



etherFAX Provides Insurance to Flood & Peterson's Fax Communications

Flood & Peterson is one of the Rocky Mountain region's largest insurance brokers. With three offices located throughout Colorado, the 120-employee company services clients nationwide and around the world. It offers a broad range of insurance and risk-management solutions.

Like most insurance firms, fax communications are critical to everyday business processes. Flood & Peterson utilizes RightFax to centralize all incoming and outgoing faxes between offices and its customers. This includes maintaining an array of technologies and telephony infrastructure.

As part of an initiative to virtualize its fax operations and leverage the cloud for transport, Michelle Hoffert, system administrator at Flood & Peterson considered several options, including upgrading, seeking alternative on-premise solutions or outsourcing.

Weighing the cost and reliability issues associated with T.38 technology along with the implementation and training of moving to a new system, Hoffert, decided to upgrade to RightFax 9.4. While the decision provided the company with a familiar fax system, the RightFax upgrade required an investment in new fax boards and other telephony infrastructure.

Hoffert did not want to manage the telephony infrastructure in-house. However, because of the inherent problems with fax over Internet Protocol (FoIP), she needed another option. Working with Al Johnson at TransOptions Messaging Inc. (TMI), a reseller based in Denver, Hoffert was introduced to etherFAX.

etherFAX offers a unique solution that extends existing fax server technology to the cloud. By eliminating the need for costly components of a fax server, fax board, and recurring telephony expenses, etherFAX leverages the Internet to manage all business-critical fax communications.

Hoffert and TMI installed etherFAX with RightFax in minutes and the company was able to successfully send and receive faxes immediately. Through its infrastructure as a service (IaaS) model, etherFAX leverages a vast array of virtual ports, allowing Flood & Peterson to securely send and receive high volumes of fax transmissions via the Internet.

"With etherFAX, all of our fax communications are delivered via the cloud," explained Hoffert. "What is especially attractive is that there are less moving parts. No telecom carrier, fax boards, etc. are required. So as long as we have Internet connectivity, our RightFax-powered system will be fully operational, and if there is an issue related to fax transmissions, all I have to do is make a single call to etherFAX."

As an added benefit of implementing etherFAX, Flood & Peterson now has a built-in disaster recovery solution that did not require any capital investment.

"Regarding the company's business-critical fax operations, etherFAX serves as our own insurance policy and ensures all transmissions will be delivered," added Hoffert. "This gives our IT group the capability to focus on other projects."