

Faxing around the World

Client

Faxonline

Industry

Telecommunications

Business

Fax2Mail and Mail2Fax

Challenge

Local area codes for international customers

Solution

Colt Voice Line

Partner

AAA Sales & Management GmbH

Faxonline offers its 10,000+ customers virtual fax machines with local area codes. The Austrian company's success was made possible by Colt Voice Line.

You used to hear ringing and whistling in many offices. The electronic sounds were produced by fax machines communicating with each other. They were everywhere, printing contracts, invoices or offers. Today, these sounds have almost disappeared, but fax machines still exist. They just evolved. Today, Fax2Mail and Mail2Fax solutions enable enterprises to receive and send faxes via computers. Austrian company Faxonline is focusing exclusively on this market.

Michael Mayer had been working in IT for several years before he turned entrepreneur. His big idea came to him when he had to go to the post office to send a fax. He set to work and in 2002, he founded Faxonline in Vienna. "Starting out was difficult," Mayer, now 48, remembers. "At first, most of our customers were private consumers. But this changed as time went on." More and more businesses rely on Faxonline's services, among them a ski resort that regularly sends snow quality reports

to local hotels via fax. These enterprise customers had their own demands. "Many organisations wanted to use their local area code to send faxes, not the code for Vienna," Mayer remembers. So he contacted various providers and asked if they could meet his customers' demands. Often, the answer was "no". What he needed was a customized solution, not an off-the-shelf product. And of course this solution had to comply with all applicable regulations.

AAA and Colt won Mayer over with Colt Voice Line. Colt Voice Line provides a direct, dedicated phone link from the customer's PBX to Colt's network. Customers can use this link to make and receive voice and data calls. The service is available in countries across Europe, with a choice of connectivity options and a broad range of features. Customers using Colt Voice Line from more than one European country immediately benefit from efficiencies due to competitive pricing and reduced administration effort.

Working with Colt Voice Line, Mayer could offer his customers local area codes for various major Austrian cities. Under the hood, the technology made sure that each incoming call was unambiguously mapped and forwarded to the right client. "Thanks to Colt, our market expanded overnight," Mayer recalls. By this he means not just throughout Austria, but internationally as well. In 2006, one year after they began to work with Colt, Faxonline expanded into Germany. The company now has a Swiss VAT number as well. And thanks to the worldwide expansion of Colt Voice Services, their customers can now use area codes in a number of other countries, including Australia, Hong Kong, Mexico, Spain, the United Kingdom and the USA. Faxonline now has more customers abroad than in Austria, and their customer base keeps growing. "I'm surprised how well this has turned out, but it's great," says Mayer. He thinks that this growth is partly due to the new General Data Protection Regulation (GDPR), which



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CEO, Faxonline

stipulates how enterprises should secure and protect data. Traditional fax technology transmits data openly. Anyone walking past a fax machine can read the documents it has received. With Faxonline, no document is publicly accessible. A server processes incoming faxes, saves them as PDFs and sends them to the intended recipient via email. Only he or she can read the fax. Alternatively, received faxes can be accessed via an encrypted website. To make sure no one misses an important fax, recipients are alerted via SMS when a fax arrives. The SMS also contains the sender's name and the number of pages. The same server can also prepare computer documents for transmission via fax in just a few minutes. This is especially useful for organisations sending personalized circular letters. Faxonline can send up to 30,000 pages per hour. That's 500 pages per minute or 8.33 pages per second.

Faxonline now has over 10,000 active customers, who are supported by six employees. Some of these customers are also resellers, such as mobile communications companies. They can't transmit faxes via their own networks, so they use Colt's services provided by Faxonline. “The technology works flawlessly,” says Mayer. “We have no technical problems to deal with, so we can focus exclusively on account management and on growing our business.”

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