required fax software upgrades are expensive.
- A single-fax server has no redundancy, so when it fails, business fax activities grind to a halt.

CLOUD FAXING BENEFITS

The OPEX and CAPEX associated with fax servers can be eliminated, resulting in savings up to 25%, while adding redundancy and disaster recovery.

- No expensive hardware or software to purchase and maintain
- Independent of operating system software versions
- Fast, private, and secure via encrypted connections
- Built-in redundancy
- Employees can send/receive faxes from desktop email and multifunction printers

THE CRITICAL FACTORS FOR BANKS: SECURITY AND COMPLIANCE

Financial services providers are held to the highest levels of security and must comply with the strictest federal regulations on record, including the Sarbanes-Oxley (SOX) and Gramm-Leach-Bliley Acts. eFax Corporate systems, policies, and procedures are engineered for federal-level compliance, as well as the best practices and security controls of the ISO 27002 standards.

In addition, eFax Corporate faxes are fully encrypted while in transit using Transport Layer Security (TLS) version 1.2, and in storage using Advanced Encryption Standard (AES) 256-bit, which are the recommended encryption standards of the National Institute of Standards and Technology (NIST) and the Payments Card Industry (PCI) Council.

THIS IS OUR BUSINESS AND WE ARE THE MARKET LEADER

We are continuously innovating to keep our clients and their data secure. j2 Global owns 58 issued U.S. and foreign patents, and has 49 pending patent applications. These patents relate to various innovations in the fields of unified communications, multimedia messaging, Internet fax and voice messaging, and document management.

LEARN MORE

Find out how you can streamline your administrative tasks and increase the security of your data. Contact eFax Corporate at **(888) 575-7958** or **corporatesales@mail.efax.com**.



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ABOUT EFAX CORPORATE

eFax® is the world's leading online fax solution, with more than 11 million customers worldwide who collectively send 6 million faxes each day. eFax lets users receive, review, edit, sign, send, and store faxes by email or through a web interface. eFax offers plans for individual users and provides corporate solutions. eFax is a brand of the j2 Cloud Connect division of j2 Global,® Inc., and a registered trademark of j2 Cloud Services,™ Inc., and j2 Global Holdings Ltd. Learn more at enterprise.efax.com.

