GOFAX

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White-Label
Platform

Reseller Program

Contents

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About Us

GoFax is Australia's **#1 cloud-based Fax & SMS platform** for business

Servicing organisations Australia-wide across all industries – healthcare, finance, government, legal, retail and more

GoFax is proudly 100% Australian owned and operated, with our headquarters and team based on the Sunshine Coast in Queensland, Australia

We are leaders in providing our customers with unparalleled service and support

See our 5 star reviews here

★ ★ ★ ★ ★

Products & Services

- Versatile cloud-based online fax & SMS service

- Government accredited and compliant

- Business-grade reliability with multiple redundancies for 99.99% server uptime

- Powerful encryptions and security features

- Multiple add-ons including custom deployment options, fax receive numbers and virtual mobile numbers

- An easy-to-use, all-in-one platform with advanced features for fax & SMS to help meet the demands for all types of business requirements.

- Flexible integration options and multiple communications channels available including secure web portal, email, app or API integration.

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The Reseller Program

Designed for organisations looking to earn additional revenue by adding online fax and SMS to their existing product offerings. A completely customisable and re-brandable platform. We offer competitive wholesale prices setup on post-paid billing.

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Reseller Program

White-label platform

Completely customise the platform with your own branding as well as manage your own client accounts. Use your own branding, host the dashboard on your own sub-domain, email aliases, branded customer portal and more.

Enhanced management for reporting

With a corporate administration console – multi-tiered security access to setup and manage separate access permissions for your team and clients.

Business-grade solution

Higher reliability and success rate with infrastructure here in Australia.

Exclusive wholesale pricing

On-sell to your customers at your own rate with monthly post-paid billing options, allowing you to invoice your customers at your own pricing mark-up.

Reseller administration console

Multi-tiered security access to setup and manage separate access permissions for your team and clients.

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Reseller Program

Live Queues and Monitoring

Our Secure Management Dashboard provides you and your customers with real-time access and monitoring of fax and SMS queues.

Usage Reporting

Automated monthly reports for fax and SMS usage for you and your clients' accounts sent directly to your email.

Dedicated support

Receive the highest level of technical support to all white-label resellers

Promotional materials

Be provided with marketing collateral including content for your website to assist in boosting sales.

Benefits of the Reseller Program

Get ahead of the competition with GoFax's industry-leading platform

- Outmatch your competitors by adding online fax & SMS, capitalising on an additional revenue stream

- Provide your customers with the ability to retire their costly, unreliable and error prone legacy fax machines

- Improves security and ensures their faxing remains industry compliant.

- Reduces business costs and inefficiences

Build credibility with Australia's trusted fax and SMS provider

- When you choose GoFax, you're choosing a reliable, industry compliant, government accredited solution

- Tailor-made to provide your organisation with fax and SMS solutions that meet your customer's requirements

- Provides existing customers with increased value and choice of services

- Attract new customers and clients, ultimately improving business revenue

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Benefits of the Reseller Program

Receive best-in-class sales and support

- Receive a dedicated account manager

- Never be redirected to overseas sales or support teams

- Option for priority support, providing you with dedicated 24/7 support to ensure issues can be handled around the clock
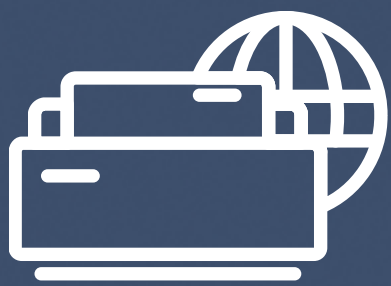
Boost business revenue with high commissions

- Competitive wholesale pricing

- Monthly post-paid billing options

- Invoice customers with your own custom pricing

- No infrastructure or hardware costs involved

- Provides your organisation with great profit margins and endless opportunities for scalability
- Attract new customers and clients, ultimately improving business revenue

Benefits of the Reseller Program

Guarantee customer compliance with advanced security measures

- We offer a secure and reliable, business-grade infrastructure-driven solution offering multi-site redundancy

- Provide your customers with peace of mind through our secure and reliable cloud-based infrastructure, with a 99.99% uptime guarantee

- Give your customers complete visibility over their fax and SMS communications with our secure management dashboard providing you and your customers with real-time access and monitoring of fax and SMS queues.

- Multi-tiered security access to setup and manage separate access permissions for your team and your customers

- Additional security options including auto-delete and data sovereignty

- Government accredited and compliant

Online Fax

Powerful, versatile and scalable cloud-based faxing solutions, designed to give you complete visibility and control over your organisation's fax management.

Benefits of Online Fax

Reduce significant costs and increase productivity

Cloud-based faxing solution without the need for any physical fax machines or servers to manage and maintain. Reduce your organisation's IT overheads.

Improve security and compliance

Best-in-class security encryption including true data sovereignty. Meet strict compliance standards across industries (HIPAA, HITECH & more).

Enhance reliability with minimum downtime

Business grade infrastructure offering outstanding uptime and reliability across our multi-site redundancy network.

Rapid deployment for high scalability

Scale at any size, with cloud-based services allowing for fast and simple deployments of sites and departments as needed.

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Online Fax Tools & Features

Live send queues

Access live send queues to view and manage your organisation's entire fax send and receive activity.

Reporting

Complete visibility across your organisation's fax communications. Automated monthly reports, departmental reporting and more.

Port existing fax numbers

Port any existing fax numbers to us. Redirect your incoming faxes with a temporary number, with no downtime during transition.

Fax broadcast

Send multiple faxes to an unlimited number of recipients, all at the same time. Useful for sending rosters or fax broadcasts.

Send high quality fax

Need to send a high resolution fax? Any fax transmissions through the GoFax platform can be sent as high quality.

Online Fax Tools & Features

Dynamic cover sheets

Have the option to add a dynamic cover sheet each time you send a fax. Customise the cover sheet with any details you need.

Fax scheduling

Schedule faxes to be sent later at a more convenient time or send them immediately.

100% NBN compatible

Our cloud-based faxing platform is 100% NBN ready, ensuring your organisation can continue to send & receive faxes without disruption.

International fax sending & receiving

Send & receive faxes internationally across our global carrier network to over 240 destinations.

Compatible with 13, 1300 and 1800 numbers

Send & receive faxes to 13, 1300 and 1800 numbers or assign a 13, 1300 and 1800 number to your organisation.

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Online SMS

Powerful business-grade SMS solutions to instantly connect with customers and staff. Integrate SMS into existing business workflows to improve customer engagement, drive communication & accelerate business growth.

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Benefits of Online SMS

Extreme flexibility & functionality

Packed with features for easy integration with your current business workflows and processes.

Simplify internal communications

Instantly reach employees and team members with SMS notifications, roster scheduling, SMS updates, alerts & more.

Maximise revenue & sales

Use SMS to reduce costs due to missed appointments and no-shows. Follow up customers and clients with automated reminders & alerts.

Rapid deployment for high scalability

Scale at any size, with online SMS services allowing for fast and simple deployments when you need it.

Online SMS Tools & Features

2-way SMS

Enable customers to respond to your SMS messages through 2-way SMS capability. Receive replies, follow up responses, track and manage replies & more.

Bulk SMS broadcast

Make sending multiple messages easy with SMS broadcast. Easily upload a list of contacts through CSV and send SMS messages to large audiences.

Dynamic SMS Fields

Personalise your SMS sends to your customers, clients and staff by inserting dynamic fields including first name, last name, company & more.

Global Coverage

Easily send SMS worldwide with GoFax's global carrier network, with SMS coverage in over 50 countries including Australia, New Zealand & more.

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Online SMS Tools & Features

Live send queues

Access live send queues to view and manage your organisation's entire SMS send and receive activity in real-time.

SMS templates

Save SMS templates online to easily access, manage and send a regular SMS to a list of contacts.

Free inbound replies

Receive replies from your customers, clients & staff via our free shared number. Replies will be received for up to 48 hours after the SMS has been delivered.

Dedicated virtual mobile number

Get a dedicated virtual SMS mobile number applied to your account as an added feature, allowing you to use a Sender ID for SMS broadcast and responses.

Maximum Data Security

IP restricted access

Restricts fax sending capability to chosen IP addresses. Ensure only internal employees have access to transmit fax documents through GoFax.

Auto-delete

Option to auto-delete sent & received faxes. Fax transmissions will still be recorded, but data will be auto-deleted from GoFax servers as soon as it's been successfully delivered or received.

True data sovereignty

Ensure your fax data stays in the country of origin. All GoFax databases and infrastructure are located within Australia, so your data won't leave the country or be subject to foreign laws.

Lifetime data storage & audit trail

All fax & SMS messages are stored on the cloud via AES 256bit encryption with lifetime storage, providing a comprehensive downloadable history and audit trail to align with security and compliance across industry standards.

Compliance & Accreditation

GoFax allows you and your clients to meet compliance needs and regulatory requirements across all industries

- GITC Accredited Q-5426 and QAssure assigned-11255

- HealthShare NSW – Approved vendor

- HIPAA - Health Insurance Portability and Accountability Act

- HCISPP - Healthcare Information Security & Privacy

- HITECH - Health Information Technology for Economic and Clinical Health Act

- APPs - Australian Privacy Principles

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Industries

Healthcare

- Trusted by thousands of healthcare professionals and providers

- Australia's #1 HIPAA compliant online fax & SMS service built for the healthcare industry

- Meet strict industry compliance and regulations

- Business-grade reliability with a multiple redundancy solution for a 99.99% server uptime

- Scalable solution to help meet the growing operational requirements for all sizes and shapes of healthcare organisations

- Keep patients your number one priority with secure online workflows for fax & SMS communications across healthcare

- Protect patient data

- Improve administrative inefficiencies

- Send & receive without interruption 24/7

- Support your digital transformation

- Connects directly with existing practice management systems

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Industries

Legal

- Industry-leading online fax & SMS solutions for law firms, legal professionals and services

- Maximum security protocols to meet strict industry regulations

- Eliminate manual processes, reduce operational costs and improve communications to maximise the value of your time for clients

- Seamlessly integrate fax and SMS functionality into existing systems and software

- Comprehensive downloadable audit trail and real-time viewing of fax & SMS sends for accountability and peace of mind

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Industries

Finance

- Secure, reliable, industry compliant online fax & SMS solution for banks and financial institutions

- Simple platform with no training required – equip employees to start sending and receiving fax & SMS instantly with no software or hardware downloads required.

- Integrate fax and SMS into existing business workflows to improve organisational efficiency and reduce administration costs

- Meet strict industry requirements by ensuring client data remains secure with comprehensive reporting tools and history of sent and received fax & SMS messages

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Industries

Government

- Australia's trusted fax & SMS solution for government agencies and organisations across Australia

- Protect data with maximum security protocols – multiple encryptions, SSL web service and more

- Streamline communications and eliminate manual processes and fax machines – the ultimate traditional fax and fax server replacement

- Protect the planet by reducing your carbon footprint with a 100% paperless solution

- Local, regional and national government agencies and departments are all challenged by pressures to reduce operations costs while improving efficiency

- Highest quality and reliability with ISDN business-grade technology

- Optional corporate account for multi-tier management, completely customisable platform and more

"Really easy to use and the price is fantastic."

- Shane, Sea Lake Post Office

Case Study

The challenge:

- Significant reliability and service issues with their current fax provider

- Disruptions meant vital financial information was not being transmitted successfully

- Caused business inefficiencies, impacting internal workflows and decreasing customer satisfaction with their clientelle

Business requirements:

- Advanced security and compliance protocols due to the nature of information being transacted via fax

- To easily port and setup existing fax numbers

- A quick and seamless migration from existing provider

- Maximum server uptime with zero disruptions

- A dedicated hands-on support team to assist with the move

Key results:

- Seamless migration to GoFax with minimum downtime to services

- The GoFax support team worked after hours to ensure a successful migration, including fax receive numbers

- Saw an immediate improvement in business processes, efficiency and productivity

"I can't thank the GoFax team enough for working with us from start to finish to ensure our move was easy and pain-free. Everything was setup, our fax numbers were ported over and we now don't have to worry about the reliability of our service. Our customers couldn't be happier."

- Andrew, Head of Operations and Service Delivery, IRESS

Case Study

StarHealth

The challenge:

- Existing off-shore fax provider was unreliable and inefficient and expensive

- Repeated transmission failures

- Poor quality of service and lack of customer support

Business requirements:

- To have an online fax service provider that could provide reliable and secure fax delivery

- To have access to extra security measures in place for the handling of sensitive patient information

- To provide patients with rapid delivery of COVID-19 test results To receive incoming faxes from a small number of distinctive fax numbers, convert and deliver them to specific email inboxes

- To allow employees to send faxes from their own email

- To have direct access to an Australian-based fax service provider with local hands-on support and assistance

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StarHealth

Key results:

- Improved the Star Health Group's automated workflows and processes

- Reduced print consumables, document storage and destruction costs

- Increased e-fax service reliability

- Reduced patient quarantine times by up to 24 hours

- Saved the organisation over $15,000 annually

"In revisiting the whole GoFax transition experience, Janelle and the team have been both a joy and relief to work with. Setup was a breeze, with our account being set up in minutes and very soon after our organisation was sending and receiving faxes direct from our email. After 3 months of operation, our projected savings were being actively realised best of all, GoFax's introduction meant the day-to-day gripes about the old system immediately vanished and our users were finally happy."

- Mike Diamond, ICT Manager, Star Health Group

CASE STUDY

Pricing

Tailored to your business' fax or SMS volume requirements

Monthly post-paid billing

Set your own custom pricing

Pricing (excl. GST)

- Send SMS from 4c
- Fax receive plans as low as $5/month
- Fax send from as low as 7c per page

Standard fees (excl. GST)

- Monthly License fee: $100
- Deposit: $300

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Additional services (excl. GST)

- Legal/security rates: $80 p/hour
- Contract changes: $80/hour
- Subdomain customisation: $200 one-off fee
- Priority support: $149.95/month
- Technical support: $80/hour
- Custom development: $180/hour
- Data sovereignty: 10%/volume
- FTP: $360 one-off fee and $10/month (per fax receive number)
- Virtual mobile number: $16/month
- Extra training: $80/hour

Sales & Marketing Package

Tailored Marketing Services

We offer additional marketing and promotional packages tailored to your business.
Depending on your requirements, this may include:

• Branded marketing collateral including brochures and website banners

• SEO optimised website content

• Digital advertising banners

Next Steps

Step 1: Discovery & Demo

- Discuss your business requirements with our team to determine what services you require and how we can best accommodate your communication needs. We'll provide you with a demonstration on the platform.
- Book a meeting here

Step 2: Agreement

- Our team will tailor an agreement and send it to you for your perusal and signature.

Step 3: Account Setup

- Once the contact has been signed and returned, our team will work with you to setup your account and portal, including customised branding and accounts required for your customers.

Step 4: Training and resources

- Your dedicated account manager will provide you with a free training session on how to use your new GoFax account. Additional training for you and your team is available at cost.

Step 5: Ready to go

- Great news! You're ready to start providing your customers with a secure and reliable online fax & SMS solution.

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Book a meeting here