



Customer Success Story:

NATIONAL INSURANCE COMPANY

Reducing Liability and Streamlining Administration

BACKGROUND

Our large Fortune 500 insurance-company client offers a variety of life, disability, and long-term-care insurance, as well as retirement planning and investment products. The company sells its services through a nationwide network of independent agents who are not employees.

Our client's independent agents receive faxes with various applications and other forms that contain personal health and financial information from their customers. This documentation is then faxed to the insurance company for processing.

OPPORTUNITY: SECURE TRANSMISSION OF PERSONAL INFORMATION

Many of these independent agents were purchasing their own eFax® consumer or retail products in order to fax conveniently to and from their desktops.

The insurance company, which was not an eFax Corporate® customer at the time, noticed the trend and realized that it could be at risk of regulatory noncompliance without a secure, business-class solution. It also saw the opportunity to provide a standard, easy-to-use solution for its agent network.

The company contacted an eFax Corporate representative, who explained that the Transport Layer Security (TLS) encryption feature offered by eFax Corporate was necessary for them to be in compliance with requirements of the Healthcare Portability and Accountability Act (HIPAA).

SOLUTION: HIGHER RELIABILITY AND LOWER LIABILITY WITH SIMPLE, SECURE FAXING

The company, in consultation with eFax Corporate, took the initiative to offer eFax Corporate's secure hosted fax service to its independent representatives through a resale program. Within three years, the resale program grew from providing eFax Corporate services to fewer than one hundred independent agents to its present number of over one thousand agents and growing.

The eFax Corporate cloud solution standardizes and secures faxes using the highest level of encryption.

eFax Corporate provides insurance sales offices with an easy-to-use service that allows agents to send and receive customer applications and other forms as PDF attachments through email messages. Each email attachment is sent over an encrypted connection from the agent's office to the insurance company headquarters to ensure complete privacy and regulatory compliance.

For our client, the use of eFax Corporate reduces the liability associated with the security of the personally identifiable information (PII) contained in these faxes that pass multiple hands—from the customer, to the representative, and then to the insurance company.

These faxes need to be completely secure while in transit from representative email inboxes to company headquarters. By securing faxes with the strongest encryption recommended by the United States government, our client eliminates the potential risks associated with noncompliance, including administrative action, fines, and loss of reputation.

HOW eFAX CORPORATE WORKS

It's simple: you send and receive faxes directly through your email program. If you send a fax, you receive a confirmation email with the number of pages sent. The faxes are encrypted while in transit using the TLS version 1.2 protocol.



This encryption protocol is recommended by the National Institute of Standards and Technology (NIST) for use by most agencies of the federal government, and by private industry groups. For example, TLS 1.2 is fully compliant with the requirements of HIPAA for healthcare security as well as with the 2018 Payment Card Industry Data Security Standard (PCI-DSS) requirements.

WITH eFAX CORPORATE YOU GAIN

- The number one global fax service for secure transmission of information.
- Reliability and customer support 24 x 7 x 365.
- Proof of reliability as illustrated by our extremely low corporate attrition rate.
- An intuitive end-user experience.
- Immediate access to fax numbers around the world with enterprise-wide administration and detailed reports from a single log-in.
- Solutions for desktop and application faxing.
- Integration with Outlook, SAP, Salesforce, and other workflow applications.
- Business continuity through critical systems redundancy and disaster recovery.

WITH eFAX CORPORATE YOU ELIMINATE

- Waiting, keying in wrong numbers, and losing faxes at a fax machine.
- Equipment maintenance, toner or ink purchasing, and staff time for managing or troubleshooting servers and software.
- Monthly telecom line expenses.



One word to describe eFax Corporate: Reliable

HERE'S HOW WE DO IT

Our clients send and receive more than 6 million faxes each day through eFax Corporate's globally distributed network of data centers and hosted colocations. How do we do this? By having visibility into all of our fax traffic all over the world from our network operations center in Hollywood, California.

- **Outage in one location due to extreme weather or disaster?** Business continuity and disaster recovery plans are in place, allowing us to automatically reroute from our geographically diverse, redundant servers.
- **Spike in traffic in one part of the world?** We support high traffic with additional servers that initiate automatically.

THIS IS OUR BUSINESS AND WE ARE THE MARKET LEADER

We are committed to secure transmission of information and are continuously innovating to keep our clients and their data secure. j2 Global® owns 58 issued U.S. and foreign patents, and has 49 pending patent applications. These patents and patent applications relate to various innovations in the fields of unified communications, multimedia messaging, Internet fax and voice messaging, and document management.

WHY eFAX CORPORATE? IT'S SECURE.

eFax Corporate provides security for data both while in transmission and at rest. This keeps you compliant with regulations set forth from HIPAA, the Gramm-Leach-Bliley Act (GLBA), the Sarbanes Oxley Act (SOX) and PCI.

- TLS 1.2 encryption of digital faxes over SMTP email
- Advanced Encryption Standard (AES) 256-bit encryption for digital faxes stored in the cloud

In addition, we can sign Business Associate Agreements (BAAs) for the protection of personal health information in accordance with HIPAA guidelines.

LEARN MORE

Find out how you can streamline your administrative tasks and increase security of your data. Contact eFax Corporate at **(888) 575-7958** or **corporatesales@mail.efax.com**.



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About eFax Corporate

eFax® is the world's leading online fax solution, with more than 11 million customers worldwide. eFax lets users receive, review, edit, sign, send, and store faxes by email or through a web interface. eFax offers plans for individual users and provides corporate solutions. eFax is a brand of the j2 Cloud Connect division of j2 Global,® Inc., and a registered trademark of j2 Cloud Services,™ Inc., and j2 Global Holdings Ltd. Learn more at enterprise.efax.com.