



# CASE STUDY

## Enhancing print security to safeguard sensitive data



With over 100 million users across 60,000 organisations worldwide, PaperCut provides print management software - PaperCut MF - for printers and multifunction print devices (MFDs) to assist in the secure transmission of documents through a simple and user-friendly print experience.

Approached by PaperCut with a vision to expand their reach and connect to more users around the world, GoFax took the opportunity to partner with PaperCut to build a new integration.

PaperCut's collaboration with large print corporations including HP, Canon, Ricoh and Toshiba aid in the integration with GoFax, allowing both PaperCut and GoFax users with the ability to access PaperCut's network of connected MFDs around the globe and send faxes via their multifunction device using PaperCut's print management software.

## HOW DOES THE INTEGRATION WORK?

GoFax users can connect their account to PaperCut via the SMTP connector or API to quickly and seamlessly send fax documents through any PaperCut MF software-enabled MFD via the Scan to Fax function.

Users can easily scan a document and send it as a fax through a MFD using their GoFax account.

## THE INTEGRATION PROCESS:

GoFax's technical development team worked closely with PaperCut to implement the integration, creating a SMTP connector and API-based connector, providing GoFax users with two options when configuring the GoFax/PaperCut integration.

The SMTP connector allows users to fax a document they've scanned using a MFD and send it as an email via GoFax. The scanned document is submitted via email using the user's email service provider's SMTP gateway to GoFax and processed as a fax.

The API-based connector provides the same functionality as the SMTP connector, however, will connect and authenticate directly with a user's GoFax account to send faxes.

GoFax's technical development team also worked on developing an address book function, allowing users to access their GoFax address book within PaperCut's MF software on a MFD.

## THE GOFAX AND PAPER CUT INTEGRATION IS DESIGNED TO:

- ✓ Streamline organisations' business workflows by assisting in alleviating manual administrative tasks
- ✓ Connect organisations together through PaperCut's global network of MFDs
- ✓ Improve security by adding extra measures such as end-to-end encryption, user authentication and secure print release for documents faxed using PaperCut through a MFD
- ✓ Provide PaperCut users with a simple way to integrate GoFax fax functionality into existing communications workflows to eliminate physical fax machine usage

**Mat Buttrey**  
Senior Product  
Manager

“We wanted to connect with GoFax as we saw an opportunity for growth. Our vision at PaperCut is to build strong relationships with organisations that can help to expand our reach. Not only are we providing a way for GoFax customers to connect to millions of users around the world, we're also helping to make the environment a better place by removing the need for fax machine use in the office.”



Learn more about how our development team can customise an integration for your organisation.

Get in touch with our team today on **1300 928 872** or visit [www.gofax.com.au](http://www.gofax.com.au)