

CASE STUDY

Lane and etherFAX: A Powerful Partnership

About etherFAX®

The backbone of any good network is etherFAX.

etherFAX has been at the forefront of secure document delivery since 2009, providing a hybrid cloud Infrastructure-as-a-Service (IaaS) that allows businesses to exchange both structured and unstructured documents with ease. With three founding members, etherFAX has since grown exponentially, processing billions of fax pages every year and boasting the world's largest fax network: The Secure Exchange Network (SEN).

etherFAX is a leading provider of secure document delivery networks that facilitate fax communication. Its patented hybrid-cloud Software-as-a-Service (SaaS) eliminates the need for expensive and complex fax boards, media gateways, or other telephony infrastructure. Instead, it offers businesses unparalleled security when exchanging confidential documents. With its ability to operate in a HIPAA and SOC2® compliant environment that is HITRUST CSF® and PCI DSS certified, etherFAX has implemented multiple defense-in-depth strategies into its patented technology.

Lane and etherFAX have partnered together to provide businesses with a superior faxing solution that takes advantage of the latest technologies to meet the ever evolving needs of their customers. Together they have created a seamless transition process that allows customers to quickly set up and implement their new service while improving security protocols across their entire business network.





How the Partnership Began

Lane partners with etherFAX to deliver enterprise-grade faxing solutions.

The partnership between Lane and etherFAX began in July 2016 when etherFAX was looking for a reliable partner to offer its robust technology. Having done their due diligence on Lane, they were confident that their application would be easy to integrate with Passport, so the two companies began working closely together.

At first, the relationship primarily grew through business sales development representatives, who gave demonstrations of how easy Passport was to use. This sparked an even closer relationship between the two companies, as Lane wanted to ensure that etherFAX was taken care of every step of the way. To do this, they dedicated time and resources to attend conferences, create marketing collateral, and offer webinars as part of their commitment to etherFAX.

Moreover, both companies recognized Lane's partnership with Clinisys, (formerly Sunquest) as a valuable asset in strengthening their relationship. This proved instrumental in furthering their mutual understanding and finding faxing solutions for target markets such as healthcare. Through this recognition of each other's expertise and willingness to collaborate better solutions were created; ensuring the success of their joint venture from the beginning.

Ultimately, it was Lane's Sales Account Manager, Dave Rudnick, that took the lead role in creating and maintaining a strong bond between both companies from day one. His ability to recognize opportunities for improvement as well as provide quick response times was key in establishing a stable foundation for what has been a successful partnership ever since.



How etherFAX helps Lane's Customers Solve Critical Problems

Healthcare systems rely on etherFAX for patient health data transmissions.

By partnering with etherFAX, Lane's customers are able to solve critical problems quickly and securely. With etherFAX, Lane's customers can fax enable their systems, allowing them to quickly and reliably transfer patient health data between hospitals.

This not only improves the efficiency of healthcare operations but also helps ensure that hospitals are receiving accurate and reliable health data transmissions. Furthermore, since etherFAX offers HIPAA-compliant solutions for healthcare organizations it provides a secure way for Lane's customers to send confidential patient information.

By partnering with etherFAX, Lane's customers can efficiently meet the requirements set forth by HIPAA while also providing a reliable system for handling patient health data more accurately than ever before.





etherFAX's Favorite Part of Working with Lane

The relationship continues to grow, and our open communication builds trust and loyalty.

One of the biggest advantages that etherFAX has in working with Lane is their technical expertise. As a leader in the field of digital faxing, Lane understands the complexities and nuances involved in providing a secure, reliable faxing solution for businesses. Their team works hand-in-hand with etherFAX to ensure that all customers have an optimal experience and are fully satisfied with their product.

Another aspect of working with Lane that etherFAX enjoys is their like-minded attitude. In an industry where many don't understand exactly what they do, etherFAX finds it refreshing to partner with a company that "gets it" and can look at things from their angle. Dave and his team are open-minded and eager to offer solutions to problems posed by their customers or other partners, making them an ideal partner.

Working with Lane also gives etherFAX access to a much larger network of partners than they would be able to access if they worked alone. Many companies in the same space tend to keep themselves separate; however, due to the small family setting created by Lane, etherFAX has been able to introduce its services to other resellers as well as receive support from them when needed. This wide network has opened up new possibilities for both parties that wouldn't have been available otherwise.

Finally, one of the major benefits provided by working with Lane is hands-on experience for both sides. Since team members are always willing to give assistance and help out wherever needed – even lending a helping hand in troubleshooting – both companies have had opportunities to



learn from each other and grow together. This mutual respect has enabled them to provide better service for their customers, resulting in a loyal customer base for both companies that relies on them for excellent service every time.

Growing the Partnership into 2023 and Beyond

Lane's goal is to be etherFAX's biggest partner.

Lane and etherFAX have developed an incredibly strong partnership, built on continuous relationship and open communication that has grown trust and loyalty between both parties. The mutually beneficial nature of their collaboration has enabled them to support one another in ways that are unique to this partnership. Currently, Lane is an Authorized Reseller and Certified Integrator of etherFax's ERIS solution. Looking ahead to 2023 and beyond, Lane wants to become etherFAX's top reseller partner, a goal they are both highly motivated to achieve. To do so, they have discussed strategies for growth that will benefit both companies.

This is just the beginning of what will continue to be a fruitful collaboration going forward into the future. Additionally, etherFAX has made it clear that they would highly recommend Lane as a strategic partner for others in the faxing space. With such a solid foundation already in place, there is no doubt that Lane and etherFAX will continue to develop new opportunities for mutual growth throughout 2023 and beyond.

About Lane

Lane has been at the forefront of messaging communications for over 46 years and is now recognized internationally as a leader in fax integration across the financial, healthcare, manufacturing and transport industries. Based in the UK, US and Singapore, Lane has implemented systems across 50 countries and provided professional services in all time zones.

Lane offers the very best solutions for integrating fax servers as a part of wider communications networks. Lane delivers fax and messaging systems across entire organizations and into consolidated data networks, across one site, many sites or across borders.

For more information on Lane solutions, visit laneds.com.