Zetafax FaxBroadcast

Zetafax FaxBroadcast helps deliver effective fax mail-shots by taking the effort out of setting up, delivering and reporting on fax jobs to large volumes of recipients.

Zetafax FaxBroadcast takes the time and effort out of sending faxes in bulk to large numbers of recipients. It is ideal for marketing, finance or sales departments that want to send mass communications quickly, and at low cost.

Save time: Helps you to work more efficiently

Setting up your campaign takes just a few minutes. Compose your fax message, import your contacts from any database or CSV file, add a coversheet to personalize your fax – and submit it. Run your broadcast in the background while you get on with other tasks.

Combined with the powerful Zetafax Server, FaxBroadcast enables your users to set up multiple fax jobs simultaneously. The Zetafax server will then manage priority of delivery.

Save money: A low-cost direct marketing tool

FaxBroadcast saves you money in all sorts of ways. It's a low cost, easy to use mass faxing tool. There are no ongoing costs other than for the cost of a fax call. Fax jobs can also be sent at specific times, minimising total call charges.

Easy to use: Intuitive Client

FaxBroadcast has its own user-friendly client that requires minimal training. The "Compose Fax Wizard" guides you step by step through sending a fax job.

For instance, it's simple to specify the time to send your fax blast, to add a coversheet to personalize your faxes and attach MS Office or PDF files. Personalizing helps maximize the effectiveness of your message and helps maintain your company brand image.
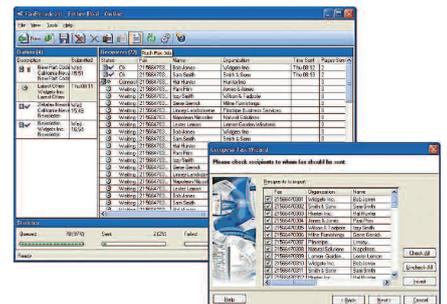
Benefits

Save time: Import data from any ODBC compliant database

Save money: Schedule faxes to send off-peak to reduce call charges

Easy to use: Intuitive client requires little or no training

Rich management features: Report fax delivery statistics instantly, and update your data source

Sending a fax job is simple with the FaxBroadcast client.

Rich set of features assist effective campaign management

As your fax broadcast is being sent, you can monitor the delivery status of your faxes, so you know which faxes have arrived at their destination and which have failed.

Zetafax FaxBroadcast treats multiple faxes sent to various recipients as a single fax job so you can report on the campaign as a whole. The status of your fax job can be reviewed instantly, and successful or failed fax information can be viewed in an easily readable report.

The successful and failed fax data can then be exported and used to update your database. This means you can keep your records up to date by deleting or changing incorrect fax numbers, so you don't waste faxes and you save even more time and money.

Next steps

For further information call Equisys Sales or speak to your reseller. Alternatively visit www.equisys.com to find out more.

Technical Specifications

Zetafax Server:
Windows Server® 2008 (32 bit & 64 bit), Windows Server 2003 (32 bit & 64 bit), Microsoft® Small Business Server 2003 (32 bit & 64 bit), Windows Vista™ Business, Enterprise or Ultimate Edition (32 bit & 64 bit), Windows® XP Professional (32 bit).

Zetafax Client:
Windows Server 2008 (32 bit & 64 bit), Windows Server 2003 (32 bit & 64 bit), Windows Vista Business, Enterprise or Ultimate Edition (32 bit & 64 bit), Windows XP Professional (32 bit).

Windows Terminal Services or Citrix Presentation Server™ 4 and 4.5 with Windows Server 2008 (32 bit & 64 bit) or Windows Server 2003 (32 bit & 64 bit).

Zetafax Email Gateway:
Microsoft Exchange Server 2003 & 2007, with Microsoft Office Outlook® version 2003 & 2007.
Lotus® Domino® 6, 6.5, 7 & 8.
SMTP email systems.

Fax Devices:
Class 1 or Class 2 fax modem, active ISDN controller, ISDN terminal adapter, intelligent fax board, IP call control software (combined with phone system which supports IP).
Please visit www.equisys.com/faxhardware for further details of devices and platforms supported.

Product support is regularly updated. Please visit www.equisys.com to find the latest information on supported products and minimum system requirements.

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