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INNOVATION WITHOUT COMPLEXITY

GENIALCLOUD FACSYS FAX

Enterprise Cloud Fax — Secure, Governed and Audit-Ready Document Transmission for Regulated Industries

WHITE PAPER · EDITION 2026

How Genialcloud Facsys Fax Modernises Enterprise Fax Communication Without Compromising Compliance, Security or Legal Validity, Enabling Hybrid Workflows, ERP Integration and a Complete Audit Trail Across Healthcare, Finance, Insurance and Public Administration

For Modern C-Level Leaders · IT Directors · Compliance and Legal Officers

2026 | For CFO, COO, CIO, Compliance Officers, Legal Counsel and IT Directors
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Executive Summary

Fax has a compliance reputation that no other communication channel has earned. In healthcare, financial services, insurance, law and public administration, fax transmissions carry a legal standing that email cannot replicate in many jurisdictions: they are admissible as evidence of receipt, they create a verifiable delivery record, and the regulatory frameworks governing sensitive document exchange in multiple countries explicitly recognise fax as a compliant transmission channel. The challenge organisations face is not that fax is obsolete, it is that traditional fax infrastructure has become operationally costly, administratively burdensome and incompatible with the cloud-first, hybrid-work environments that modern enterprises operate.

Genialcloud Facsys Fax bridges this gap. It is a cloud-native enterprise fax platform that modernises fax communication without disrupting the workflows, legal standing or compliance posture that regulated organisations depend on. Users send and receive faxes through their existing email clients, business applications and ERP systems, with no hardware, no dedicated fax lines and no manual handling. Every transmission is routed automatically, archived compliantly, logged in an immutable audit trail and integrated with downstream document management, workflow and enterprise systems. The platform is designed for organisations that cannot afford to compromise on compliance, continuity or security, but cannot afford the operational overhead of legacy fax infrastructure.

The platform supports cloud, on-premises and hybrid deployment models, enabling organisations with strict data sovereignty requirements to maintain control over transmission records while benefiting from cloud management, scalability and accessibility. The FxRestApi component enables programmatic fax access from any application. FoIP and T.38 protocol support ensures compatibility with existing telephony infrastructure. Integration with ERP, CRM and document management systems transforms fax from an isolated communication channel into a governed, traceable component of enterprise business processes.

$3.8B+	**-80%**	**100%**	**6–10m**
Cloud Fax Market 2025	**Hardware & Maintenance**	**Audit Trail Coverage**	**Typical Payback**
Growing at 7% CAGR to 2032	vs. traditional fax infrastructure	Every transmission immutably logged	Against legacy fax TCO

GDPR	**Any**	**Email**	**€89K+**
Compliance Ready	**Deployment Model**	**No Habit Change**	**Avg Annual Benefit**
HIPAA · SOX · ISO 27001	Cloud · On-Prem · Hybrid	Send/receive from existing email	250 employees, 2,000 fax/month

What This Document Covers

This white paper examines why regulated industries continue to rely on fax for legally sensitive communications, explores the operational and compliance costs of legacy fax infrastructure, details the capabilities of Genialcloud Facsys Fax across its four core pillars, addresses integration with ERP, CRM and document management systems, presents sector-specific use cases and three client outcomes, and provides a

structured ROI framework for the business case.

Whether you are a CIO rationalising a legacy fax estate across multiple sites, a Compliance Officer managing audit obligations for document transmission in a healthcare or financial services context, an IT Director evaluating a cloud fax platform that must integrate with your existing enterprise systems, or a CFO building the business case to eliminate fax hardware costs, this document is written for you.

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1. Why Fax Is Still a Compliance Requirement

The Legal and Regulatory Standing That No Digital Channel Has Replicated

◆ C-LEVEL   ⬡ COMPLIANCE   ⬡ LEGAL

The persistence of fax in regulated industries is not a technology adoption failure. It is a compliance architecture decision. In healthcare, financial services, insurance, legal services and public administration, fax transmissions occupy a specific legal position: they constitute a written communication with verifiable transmission evidence, they are not subject to the same email security vulnerabilities that regulators and courts have repeatedly found problematic, and they are explicitly referenced in regulatory frameworks across multiple jurisdictions as an acceptable or required channel for certain document types.

In the United States, HIPAA explicitly permits and in some contexts requires fax for the exchange of protected health information between covered entities. In the European Union, the eIDAS regulation and national electronic signature laws recognise fax-based document transmission as producing a legally valid written record in contexts where the electronic equivalent lacks equivalent legal standing. In Italy, Germany and France, notarial communications, court filings and certain administrative acts continue to require fax transmission under national procedural law. Financial regulators in multiple jurisdictions require fax capability for certain regulated communications where the transmission record constitutes part of the compliance evidence chain.

The Compliance Cost of Abandoning Fax

Organisations that have attempted to replace fax with email or other digital channels in regulated contexts have, in many cases, discovered that the compliance overhead of the replacement exceeds the operational cost of maintaining fax capability. Email lacks the delivery confirmation that fax provides, a read receipt in an email system is not equivalent to the transmission record generated by a fax exchange. The legal standing of email in contested document delivery scenarios is substantially weaker than fax in most jurisdictions. The audit trail that compliance officers require for regulated document exchange is structurally more difficult to maintain for email than for fax.

The Operational Cost of Legacy Fax Infrastructure

Hardware Maintenance	Physical fax machines and on-premise fax servers require ongoing IT maintenance, hardware refreshes, and technical support. For organisations with multiple sites, this creates a distributed hardware estate with proportional management overhead.
Dedicated Line Costs	Traditional fax infrastructure requires dedicated PSTN telephone lines, a recurring cost that has no operational justification when the same transmission can be achieved over the organisation's existing IP infrastructure.
Manual Processing Overhead	Paper fax transmission requires physical handling, printing incoming faxes, routing them manually to the correct recipient, scanning outgoing documents. In high-volume environments, this creates a measurable labour cost with no compliance benefit.

Geographic Constraints	Hardware-based fax requires physical presence at the fax machine. Remote workers, field staff and multi-site operations cannot access fax capability without returning to a fax machine location, creating workflow disruptions that were invisible in single-site, office-only work models.

The Market Context

The global cloud fax market was valued at approximately $3.8 billion in 2025 and is forecast to grow at 7% annually through 2032, reaching $6.5 billion. Healthcare and financial services account for the largest share of cloud fax adoption, driven by the compliance requirements discussed above. The growth trajectory reflects the structural migration from hardware fax to cloud fax that is underway across regulated industries, not the abandonment of fax, but its modernisation. Organisations that have delayed this migration are increasingly operating a legacy infrastructure that provides compliance cover at significantly higher cost than cloud alternatives.

Fax Is Not Going Away — But Hardware Should

The strategic question for regulated organisations is not whether to continue using fax, regulatory environments in healthcare, finance, insurance and public administration ensure that fax capability remains a compliance requirement for the foreseeable future. The question is whether that fax capability should be delivered through hardware that is costly, inflexible and geographically constrained, or through a cloud platform that provides the same compliance posture at a fraction of the cost, with full integration into existing digital workflows.

2. Introducing Genialcloud Facsys Fax

Modernising Enterprise Fax Without Compromising Compliance or Continuity

◆ C-LEVEL   ◎ IT DIRECTOR

Genialcloud Facsys Fax is an enterprise cloud fax platform designed for organisations that operate in regulated environments where the compliance, security and legal standing of fax communication are non-negotiable, but where the operational and financial overhead of legacy fax hardware is no longer justifiable. It connects to the organisation's existing email systems, ERP platforms and business applications, enabling fax to be sent and received through familiar interfaces without hardware dependency, while maintaining the governance, audit trail and transmission security that regulated industries require.

Four Core Capability Pillars

⬚ Send and Receive via Email

- Send faxes directly from any email client — no software installation required
- Receive faxes delivered to individual or shared mailboxes and secure portal
- Automatic cover sheet and attachment management
- Real-time delivery status and read receipt tracking
- Works with any email platform: Microsoft 365, Google Workspace, Lotus Notes, custom

⬚ Intelligent Routing and Distribution

- Route incoming faxes by number, department, user, or case reference
- Time-based rules and automatic failover to alternate destinations
- Multi-location and multi-line management from a single management console
- Delivery to groups, shared mailboxes and automated business workflows

⬚ Integration with Business Systems

- Native integration with ERP, CRM and document management systems
- REST APIs and webhooks for custom automation and third-party connectivity
- Automatic archiving to connected DMS, ECM and compliance repositories
- Full compatibility with legacy fax hardware and cloud environments simultaneously

☁ Flexible Deployment and Continuity

- Cloud, on-premises or hybrid configuration — no forced cloud migration
- FoIP and T.38 protocol support for compatibility with existing IP telephony
- Scalability for high transmission volumes and multi-company environments
- Redundancy, automatic retries and high-availability architecture
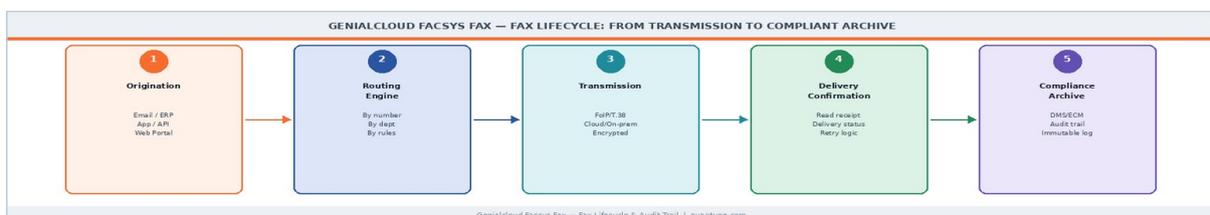
Genialcloud Facsys Fax, Transmission Lifecycle: from origination through routing engine, transmission, delivery confirmation to compliant archive with immutable audit trail

What Makes Facsys Fax an Enterprise Platform

Genialcloud Facsys Fax is not a consumer or SMB cloud fax service. Its architecture is designed for the operational complexity, security requirements and compliance obligations of mid-market and enterprise organisations in regulated industries. The distinction is architecturally meaningful: consumer cloud fax services provide a fax number and a web interface. Enterprise fax platforms provide routing intelligence, ERP integration, compliance archiving, multi-site management, role-based access control and the organisational governance layer that regulated environments require. Facsys Fax operates at the enterprise layer, as a governed, integrated component of the organisation's broader document and communication infrastructure.

Enterprise Fax Means Governed Fax

The defining characteristic of enterprise fax is not the transmission mechanism, it is the governance layer. Any cloud service can transmit a document to a fax number. Only an enterprise platform can route that document to the correct department, archive it compliantly, integrate it into a case management or ERP workflow, and provide the audit trail that proves what was sent, to whom, when it was delivered, and who accessed it. Genialcloud Facsys Fax is designed for the governance layer.

3. Send, Receive and Route

Eliminating Hardware Dependency Without Changing User Habits

◆ C-LEVEL   ◎ IT DIRECTOR   ⬡ COMPLIANCE

The most significant adoption barrier for cloud fax migration in enterprise environments is not technology, it is habit. Staff in healthcare, legal and financial organisations have established workflows built around fax that span years or decades. A cloud fax platform that requires users to learn a new interface, adopt a new portal or change established document handling routines faces organisational resistance that can stall or derail migration. Genialcloud Facsys Fax is designed around this reality: fax functionality is delivered through interfaces users already use, with minimal process change required.
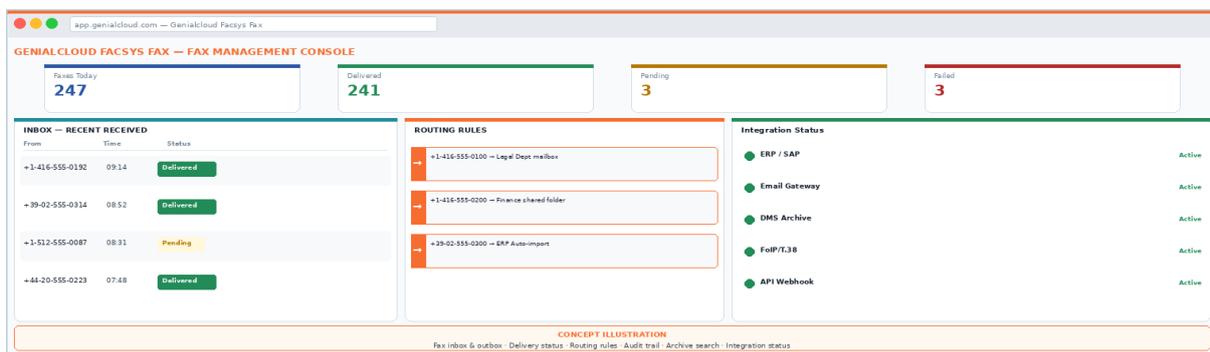
Genialcloud Facsys Fax, Management Console: unified fax inbox and outbox with delivery status tracking, intelligent routing rules configuration, integration status monitoring and real-time operational view

Email-Native Fax Transmission

Every user with an email account can send a fax: compose an email, attach the document, address it to the recipient's fax number in email format, and send. The Facsys Fax platform intercepts the email, converts the attachment to fax format, manages the transmission and returns a delivery confirmation to the sender. No training, no new interface, no new credentials. The user's experience is indistinguishable from sending an email, except that the recipient receives a fax. For organisations where the compliance requirement is fax receipt by the counterparty, this is precisely the outcome needed without any of the hardware overhead.

Intelligent Routing Engine

Incoming faxes are routed automatically based on configurable rules. A healthcare organisation can route all faxes to the +1-416-555-0100 number to the clinical documentation team, faxes to +1-416-555-0200 to the billing department, and after-hours faxes to an on-call shared mailbox. A law firm can route faxes by matter number to the correct case file. A financial institution can route transaction confirmation faxes directly to the relevant ERP import process. The routing engine operates without manual intervention, incoming documents arrive at the correct destination without a person reading and redistributing paper.

- Route by inbound fax number, different DID numbers map to different departments or workflows
- Route by time of day and day of week, business hours delivery to named mailboxes, after-hours to shared queues
- Route by content keywords for organisations with OCR-enabled classification

- Automatic failover if primary destination is unavailable, secondary routing path activates without manual intervention
- Multi-company and multi-site routing from a single platform, each entity maintains its own routing logic

Delivery Confirmation and Status Tracking

Every outbound transmission generates a full delivery record: timestamp, recipient number, transmission duration, pages sent, and delivery confirmation or failure reason. For regulated communications where proof of delivery is a compliance requirement, this record constitutes the transmission evidence that compliance officers and legal counsel require. Failed transmissions trigger automatic retry logic, the platform attempts retransmission according to configurable retry schedules before generating a failure notification, eliminating the manual follow-up that paper fax failure requires.

**Delivery Proof as Compliance Infrastructure**

In a healthcare context, the difference between a documented fax delivery confirmation and an email read receipt is the difference between a legally defensible communication record and a record that can be challenged in a compliance review or litigation. Genialcloud Facsys Fax generates the former, automatically, for every transmission, without administrative overhead.

4. Compliance, Security and the Audit Trail

Every Transmission Logged, Every Document Governed

⬡ **COMPLIANCE** ⬡ **LEGAL** ◆ **C-LEVEL**

In regulated industries, the compliance value of fax is not in the transmission mechanism itself, it is in the governance layer that surrounds the transmission. A physical fax machine provides a paper record of transmissions. Genialcloud Facsys Fax provides a structured, searchable, immutable digital record of every transmission, with more metadata, more accessibility and more evidential reliability than paper logs. The compliance architecture is built into the platform rather than retrofitted as an afterthought.
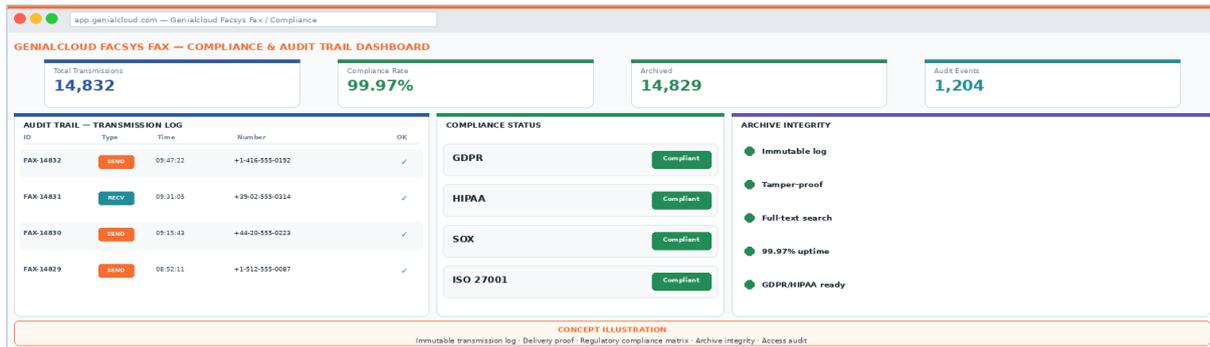
Genialcloud Facsys Fax, Compliance and Audit Trail Dashboard: transmission log with full metadata, delivery proof, multi-framework compliance status, archive integrity indicators and access audit

The Immutable Audit Trail

Every fax transmission processed through Genialcloud Facsys Fax is recorded in an immutable audit log: sender identity, recipient number, timestamp, transmission status, pages transmitted, delivery confirmation and access events. This log cannot be edited, deleted or modified after the fact. For compliance audits, regulatory inspections and legal proceedings where the organisation must demonstrate what was communicated, to whom and when, this log constitutes the primary compliance record. It is available on demand, no reconstruction, no manual assembly, no missing paper records.

- Full transmission metadata captured for every event: sender, recipient, timestamp, pages, duration, outcome
- Delivery confirmation records stored alongside the transmitted document
- Access events logged: who viewed, downloaded or forwarded each fax document
- Log integrity protected against tampering, the record is permanent from the moment of transmission
- Export-ready for compliance reporting, audit submission and legal discovery

Regulatory Compliance Framework Support

GDPR (EU)	Encrypted transmission, data residency configuration, access control and audit trail support the personal data transmission requirements of the General Data Protection Regulation. Personal data transmitted by fax is subject to the same data protection obligations as data processed in any other system, and Facsys Fax provides the governance infrastructure to meet them.
HIPAA (US Healthcare)	Healthcare organisations handling protected health information (PHI) via fax

	require an administratively and technically compliant transmission environment. Facsys Fax provides encryption in transit and at rest, role-based access control, audit logging and BAA (Business Associate Agreement) support for HIPAA-covered entities.
SOX (Financial Reporting)	Financial institutions and public companies subject to Sarbanes-Oxley requirements for document retention and communication records can rely on the Facsys Fax audit trail as part of the evidence chain for financial communication compliance. The immutable log and archive integration support SOX documentation requirements.
ISO 27001	Information security management standard compliance is supported through encryption, access control, audit logging and the separation of transmission infrastructure from end-user devices. The platform's security architecture aligns with ISO 27001 control requirements for secure communication channels.

Encryption and Security Architecture

Transmissions are encrypted in transit using TLS for network segments and T.38 for FoIP legs. Documents at rest in the Facsys archive are encrypted at the storage layer. Role-based access control restricts document access to authorised users aligned to the organisation's hierarchy. Multi-factor authentication is supported for portal access. For organisations with strict data sovereignty requirements, on-premises or private cloud deployment keeps transmission records within the organisation's own infrastructure perimeter, providing cloud management benefits without cloud data residency exposure.

Compliance Is the Architecture, Not an Add-On

The compliance value proposition of Genialcloud Facsys Fax is not that it provides fax capability, every cloud fax service does. It is that it provides fax capability within an enterprise governance framework that meets the audit, security and regulatory requirements of industries where document transmission compliance is a legal obligation. The audit trail is not a feature add-on. It is the architecture.

5. Integration Architecture

Fax as a Governed Component of Enterprise Business Processes

◉ IT DIRECTOR   ◆ C-LEVEL

Fax's role in regulated business processes is not as an isolated communication channel, it is as a document transmission mechanism that connects to the workflows, systems and repositories that govern those processes. A prescription fax that arrives at a healthcare organisation needs to reach the clinical record management system. A contract fax received by a financial services firm needs to reach the document management platform for executed agreements. A purchase order fax received by a manufacturing operation needs to reach the ERP purchasing module. Genialcloud Facsys Fax is built as an integration-first platform that makes these connections native rather than manual.
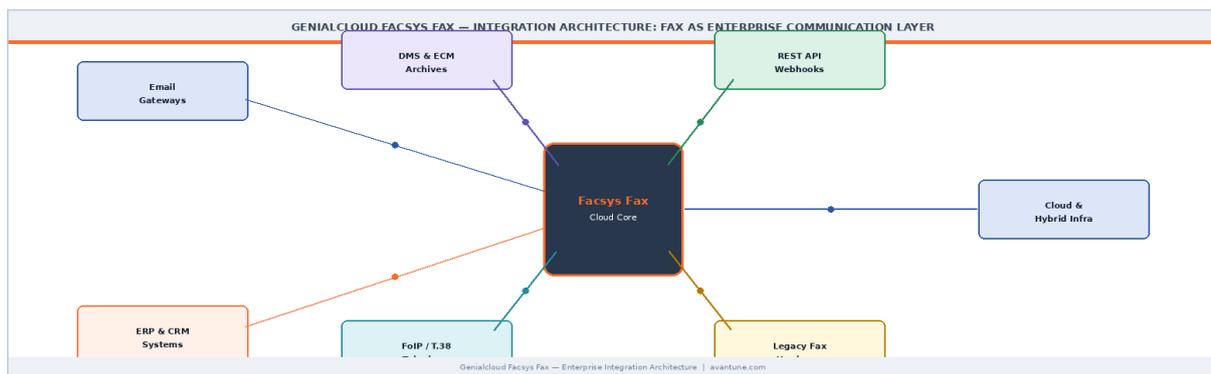
Genialcloud Facsys Fax, Integration Architecture: the Facsys Cloud Core connecting to email gateways, ERP and CRM systems, DMS and ECM archives, FoIP telephony, REST APIs, legacy fax hardware and hybrid cloud infrastructure

ERP and CRM Integration

Incoming faxes can be routed directly into ERP and CRM workflows, triggering business processes automatically based on fax content, sender number or routing rules. An inbound purchase order fax can be automatically imported into the ERP purchasing module. A customer document received by fax can create or update a CRM case record. Outbound faxes can be triggered programmatically from ERP events, a despatch confirmation, a payment notification or a contract acknowledgement can generate an automatic fax to the counterparty without manual intervention.

- SAP S/4HANA and ECC: inbound document routing to purchasing, SD and FI modules
- Oracle Cloud and E-Business Suite: workflow trigger integration via REST API
- Genialcloud Proj: native integration as part of the Avantune Genialcloud platform
- Salesforce and Microsoft Dynamics: CRM case creation and document attachment from inbound fax
- Custom ERP and workflow systems: REST API and webhook integration for any standards-compliant platform

Document Management and ECM Integration

Compliance archiving for regulated document exchange requires integration with the organisation's document management or enterprise content management infrastructure. Genialcloud Facsys Fax integrates with DMS and ECM platforms to archive transmitted documents automatically, with full metadata, transmission records and audit trail attached. Documents are searchable, retrievable and auditable within the DMS environment without manual upload or indexing.

- Microsoft SharePoint and OneDrive: direct archive integration with metadata-driven folder routing
- OpenText Content Suite and Documentum: enterprise ECM archive integration
- Genialcloud Facsys (Document Management): native integration for full document lifecycle governance
- Custom DMS platforms: REST API integration with configurable metadata schema and folder structure

FxRestApi — Programmatic Fax Access

The FxRestApi component exposes full fax functionality as a REST API, enabling any application, workflow platform or custom integration to send and receive faxes programmatically. A healthcare EHR system can trigger prescription fax transmissions without leaving the clinical workflow. A legal document automation platform can send executed agreements to counterparties by fax as part of the document generation process. A financial services order management system can send confirmation faxes to institutional counterparties as part of the trade confirmation workflow. The API removes the last remaining manual step in fax-enabled business processes.

Legacy Hardware Compatibility

For organisations that operate legacy fax hardware alongside cloud systems, Genialcloud Facsys Fax supports simultaneous operation. Existing physical fax machines and on-premise fax servers can continue to operate while cloud transmission handles new workflows, enabling a phased migration that maintains continuity for established processes while progressively eliminating hardware dependency. FoIP and T.38 protocol support ensures that the cloud platform interfaces correctly with existing IP telephony infrastructure without requiring telephony system replacement.

Integration Eliminates the Manual Handoff

The integration architecture of Genialcloud Facsys Fax reflects the same principle as every other Genialcloud product: the platform enhances existing enterprise systems rather than requiring their replacement. Fax integration with ERP, CRM and DMS does not displace those systems. It makes fax a governed, automated component of the workflows they manage, eliminating the manual handoff between fax receipt and business process that is the primary source of compliance risk and operational inefficiency in legacy fax environments.

6. Deployment Flexibility

Cloud, On-Premises and Hybrid — Without Compromise

◉ IT DIRECTOR   ◆ C-LEVEL   ⬡ COMPLIANCE

Enterprise fax deployment decisions are not purely technical. In regulated industries, data sovereignty requirements, security policies, IT architecture standards and regulatory obligations all influence deployment model selection. Genialcloud Facsys Fax supports all three deployment models, cloud, on-premises and hybrid, with equivalent functionality across each. The compliance posture, audit trail and integration capabilities are identical regardless of where the platform is deployed.

Cloud Deployment

In the cloud deployment model, the Facsys Fax platform operates within the Genialcloud infrastructure environment, with no hardware or software installation required at the organisation's premises. Transmission, routing, archiving and management are all cloud-managed. Updates, capacity scaling and availability management are handled by Avantune without IT overhead. Cloud deployment is appropriate for organisations that have completed the migration to cloud-first IT models and have no data sovereignty constraints that require on-premises processing.

On-Premises Deployment

In the on-premises deployment model, the Facsys Fax platform is installed within the organisation's own infrastructure, in its data centre, on its servers, within its network perimeter. Transmission records, archived documents and audit logs remain within the organisation's own systems and are never transmitted to external cloud infrastructure. For healthcare organisations with strict patient data locality requirements, financial institutions with regulatory obligations to maintain transaction records within their own infrastructure, and public administration bodies with national data sovereignty mandates, on-premises deployment provides cloud fax functionality within an entirely self-contained infrastructure envelope.

Hybrid Deployment

The hybrid deployment model allows organisations to operate the management and user-facing components of Facsys Fax in the cloud while maintaining transmission record archiving and compliance data within their own on-premises infrastructure. This model is particularly appropriate for multinational organisations operating across jurisdictions with different data localisation requirements, or for organisations migrating from on-premises to cloud infrastructure over an extended transition period. The hybrid model preserves the operational benefits of cloud management without requiring the organisation to resolve data sovereignty questions before beginning the migration.

Cloud	Avantune-managed · No hardware · Auto-scaling · Zero IT maintenance overhead · Suitable for cloud-first organisations without data sovereignty constraints
On-Premises	Customer-managed · Full data sovereignty · Internal infrastructure · Appropriate for healthcare, banking, public administration · Air-gapped operation possible

Hybrid	Mixed management model · Cloud management layer · On-premises data residency · Suitable for multi-jurisdiction enterprises or phased cloud migration programmes

### Deployment Flexibility Is a Compliance Requirement

The ability to deploy the same enterprise fax platform in cloud, on-premises or hybrid models without compromising functionality, compliance or audit trail quality is not a product feature, it is an architectural commitment. Regulated industries cannot adopt platforms that force them to choose between modern functionality and compliance obligations. Genialcloud Facsys Fax offers both, in the deployment model that meets the organisation's regulatory and security requirements.

7. Genialcloud Facsys Fax Across Industries

Compliance-Critical Fax Communication in Six Regulated Sectors

◆ C-LEVEL

The horizontal applicability of Genialcloud Facsys Fax derives from the fact that the compliance requirement for fax, verifiable transmission, immutable record, governed archiving, is structurally identical across regulated industries, even when the specific regulatory frameworks and document types differ. The same platform capability that manages prescription fax transmissions for a healthcare system manages transaction confirmation faxes for a bank, policy documentation faxes for an insurance carrier, and court filing faxes for a law firm. The configuration differs. The compliance architecture is common.
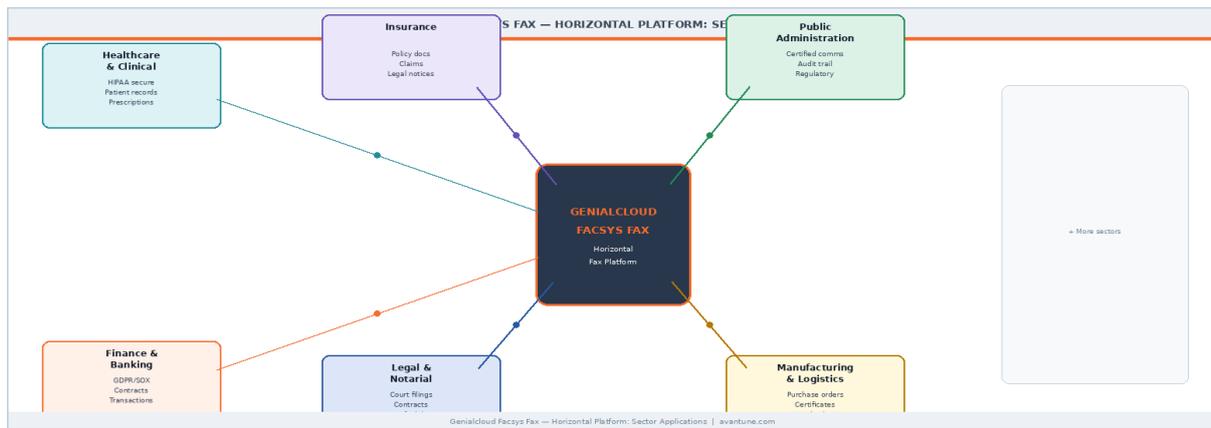
Genialcloud Facsys Fax, Horizontal Platform: six sector applications across healthcare, finance and banking, insurance, legal and notarial, public administration, and manufacturing and logistics

Healthcare and Clinical

Healthcare is the largest segment of the cloud fax market, driven by the compliance requirements for protected health information transmission. In hospital, clinic and diagnostic laboratory environments, fax remains the primary channel for prescription transmission, clinical referral letters, laboratory results and insurance pre-authorisation communications, in part because HIPAA-compliant fax transmission provides a governed alternative to email for PHI exchange between healthcare entities. Genialcloud Facsys Fax provides HIPAA-compliant transmission with the encryption, access control, audit trail and BAA support that covered entities require.

Finance and Banking

Financial services institutions use fax for transaction confirmations, wire transfer instructions, account documentation, correspondent banking communications and regulatory submissions. The compliance requirements in financial services, SOX, MiFID II, Basel requirements for communication record retention, make the audit trail and immutable archiving of Facsys Fax directly relevant to the institution's regulatory obligations. Automated ERP integration allows financial transaction documents received by fax to flow directly into accounting and reconciliation workflows without manual data entry.

Insurance

Insurance carriers and brokers transmit policy documents, claims notifications, underwriting questionnaires and legal notices by fax in contexts where the legal standing of the communication requires documentary evidence of transmission and receipt. In contested claims contexts, the delivery confirmation record of a Facsys Fax transmission constitutes stronger evidence of receipt than an email read receipt. Policy document distribution to counterparties in jurisdictions that recognise fax as a legally valid written communication channel is managed through the routing engine with configurable delivery confirmation thresholds.

Legal and Notarial

Legal firms, notaries and judicial bodies transmit documents by fax in contexts governed by procedural rules that specifically reference fax as an acceptable or required channel: court filings in many jurisdictions, service of process, contract exchange between parties to a transaction, and notarial certifications. The evidential value of fax in contested legal proceedings, where the transmission record may be presented as documentary evidence of communication, makes the quality and reliability of the transmission record a legal issue, not just an operational one. Facsys Fax generates transmission records that meet legal evidential standards.

Public Administration

Government agencies, municipalities and public bodies in many jurisdictions are required by national administrative law to maintain fax capability for official communications with citizens, businesses and other government bodies. In Italy, for example, PEC (certified electronic mail) and fax are both recognised channels for formal administrative communication. Facsys Fax enables public administration bodies to maintain this capability within a modern cloud infrastructure, with the audit trail and archiving required for administrative document retention obligations.

Manufacturing, Logistics and Supply Chain

Manufacturing companies and logistics providers transmit purchase orders, delivery confirmations, quality certificates, certificates of conformance and customs documentation by fax between supply chain partners, particularly in international supply chains where counterparties operate in jurisdictions with limited digital document exchange infrastructure. ERP integration allows inbound purchase order faxes to trigger ERP workflow creation automatically. Outbound despatch and certification documents can be generated and transmitted by fax directly from the ERP without manual document preparation.

> **The Common Thread: Compliance-Grade Transmission Records**
>
> The common thread across all six sectors is the compliance requirement: a verifiable, auditable record of what was transmitted, to whom, when it was delivered and who accessed it. Genialcloud Facsys Fax provides this record structurally, for every transmission, without administrative overhead. In regulated industries, this is not a feature. It is the reason the platform exists.

8. Client Success Stories

Real Organisations, Real Compliance Outcomes

◆ C-LEVEL

The following three cases cover healthcare, financial services and manufacturing, different regulatory frameworks, different document types, different integration requirements. Each illustrates how the transition from legacy fax infrastructure to Genialcloud Facsys Fax produced measurable improvements in compliance posture, operational efficiency and infrastructure cost.

C L I E N T   S U C C E S S   S T O R Y

Regional Healthcare Network — Multi-Site Hospital Group (Italy)

Healthcare, Clinical Documentation and Prescriptions · Genialcloud Facsys Fax, HIPAA/GDPR-Compliant Cloud Fax Migration

The Challenge

A regional hospital network operating across four sites was managing prescription transmissions, clinical referral letters and laboratory result faxes through a distributed hardware fax infrastructure of 28 physical fax machines across the network. Incoming faxes were printed, manually sorted and routed to the correct clinical department, a process that consumed approximately 3 hours of nursing administration time per site per day. Failed transmissions, occurring at a rate of approximately 7% due to line quality issues, required manual re-identification and re-sending. There was no central audit trail for fax transmissions, creating exposure in compliance inspections for PHI handling documentation. The hardware estate required ongoing maintenance and replacement funding.

The Result

Migration to Genialcloud Facsys Fax eliminated all 28 physical fax machines and their dedicated PSTN lines. Incoming faxes are routed automatically to the correct clinical mailbox based on the receiving number, prescription faxes to clinical pharmacy workflow, referral letters to patient administration, laboratory results to the ordering physician. Manual sorting was eliminated across all four sites. Failed transmission rate reduced to below 0.5% through FoIP/T.38 architecture and automatic retry logic. A central audit trail now covers 100% of transmissions. Annual infrastructure cost reduction of approximately €34,000 against legacy hardware and line maintenance, with payback on migration costs achieved in 9 months.

C L I E N T   S U C C E S S   S T O R Y

Mid-Market Financial Services Firm — Wealth Management (Canada)

Financial Services, Client Documentation and Regulatory Submissions · Genialcloud Facsys Fax, SOX-Compliant Cloud Fax with ERP Integration

The Challenge

A wealth management firm handling client account documentation, regulatory submissions and transaction confirmations by fax was operating an on-premises RightFax server that had reached end of support. The IT team faced a choice between significant capital investment in a hardware refresh and migration to a cloud fax platform. The compliance requirement was clear: every fax transmission needed to be logged with full metadata, archived for the regulatory retention period, and accessible on demand for compliance reviews. The existing system's audit trail was incomplete, transmissions logged by the server had inconsistent metadata, and failed transmissions were not always captured in the log.

The Result

Genialcloud Facsys Fax was deployed in a hybrid configuration, with cloud management and on-premises archive storage to meet data sovereignty requirements. The transmission audit trail now captures 100% of events with consistent metadata. Archive integration with the firm's document management system automates the retention workflow, documents transmitted by fax are indexed and retained according to the regulatory schedule without manual intervention. ERP integration allows incoming client instruction faxes to trigger workflow creation automatically. The hardware refresh investment of approximately CAD $85,000 was avoided. Compliance officer time spent on transmission audit preparation reduced by approximately 60%.

C L I E N T S U C C E S S S T O R Y

Industrial Components Manufacturer — Supply Chain (Northern Italy)

Manufacturing, Purchase Orders, Quality Certificates, Export Documentation · Genialcloud Facsys Fax, ERP-Integrated Fax with Automatic Document Routing

The Challenge

An industrial components manufacturer handling international supply chain communications, purchase orders from EU and non-EU customers, quality certificates, test reports and export documentation, was processing incoming faxes manually: printed, reviewed by the commercial office, and manually entered into the ERP purchasing module. The company received approximately 340 faxes per month, of which around 60% were purchase orders requiring ERP entry. Manual entry consumed approximately 2.5 hours per day of commercial administration time and was a source of transcription errors. Outbound quality certificates and conformance documentation were generated from the ERP and printed for manual faxing.

The Result

Facsys Fax with ERP integration (SAP) automated the inbound purchase order workflow: faxes received on the designated purchase order line are routed to the ERP import process, where OCR extraction populates the purchase order fields for review rather than manual entry. Commercial administration time for fax-related tasks reduced by approximately 70%. Outbound quality certificates are now generated from SAP and transmitted by fax automatically as part of the despatch confirmation workflow. Error rate in ERP purchase order entry from fax source reduced significantly. The company estimates annual time savings equivalent to approximately 600 staff hours annually.

Case studies, client references and technical documentation are available at:

www.avantune.com/clients

9. ROI and Business Case

The Financial Argument for Cloud Fax Migration

◆ C-LEVEL   ◈ FINANCE

The business case for migrating from legacy fax infrastructure to Genialcloud Facsys Fax has two components. The first is operational cost reduction: eliminating hardware, maintenance, dedicated telephone lines and manual processing overhead. The second is compliance risk reduction: replacing an incomplete, inconsistent audit trail with a comprehensive, searchable, immutable record that reduces the cost and risk of compliance audits, regulatory inspections and legal proceedings. Both components are quantifiable and, in most organisations, produce a combined benefit that delivers payback within 6 to 12 months of migration.
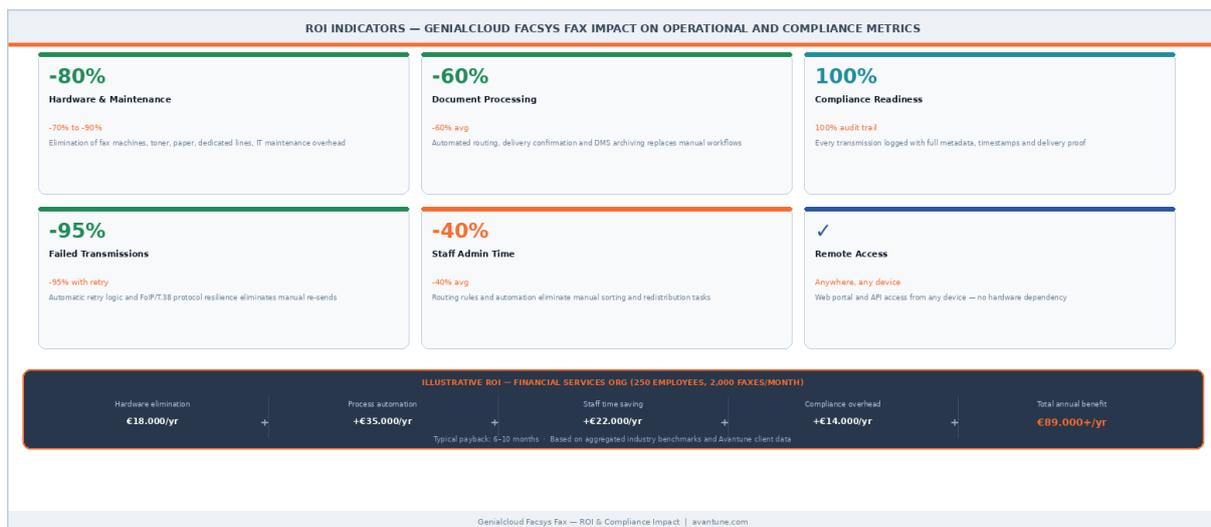
Genialcloud Facsys Fax, ROI and Business Impact: six key value drivers with an illustrative €89,000+ annual benefit model for a financial services organisation with 250 employees transmitting 2,000 faxes per month

Primary Cost Reduction Drivers

Hardware Elimination	Physical fax machines, on-premise fax servers, maintenance contracts and hardware refresh cycles represent recurring capital and operational expenditure. Cloud fax migration eliminates this entire category. For an organisation with 10 fax machines and a centralised fax server, the annual hardware and maintenance cost typically ranges from €8,000 to €25,000 depending on hardware age, vendor support contracts and IT management overhead.
Dedicated Telephone Line Costs	PSTN fax lines carry a recurring monthly cost that has no justification when fax transmission is available over IP infrastructure. For an organisation with 10 dedicated fax lines at €30 per month each, the annual saving from elimination is €3,600, before accounting for the international call charges that fax over IP eliminates.
Manual Processing Labour	The time cost of manual fax handling, sorting incoming faxes, routing to recipients, managing failed transmissions, maintaining paper logs, is the largest cost category in most organisations. At 2 hours per day of staff time across a 250-person organisation, this represents approximately €15,000 to €25,000 annually in fully-loaded labour cost, reduced by 60–80% through automated routing and

delivery management.

| **Compliance Overhead Reduction** | In regulated industries, compliance audit preparation for communication records is a meaningful cost. Manual reconstruction of fax transmission records from paper logs, inconsistent electronic records and follow-up with recipients consumes legal and compliance team time before every regulatory inspection. A comprehensive, searchable digital audit trail reduces this cost by making the evidence available on demand rather than requiring assembly. |

Illustrative ROI — Financial Services Organisation

Value Driver	Annual Benefit	Calculation Basis
Hardware and maintenance elimination	€18,000	8 fax machines + 1 fax server: hardware amortisation, maintenance contracts, IT support time
Dedicated telephone line elimination	€4,800	8 PSTN fax lines × €50/month × 12 months including call charges
Manual processing labour reduction	€35,000	1.5 hrs/day × 250 working days × €93 fully-loaded hourly rate × 60% reduction
Compliance audit preparation reduction	€14,000	Annual audit prep time: legal + compliance team × 70% reduction from searchable digital log
Failed transmission re-send elimination	€5,500	7% failure rate on 2,000 faxes/month × avg 15 min re-identification and re-send × €25/hr
Remote access productivity gain	€11,700	Remote staff fax access: estimated 130 staff × 0.5 hrs/month × 12 months × €15/hr
Total Estimated Annual Benefit	**€89,000+**	Typical payback: 6–10 months

Note on ROI Figures

These figures are illustrative estimates based on aggregated industry data and Avantune client outcomes. Actual results vary by organisation size, current infrastructure cost, fax transmission volume and compliance context. Avantune provides a structured TCO assessment as part of pre-migration engagement, calibrated to the organisation's specific fax infrastructure, transmission volumes and regulatory obligations.

10. Why Avantune

The Partner That Understands Regulated Communication Infrastructure

◆ C-LEVEL

Selecting an enterprise fax platform for a regulated organisation is not a commodity procurement decision. The platform handles document transmissions that carry legal standing, compliance obligations and evidential significance. The partner that delivers and supports it needs to understand the compliance context of those transmissions, not just the technology. Avantune's Genialcloud Facsys Fax is designed and supported by a team with deep experience in enterprise document management, compliance infrastructure and the specific requirements of regulated industries.

Compliance-First Design

Genialcloud Facsys Fax was not designed as a communication convenience tool with compliance features retrofitted. The audit trail, the immutable logging, the archive integration and the role-based access control are foundational architectural choices, not feature additions. This matters in practice: compliance features built into an architecture behave differently from features added on top of a system that was designed for something else. The transmission record in Facsys Fax is captured at the protocol layer, it cannot be altered after the fact, cannot be selectively deleted and does not depend on correct user behaviour for its completeness.

Enterprise Integration as Standard

ERP, CRM and DMS integration in Genialcloud Facsys Fax is a standard capability, not a professional services engagement for each deployment. The REST API is documented and supported. The pre-built connectors for major ERP and DMS platforms are maintained as platform components. When Avantune implements Facsys Fax in an organisation's environment, the integration work is configuration, not development, reducing implementation time, implementation cost and the integration risk that custom development introduces.

The Genialcloud Ecosystem Advantage

For organisations that use other Genialcloud products, Proj (ERP), Powua (Analytics and AI), Powua IoT (Edge Sensing), Facsys (Document Management) or TEM + Time (Workforce Operations), Facsys Fax integrates natively within the same platform architecture. Fax transmissions received by Facsys Fax can be routed to Facsys document management workflows, archived in Facsys document repositories with the same governance rules as other document types, and connected to Proj ERP processes without additional integration work. The data model, access control and audit infrastructure are shared.

Compliance-First Architecture	⬚ Enterprise Integration as Standard	⬚ Regulated Industry Experience
Audit trail, immutable logging and archive integration built into the architecture, not retrofitted as features.	ERP, CRM and DMS integration via documented REST API and pre-built connectors, no custom development required.	Avantune clients include healthcare systems, financial institutions, manufacturers and logistics operators, the compliance context is understood.

Same Compliance Obligation, Better Infrastructure

The compliance obligation for regulated document transmission does not change when organisations modernise their infrastructure. What changes is the efficiency with which that obligation is met. Genialcloud Facsys Fax allows regulated organisations to meet the same compliance obligation they met with legacy fax infrastructure, at lower cost, with better auditability, with broader accessibility and with direct integration into the business processes that depend on those transmissions.

11. The Genialcloud Platform

Facsys Fax as Part of a Complete Enterprise Document and Operations Architecture

◆ C-LEVEL   ◎ IT DIRECTOR

Genialcloud Facsys Fax is a component of the Genialcloud Facsys family, the document governance and workflow layer of the Genialcloud platform. Understanding its relationship to the broader Genialcloud architecture clarifies both the integration advantages and the strategic positioning for organisations that want a unified approach to document management, process governance and operational intelligence.

Genialcloud Facsys — Document Management and Workflow Governance

Genialcloud Facsys is the document management, workflow automation and digital signature platform. It governs the document lifecycle for business-critical documents: creation, approval, signing, archiving, version control and compliance retention. Facsys Fax is the secure transmission layer of the Facsys family, it handles the inbound and outbound communication of documents that require fax transmission, feeding received documents into Facsys document management workflows and enabling Facsys-governed documents to be transmitted by fax as part of their lifecycle. Together, Facsys and Facsys Fax provide a complete governed document lifecycle from creation to compliant transmission and archive.

Genialcloud Proj — The ERP Backbone

Genialcloud Proj is the extended ERP, CRM and Project Management engine. When Facsys Fax is connected to Genialcloud Proj, inbound faxes can trigger ERP workflows, purchase orders received by fax create ERP purchase order records, supplier invoices received by fax route to accounts payable workflows, customer document requests received by fax create CRM service cases. Outbound documents generated by Proj, confirmations, certificates, notifications, can be transmitted by fax as part of their ERP-governed process, with the fax transmission record archived alongside the ERP transaction record.

Genialcloud Powua — Analytics and Intelligence

Genialcloud Powua provides analytics and AI intelligence across all Genialcloud data sources. For Facsys Fax users, Powua can provide operational analytics: transmission volume trends, failure rate analysis, routing efficiency metrics and compliance dashboard views. For organisations in highly regulated environments, Powua can monitor transmission patterns for anomalies that might indicate compliance issues, unusual volumes, transmission failures concentrated on specific numbers, or deviation from expected fax flow patterns.

Genialcloud TEM + Time = Workforce Operations

Genialcloud TEM + Time governs workforce operations: expense management and attendance tracking. In organisations where field staff or remote teams transmit documents by fax as part of their work processes, TEM + Time and Facsys Fax data can be combined to provide a complete picture of workforce communication activity, relevant for cost allocation,

compliance monitoring and operational planning in regulated contexts where staff communication activity is subject to oversight.

The Complete Genialcloud Platform

Genialcloud Proj — Extended ERP · CRM · Projects

Genialcloud Powua — Analytics · AI · Business Intelligence

Genialcloud Powua IoT — Edge Sensing · Asset Monitoring · Physical-World Data

Genialcloud Facsys — Document Management · Workflow · Digital Signatures

Genialcloud Facsys Fax — Secure Cloud Fax · Compliance · Enterprise Transmission

Genialcloud TEM + Time — Workforce Operations · Expenses · Attendance

One vendor · One data model · One integration architecture · One partnership

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Together, these product families form a Business Operating Platform that spans from physical-world asset monitoring through ERP and workforce operations to document governance and secure communication. Genialcloud Facsys Fax is the secure transmission layer that connects the physical-world and digital document workflows of regulated organisations to the counterparties, regulators and partners that require fax as their communication channel.

Getting Started with Genialcloud Facsys Fax

Every cloud fax migration begins with understanding the current state: the fax infrastructure estate, the compliance obligations it serves, the transmission volumes and patterns, and the integration points with existing enterprise systems. Our engagement model is structured to deliver a clear migration path from the first conversation.

01

Infrastructure and Compliance Assessment

A structured review of your current fax estate: hardware inventory, dedicated lines, transmission volumes, compliance obligations and integration touchpoints with ERP, DMS and business applications.

02

Proof of Value Deployment

A time-bounded deployment on a defined subset of your fax workflows, demonstrating cloud transmission, routing automation, delivery confirmation and audit trail generation in your actual environment, with your actual compliance requirements.

03

Full Migration and Integration

Complete migration of fax infrastructure to Genialcloud Facsys Fax, with ERP and DMS integration, compliance archive configuration, user onboarding and a 90-day outcome review confirming the measurable impact on operational cost, compliance posture and user efficiency.

Ready to Modernise Your Enterprise Fax Infrastructure?

Contact us to schedule an infrastructure assessment or request a live demonstration of Genialcloud Facsys Fax in your compliance context and industry.

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