



### OVERVIEW

In the quest to optimize their productivity, organizations continually need to seek out solutions to everyday problems that can adversely affect their businesses. One such problem area plaguing businesses today is the reception of unsolicited advertisements sent via fax transmission otherwise called "junk faxes". These type of faxes are the faxed equivalent of junk e-mail otherwise known as "spam". Governing bodies, such as the Federal Communications Commission (FCC) in the United States, the Canadian Radio-television and Telecommunications Commission (CRTC) in Canada and La Commission Nationale de l'Informatique et des Libertés (CNIL) in France all provide stipulations regarding junk fax advertisements however the practice of sending junk faxes still exists.

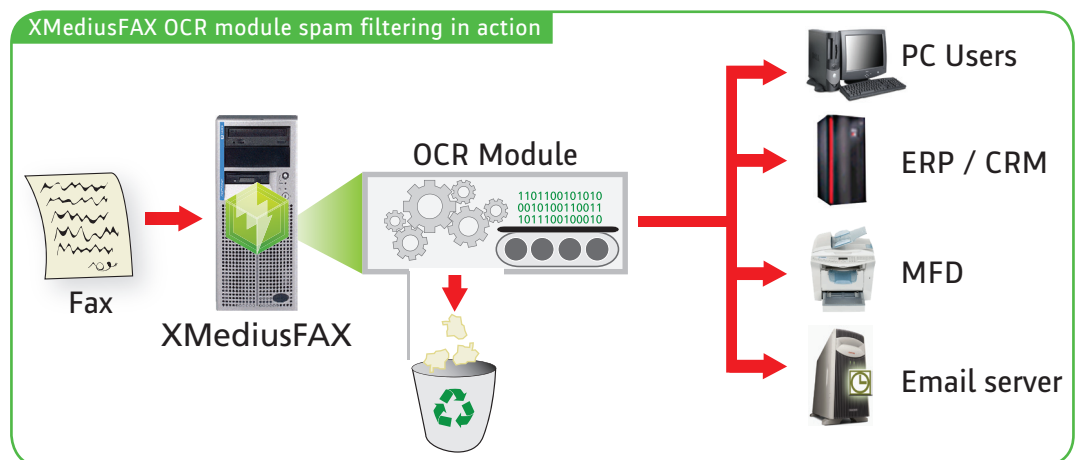
Organizations that use fax as a component of their communications infrastructure need sophisticated tools to ensure that junk faxes are effectively blocked and not allowed to permeate through their fax infrastructure. The filtering operation such as the one offered by the SPAM Filtering and Optical Character Recognition (OCR) module of XMediusFAX allows organizations interested in managing their inbound faxing traffic to distinguish between faxes deemed desirable and valid versus those considered to be junk.

### FEATURE DESCRIPTION

Optical Character Recognition (OCR) is the technology by which a paper document such as a sent fax is scanned upon reception and analyzed against a user's pre-defined text. The text may be a simple one word item or a string of words forming an expression. The pre-defined text forms the basis of a content filter acting upon the received fax. In this way, specific key words can be associated to potentially undesirable content and routed appropriately to a specific folder dedicated to storing junk faxes. They can be collectively viewed when time permits and then kept or deleted as desired.

OCR analysis can be enabled as part of the routing configuration which defines how an incoming fax will be managed. When enabled, the OCR software can analyze all pages of a received fax or only those specified by the Administrator. The OCR software module of XMediusFAX is an optional feature of the XMediusFAX Enterprise (ee) or Service Provider (sp) edition and integrates an OCR engine developed by Transym called TransymOCR. Sagem-Interstar provides the license for this feature upon purchase.

The figure below illustrates the process of an incoming fax as it enters the XMediusFAX fax server and is filtered by the XMediusFAX OCR module before being routed to its final destination(s) which may be any of the following: email address, printer, network folder or external application.



Can **UC**



what's missing?

Do not overlook **FAX** as a strategic component in your UC & converged IP solution.



## FEATURE BENEFITS

- Multilingual support with automatic language detection for English, French, Italian, German, Spanish, Portuguese for maximum character accuracy.
- Font independent and extended windows character set for optimized character recognition.
- Automatic correction of image rotation and inversion ensures received pages are scanned with the proper orientation.
- High performance OCR engine and scalability through distributed architecture offers maximum throughput and accuracy on received/scanned documents.
- Customized to operate within the XMediusFAX routing table, OCR provides integrated functionality with routing properties for maximum flexibility and ease of use. When used in accordance with other fax properties such as the ANI, DNIS and CSID Administrators can decrease misclassifications (i.e. false positives/negatives).

## CONCLUSION

Organizations that rely on faxing as part of their day to day operations can instill more productivity into their workflow by equipping themselves with tools that combat undesirable business practices such as the sending of junk faxes used by disreputable marketing companies. The OCR software module integrated within the XMediusFAX solution offers organizations who have deployed the Enterprise or Service Provider edition an opportunity to safeguard their network from being infiltrated by junk faxes. XMediusFAX's OCR functionality ensures fax users are kept more productive by shielding them from undesirable fax transmissions making their way into their work environment.

*For further information regarding the OCR feature, please contact your Sagem-Interstar sales representative.*

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