voxbone

CASE STUDY

VALUE ADDED RESELLER

Voxbone's VoxFAX service helps Scendix
Software provide fax numbers from 29
countries

EXECUTIVE SUMMARY

The computer-based fax market is expected to grow from $345 million in 2009 to $700 million in 2014. To stay ahead of this market trend, Voxbone developed VoxFAX, a fax-to-IP solution that works with telephone numbers from as many as 34 countries. In 2009, Scendix Software GmbH collaborated with Voxbone to integrate VoxFAX with its successful Skype add-on known as PamFax. The partnership strengthened PamFax's position in the cloud-based fax market and contributed to the growth of the PamFax user base to more than 10 percent.

THE CHALLENGE

Scendix Software GmbH was founded in 2006. Over the years, the company has developed various IP-based communication products and applications. In 2007, Scendix launched PamFax, currently the most popular fax solution for Skype.

In its initial release, PamFax enabled users to send faxes from a PC using the Skype application for Windows and Skype Credit. The seamless integration allowed any Skype user to send any electronic documents as a standard outbound fax to the PSTN network. The user-friendly interface and high quality of service soon led to widespread adoption of PamFax.

In early 2008, Scendix wanted to extend PamFax features by adding an inbound fax capability. While Scendix was able to accomplish this goal on the development side, it faced significant operational barriers.

To offer a global fax-to-email service, Scendix required worldwide telephone numbers that tied to its solution. However, dealing with different operators in each country proved a major inhibitor to success.

THE SOLUTION

Scendix reached out to Voxbone and suggested the development of Fax to HTTPS, a value-added service that provides a reliable and secure way to deliver incoming fax messages over an IP architecture.

In early 2009, Voxbone entered the beta stage for VoxFAX, a new service designed to address Scendix's needs by adding an inbound fax service for telephone numbers from 29 countries and 3,000 cities.

VoxFAX translates incoming faxes into TIFF or PDF files and delivers them by email or HTTPS post. Thus, VoxFAX bridges the gap between the IP and PSTN worlds. VoxFAX includes a feature-rich, Web-based management portal, as well as an application programming interface (API) to automate the service, provisioning and configuration of telephone numbers. The service is white-labeled, so resellers can integrate it into their own solutions with their branding.

Scendix issued its new PamFax release, integrated with VoxFAX, in May 2009. This version provides users with additional features, such as the ability to send multiple documents as a single fax, a redesigned user interface and enhanced service quality.

> *For our inbound fax solution with global coverage, carrier-grade reliability and full-featured management tools, we decided that with Voxbone we would be one of the best global partners.*
>
> Dick Schiferli, CEO of Scendix Software GmbH

THE BENEFITS

The relationship with Voxbone enabled Scendix to introduce an inbound fax service from 29 countries to its customers in less than two months.

Number sourcing, local interconnects, carrier relations management and regulatory compliance are handled entirely by Voxbone, ensuring rapid deployment with limited costs and limited risks. The API offers automated access to millions of phone numbers allowing instant provisioning and configuration for subscribers to the PamFax service.

SCENDIX - COMPANY PROFILE

Category:	Value added reseller
Type:	Privately Held
Founded	2006
Employees	15
Key People	CEO Dick Schiferli CTO Christoph Bünger
Website:	www.pamfax.biz
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ABOUT VOXBONE

We are Voxbone: the market leader in providing virtual local phone numbers (often referred to as DID numbers). Our services make it simple for cloud communications providers, international carriers and enterprise contact centers to extend the reach of their voice networks quickly, globally, and economically. We deliver high-quality DID numbers from more than 60 countries and over 9,000 cities around the world. Our geographic, mobile and toll-free numbers can be ordered in real-time via our web portal or an API. We are the only operator of our kind, with our own number ranges, telecommunications licenses and a global private VoIP backbone. Our happy customers include: Telefónica, Deutsche Telekom, Orange Business Services, NTT Communications, 8x8 Inc., InContact, Serenova and Skype. Want to know more? Come and check out our website at www.voxbone.com, read our blog or follow us on LinkedIn, Twitter or Facebook.

ABOUT SCENDIX

Headquartered in Ebstorf, Germany, Scendix Software provides standard consumer and business software solutions in the Skype, Ebay and telephony markets worldwide since 2004. Scendix has received multiple Ebay Innovation Awards for solutions like Ebay on Wii. Scendix is a subsidiary of PamConsult GmbH, the parent company. Among our products are applications like Pamela for Skype with over 8 million downloads, Pamela Call Recorder, mcePhone, PamFax, mceAuction and many more.

For more information, visit www.pamconsult.com.

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