

## Sales Manager

Frank Wilmont runs a sales force of 25 reps in North America. Their mail order business relies heavily on fax services to receive contracts and orders, with each rep receiving over 20 faxes a day. Prior to signing up for UnityFax, they had 4 dedicated fax lines and 4 different phone numbers, costing them just over \$200 per month. Not to mention the associated fees of fax toner and paper reams, estimated to be an additional \$150 per month.

Each rep now has their very own dedicated fax number, which conveys a more professional image, and eliminates the busy signal problem that commonly occurred when other reps were receiving orders.

When we asked Frank what the most beneficial aspect of the service was, he stated:

**"The price was very compelling, we saved over \$175/month in tangible expenses, but most importantly our sales execs are selling more; they receive their faxes online and never have to leave their desk. The headaches of conventional fax machines and sneaker net are over. We're saving hundreds, if not thousands in labor costs alone."**

## Freelance Web Designer

Megan Holloway, an at home Web Designer, is a typical example of a small office/home office business startup. With great ideas, a persistent determination to be successful and a small budget that needs to be carefully managed.

Due to the large number of changes that websites undergo and the complexities involved, it is imperative the she receives signed confirmation on the statement of work that she provides her clients.

We asked Megan about our service, and she said:

**"When you're a small business in today's environment, you need a telephone line, a fax line and an Internet connection. My local phone company wanted \$40/month for a basic business phone line. With a very tight budget I couldn't justify spending \$500/year for a dedicated fax line. With UnityFax, I get my faxes via email or on the web, whether I'm at home or traveling. When I need to sign and send a fax, I just use my home telephone line; it's perfect, and for only \$4.99/month I save over \$400/year on phone service."**

## Bank Manager

Connor McCoy is a business professional in the banking industry who oversees 7 satellite offices within the United States. He travels over 50% of the year and is commonly away from home for long durations.

He is a relatively low usage fax user, but when his employees need him to review authorizations or purchase orders, it's imperative that he receives them immediately.

We asked Conner to make a statement about the UnityFax service, and he replied:

"I don't receive a lot of faxes, but when I need to receive one, it's critical that I do. I always have Internet access, so this service made perfect sense to me. I was going to buy a fax machine for home, for those one offs, but with UnityFax I get a dedicated fax number and don't have to worry about managing hardware. Wherever I am, I get my faxes in a PDF document. It's great."

## Building Architect Consultant

Steven Wright is a building architect who does contract work for the Government. With the amount of paperwork, rules, regulations, sign-offs and other protocols that must be followed, he uses UnityFax is there to help manage it.

Steven sent us the following:

"Time is money, and I am saving hours having eliminated all the paper filing I used to do. I receive my faxes in a digital document, and for each new job I place all faxes in a specially named folder. This allows me to organize and easily track progress. I was asked to pull up a permit from a previous job, and that usually took me about half an hour, sometimes longer; with UnityFax I emailed it back within a minute. Thank you!"

## Sales Executive

Cathy Lamonde is a successful sales executive, with a typical 9am-5pm office shift.

She explains how UnityFax helped her win a recent bonus:

"Like any sales position, I have to deal with quotas and revenue targets. I've also found that significant portions of my sales communications are conducted from home in the evening. I was competing with all reps for a quarterly sales bonus, and was down 2 contracts when I left the office. At home I sent follow-up emails to deals in progress and received 3 signed fax contracts by 10pm, 2 hours before the quarter ended. I emailed them to my sales manager and the next day I was awarded the bonus. People were stunned. ☺"

## Technical Engineer

Dimitri Patrovik is technical engineer for a network hardware company. He constantly deals with new technologies and newly released vendor peripherals.

Here is what he said:

"I frequently use fax-back services to receive forms and technical specification documents that are not available online. With UnityFax, I request and receive them within minutes; I can then archive the digital file and keep them for future reference or send them via email to my colleagues. I rarely use the scanner anymore."

## Home User

Ben Wtaker is not much of a fax user at all, and only gets 6-12 faxes per year.

We were curious why our service were appealing to him, so we asked, and he responded:

"There are a large number of people who rarely send and receive faxes; I'm one of them. In my case, it was Murphy's Law; someone always needed to send me a fax when a fax machine wasn't available. For roughly \$60/year, I have a dedicated fax line and never have to worry.