

WHITE PAPER

InternetLink

Internet Document Delivery

**Reducing High-volume Document Delivery Costs and
Speeding Communication with Suppliers, Business
Partners and Customers**

 Captaris
RightFax

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INTRODUCTION

In today's competitive market, organizations are continuously looking for innovative and productive ways to reduce their communication expenses and improve the efficiency of their document processing and delivery capabilities. They need an enterprise-wide, feature-rich electronic document delivery environment that seamlessly integrates with their existing applications and platforms.

The RightFax InternetLink™ Module provides the critical-volume document delivery solution that organizations require. InternetLink combines the ability to fax directly from existing host or ERP applications on mainframe, mid-range and LAN hosts with high-volume document delivery over the Internet.

InternetLink uses the RightFax Integration Module™ to build documents in either Multi-purpose Internet Mail Extensions (MIME) or text format and deliver them to any email address through the Internet. With InternetLink, an organization can automate critical-volume production document delivery that requires unique data for each recipient, and still take advantage of the low-cost transport over the Internet. InternetLink provides a fast, easy and efficient method for critical-volume document delivery.

In addition, some organizations also require the ability to add an extra layer of protection to ensure the confidentiality of their document, and, provide confirmation of receipt. By adding SecureDocs to InternetLink, organizations can provide true Certified Delivery and/or Digital Encryption technology, in order to ensure correct delivery of their documents. Documents can be digitally encrypted and password protected so that they can be delivered electronically without worry of tampering. In addition, SecureDocs can provide Certified Delivery, which ensures notification of its receipt.

Fax Continues to Dominate Business to Business Communications

Despite the attention given to the Internet and email, fax continues to be the dominant method of business-to-business communications and continues to grow at a compound annual rate of 13.1% according to International Data Corporation (IDC). In addition, fax remains the cornerstone of communication between organizations. IDC reports that 395 billion minutes of faxing occur annually. It is the most universally accepted and accessible electronic document delivery method, making it the true leader in providing reliable, efficient and timely business communications.

Though fax has long since dominated the method for delivering and receiving business-critical documents, the technology is rapidly advancing. It has shifted from the stand-alone fax machine to a strategic, production and enterprise-wide electronic document delivery environment. Organizations are taking advantage of the multiple features and benefits available through this technological integration, by automating their day-to-day operations. For large organizations, production and desktop fax technology have become essential for every facet of their business.

THE INTERNETLINK SOLUTION

InternetLink is an add-on to the RightFax Integration Module. It allows organizations to deliver critical-volume documents such as purchase orders, invoices and acknowledgements to their trading partners using the Internet, with minimal or no changes to the host application. InternetLink offers a compelling alternative to faxing documents using fax cards, by eliminating the need for fax cards altogether. Not only does InternetLink save an organization hardware costs, it also reduces long distance transmission costs, making the automation of document delivery a very inexpensive process. With InternetLink, an organization still benefits from the RightFax production system's capabilities such as forms overlay and the ability to deliver documents from multiple ERP applications. Forms overlay provides the ability to make faxes look exactly like a printed form that would be created manually. Logos, signatures, barcodes and graphics can be incorporated into any document or report and delivered over the Internet.

Facsimile Command Language (FCL)

To deliver host-based documents via email, InternetLink uses Facsimile Command Language (FCL). These commands control the delivery of information, post delivery instructions and document formatting. There are over 100 FCL codes available to offer maximum flexibility. These easy-to-use codes are an integral part of the RightFax production system, but there are some codes designed specifically for InternetLink. FCL allows users to customize RightFax to meet the organization's needs. For example, FCL can be included to specify a billing code so that the fax can be traced and charged to the specified account or to provide alternative fax numbers if a fax doesn't successfully transmit after a specified number of attempts.

Fax Delivery

InternetLink enables the Integration Module to build documents in either MIME or text format and send them as SMTP messages to any electronic mailbox through the Internet.

There are two methods to enable InternetLink; either the InternetLink FCL commands can be embedded into the data stream or RightFax can run the data through a RightFax filter that will wrap the FCL commands around the data. When a RightFax filter is applied, a unique identifier is pulled from the data stream and used to look up the corresponding InternetLink FCL commands needed for the document delivery. Regardless of the method used, it is possible to design the system so that some documents are delivered via the Internet using InternetLink and the remaining documents are sent via fax using the fax cards in the RightFax server.

The codes that are unique for InternetLink include:

- type
- to
- cc
- from
- imagetype
- subject

These codes allow the image type to be specified and the document to include all the pertinent email addressing information.

InternetLink transmits documents either in a text or MIME format over the Internet to any email address. Sending documents in text format is best when the recipient needs to edit the data, because the data is embedded in the body of the email. The recipient can easily view the data in the email and make the necessary changes to the document. MIME is the best option when the text does not require editing. MIME format turns the data into an actual image that looks like the hard copy of the form. The default graphic format for MIME format is PDF.

The MultiPart/Alternative feature allows the body of a message to be represented with several views. For example, the body may be represented as an HTML document and a PLAIN/TEXT document. If the recipient's email reader is capable of viewing HTML, then the HTML representation is displayed. Otherwise, the PLAIN/TEXT representation is displayed. The recipient's system will automatically select the best format that it can display to the reader.

InternetLink offers a wide variety of image types including:

- PDF
- Rich PDF
- TIFF (Groups 3 and 4)
- GIF
- PCX
- NATIVE

PDF is the most universal image type, and it is recommended that an organization use it when transmitting in MIME format. If a customer requires a specific image type, RightFax's FCL can easily customize the system to accommodate that need.

Sending NATIVE Attachments

The InternetLink Module also gives you the option of attaching documents in native file format. For example, a Microsoft Word document can be sent as a Word document. This is a good option when the file must be editable or when fax format cannot adequately represent the content of a file.

Providing Redundant Document Delivery Choices

With InternetLink business documents sent via fax can now automatically route to an alternative email address, in the event the fax fails to send to its intended recipient. This provides a flexible, safe delivery alternative to fax for all types of important business documents.

Email Delivery from Java and XML

The InternetLink Module supports email sending from various input sources such as the XML and JAVA interfaces, which are part of the Integration Module, or directly from the Oracle E-Business Suite Connector.

Secure, Confirmed Email Delivery with InternetLink and SecureDocs

SecureDocs further leverages the automated email delivery capabilities of InternetLink by adding the option of secure and confirmed email delivery of mission-critical communications. With SecureDocs and InternetLink, mission-critical, sensitive documents such as purchase orders, invoices and statements can be delivered as encrypted documents via email to ensure privacy. In addition, SecureDocs makes it easy to track and monitor the delivery status of host-based emailed documents by taking advantage of the confirmation notification features. SecureDocs can confirm that the document reached its intended recipient by sending back an email notification to the host system providing with a time and date stamp for easy tracking.

INSTALLATION

Installation of the RightFax InternetLink Module is easy. The basic steps are the following:

1. Install the RightFax Integration Module
2. Enter the correct bump code (serial number)
3. During installation of the RightFax Integration Module supply the qualified hostname and SMTP server

System Requirements

In order for InternetLink to work, the following are required:

- Network connection to the Internet
- SMTP gateway on the network
- RightFax Enterprise Server with the RightFax Integration Module and InternetLink installed
- TCP/IP connection from RightFax to the network

It is recommended that fax cards be installed on the RightFax Enterprise Server to enable document delivery if the Internet is unavailable for a period of time and critical documents must be sent.

CONCLUSION

By providing a method to seamlessly deliver documents via the Internet, InternetLink makes communications easier and more efficient. It automates document delivery and as a result greatly reduces organizations' costs of delivering documents. With SecureDocs added to InternetLink, organizations can take this a step further and provide secure, confirmed delivery of critical-business documents from their legacy, host and ERP applications.

FOR MORE INFORMATION

Captaris is a leading provider of unified communications and mobile business solutions, and home to some of the most recognized product brands in the business communications industry including RightFax, CallXpress, MediaLinq, and Infinite. Captaris gives you the freedom to conduct business at anytime, from anywhere, and the control to manage the information you need, when you need it. Captaris keeps business within your reach. For more information please contact Unified Solutions LLC, our Gold Partner in Silicon Valley, at 408.988.2574.

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