






# WestFax

Company	Unique Selling Points	Our Differentiation	Landmines to Lay
	<ul style="list-style-type: none"> <li>• Been around a long time</li> <li>• Huge sales engines</li> <li>• Specialize in support agreements / licenses</li> <li>• Owned by OpenText</li> </ul>	<ul style="list-style-type: none"> <li>• Cloud Based</li> <li>• Simple Licensing</li> <li>• We are adding new technologies and features all the time.</li> <li>• No on-premise required</li> <li>• Custom Pricing and Flexible Terms</li> <li>• Unlimited Plans</li> <li>• Pages Not Port Focus</li> </ul>	<ul style="list-style-type: none"> <li>• Requires on Premise tech</li> <li>• Expensive licensing</li> <li>• Revenue is support agreements</li> <li>• Hardware sales</li> <li>• Not invested in R&amp;D. on Autopilot</li> <li>• Rigid pricing structure</li> <li>• Focus on support renewal and adding licenses for MFP devices.</li> </ul>
	<ul style="list-style-type: none"> <li>• Good Product</li> <li>• Hardware on premise solution</li> <li>• Good for closed eco-systems (firewalled facilities)</li> </ul>	<ul style="list-style-type: none"> <li>• Cloud Based</li> <li>• Simple Licensing</li> <li>• No on-premise required</li> <li>• Custom Pricing and Flexible Terms</li> <li>• Unlimited Plans</li> <li>• Easy MFP Integration</li> </ul>	<ul style="list-style-type: none"> <li>• Recently acquired by OpenText</li> <li>• OpenText will ruin</li> <li>• MFP solution requires hardware</li> <li>• Hardware centric</li> <li>• Expensive and rigid pricing structure</li> </ul>
	<ul style="list-style-type: none"> <li>• On Premise Server Fax solution</li> </ul>	<ul style="list-style-type: none"> <li>• Cloud Based</li> <li>• Simple Licensing</li> <li>• No on-premise required</li> <li>• Custom Pricing and Flexible Terms</li> <li>• Unlimited Plans</li> <li>• Easy MFP Integration</li> </ul>	<ul style="list-style-type: none"> <li>• Onsite server and software required</li> <li>• Expensive</li> </ul>



	<ul style="list-style-type: none"> <li>• Huge Company</li> <li>• Large sales presence</li> <li>• Name recognition</li> </ul>	<ul style="list-style-type: none"> <li>• We offer month to month for all plans</li> <li>• Unlimited Plans</li> <li>• Better Tech support</li> <li>• Inexpensive Enterprise plans</li> </ul>	<ul style="list-style-type: none"> <li>• Long Expensive Contracts</li> <li>• Support is spotty</li> <li>• BAA usually costs extra</li> </ul>
	<ul style="list-style-type: none"> <li>• Good product</li> <li>• Specializes in Healthcare and HIPAA</li> </ul>	<ul style="list-style-type: none"> <li>• We offer month to month for all plans</li> <li>• Unlimited Plans</li> <li>• Better Tech support</li> <li>• Inexpensive Enterprise plans</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive</li> </ul>

**Main differentiators:**

**Flexibility:** Since WestFax is a separately, privately owned entity that owns the backend software and has a full team of developers, the company is able to offer customized solutions to their customers. This includes custom fax domains, custom web client interfaces, portals, MFP interfaces, etc. that no one else can. This is a huge advantage over the other solutions out there.

**Custom pricing models:** Other fax solutions (especially XMedius and RightFax) are so rigid in their pricing models that customers find it difficult to purchase the correct solution at the most cost-effective option. Back to being flexible, WestFax is able to offer an array of pricing options to their customers based on their needs. For example, WestFax can offer unlimited pages per month/per device if that is the best option for the customer. Or, sometimes it's a per page/per month, unlimited users, methodology. WestFax can also offer pricing plans that co-term with 3-5 year leases MFP dealers are adding fax technology to their service offerings.

**Guarantee Fax Delivery:** WestFax can help assure delivery of faxes due to backend TDM experience. Healthcare focus