eFax Corporate®

Strength through Cloud-Based Faxing

BACKGROUND

When a leading global law firm sought to streamline its fax infrastructure wordwide, it turned to eFax Corporate. The combined scale and depth of the firm's resources – headquartered in London with 29 offices in 20 countries and 3,600 lawyers worldwide – had helped it become the world's first billion-dollar law practice and the biggest-billing law firm ever.

Yet employing more lawyers than any firm on earth presented complex internal challenges, including maintaining IT solutions that reliably and affordably support the firm's 24/7 global practice.

As a highly successful North American brand, eFax Corporate was ideally poised to leverage its own U.S. success by recommending new efficiencies across the firm's worldwide operations, beginning with the its New York and Washington, D.C., offices.

What did we find? An immediate opportunity for each office to expand its fax capability while reducing the fixed costs associated with maintaining its existing in-house fax solution.

CONVENTION

Faxes remain vitally important documents within the legal community, and for many businesses as well. Large-scale and expensive fax-server systems are built to ensure reliable, secure, and continuous fax service, particularly for firms with multiple offices.

The benefits of building such a large, proprietary fax infrastructure include the important advantage of providing local fax numbers to lawyers, as well as the ability to ensure a continuously high standard of service. Unfortunately, the disadvantages of maintaining such a complex system can quickly grow to outweigh the benefits.

Not only are there steep hardware costs associated with installing local fax servers (fax cards alone can cost $15,000), but the outlay for the initial software, plus the recurring upgrade and maintenance costs, as well as the recurring monthly costs for the T1 and telco lines, soon amount to an expensive up-front and ongoing monthly investment.

Add to this the cost for the internal resources required to maintain and monitor the servers (such as a dedicated team of IT specialists), and a firm's decision to host its own fax servers can grow to cost up to $150,000 in the first year alone, independent of the cost for system redundancy.

DILEMMA

Expenditures of this size strain not only capital resources but draw already-depleted human resources away from other IT priorities. More importantly, since legal IT departments are typically constrained by small budgets, cash outlays of this magnitude become increasingly difficult to justify as fax usage declines globally.1

Compounding the problem, we discovered that not all of the firm's offices bore the same level of disaster-recovery preparedness, and that strengthening business-continuity plans for the New York and Washington,

D.C., offices would compel the firm to invest even further to bolster its fax-server infrastructure. Meanwhile, lawyers needing to send or receive faxes found themselves tied to their office computers, unable to access faxes remotely from their smartphones.

It became clear that moving forward according to the same expensive and inflexible fax strategies would ultimately prove untenable for the New York and D.C. offices. It would also put individual lawyers at a competitive disadvantage by preventing them from faxing on the go. Yet due to its indispensable need for fax communications, de-emphasizing the firm's reliance upon faxes was not an option.

The dilemma required a disruptive solution – one that retained the advantages of an in-house fax server while eliminating its long-term disadvantages.

INSIGHT

Successful law firms possess a clear understanding of their operational strengths and limitations. When their core competencies are exceeded they waste little time turning to cloud-based alternatives to maximize their growth objectives. Copy services have been outsourced by law firms for many years, for example, as have e-mail and spam-filter systems.

With faxing still such a critical part of its business, our client made the strategic decision to exploit the power and speed of a cloud-based solution. It asked eFax Corporate to help redirect its fax resources toward more directly supporting the firm's core practice areas.

VISION

Our vision was simple: to maximize the limited IT resources of the New York and Washington, D.C., offices. We would accomplish this goal by meeting a range of key objectives:

1. **Eliminating their fax infrastructure and its ongoing costs.**
2. Ensuring rapid deployment of our cloud-hosted solution throughout each office.

3. Improving business continuity preparedness throughout each office.
4. Providing 200 lawyers and administrators with the flexibility to send and receive faxes 24/7 from anywhere they have Internet access, on any device.
5. Saving each office time and money while conserving natural resources.
6. Helping each office easily track usage and recover the costs of outgoing faxes sent on behalf of hundreds of clients.

IMPLEMENTATION

We immediately ported all the fax numbers from the firm's New York and Washington, D.C., networks over to the eFax Corporate network. The process entailed allocating unique fax numbers to 200 lawyers

RESULTS

Lawyers and administrators reported no ease-of-use or functionality loss during the transition, while clients and colleagues experienced total systems transparency.

The firm's own cost analysis revealed the heart of the story: It was costing more to run in-house fax servers than to outsource them to eFax Corporate. The total value proposition exceeded mere cost savings, however. By outsourcing to eFax Corporate, the firm regained the critical ability to dedicate its time and resources to its core expertise.

Further, recovering outbound faxing costs became easier thanks to the eFax Corporate Message Center, the online information page central to every eFax Corporate user account. The Message Center lets administrators track usage and identify fax recipients through a discrete client-matter ID entered by the fax sender.

Additional cloud-based benefits included:

- *No longer having to manage and troubleshoot hardware, software, and telecom fax server components. Our cloud-based solution met or exceeded the performance and reliability standards of the firm's previous fax solution.*

- *Avoiding the potential for holding the debt for obsolete fax servers and equipment.*

- *Realizing immediate recurrent savings by freeing up personnel for mission-critical tasks, as well as freeing up valuable rack space and capital resources.*

- *Preserving business continuity by gaining critical systems redundancy and disaster recovery capability, while establishing a business-continuity standard for the firm's additional offices.*

- *Enabling lawyers and administrators to send and receive faxes remotely, as well as get searchable-text PDFs on their mobile devices. Helping the firm meet its CSR requirements by vastly reducing office energy consumption and the costs of incidental consumables, such as fax paper and toner.*

that eFax Corporate is now the official digital fax solution for our globally prominent customer worldwide.

CONCLUSION

"Electronic faxing and portability make so much business sense," concluded the firm's Global Collaboration Services Manager for IT. "eFax Corporate contributes to our corporate social responsibility objectives by reducing paper and toner consumption, and ensures continuity of operations through redundancy. It's everything you'd expect from a fax service!"

Outsourcing to eFax Corporate has afforded each of the firm's offices a faster, more convenient and cost-effective way to fax, while helping to streamline their IT resources in support of their core legal missions. In fact, our rollout in New York and Washington, D.C., proved so successful