

Faxing: The "Dinosaur" That Just Won't Die

People have been predicting the death of faxing for over 15 years. Research shows that it hasn't happened, and isn't likely to happen any time soon.

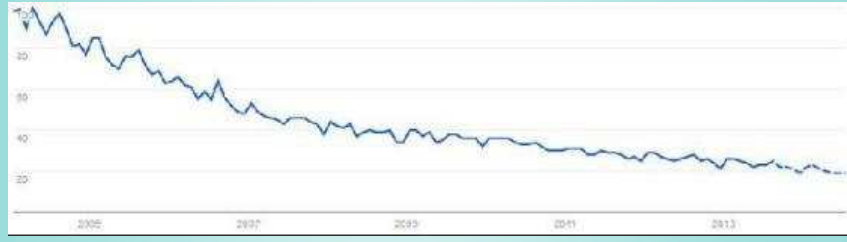
Top Countries: Fax users (per 1,000)



Japan: 93.31 United States: 55.28 Germany: 45.55
Sweden: 41.63 Denmark: 39.23 Norway: 36.04 France: 32.44
Netherlands: 31.43

Fax Machines Are Dead - Online Faxing is Alive

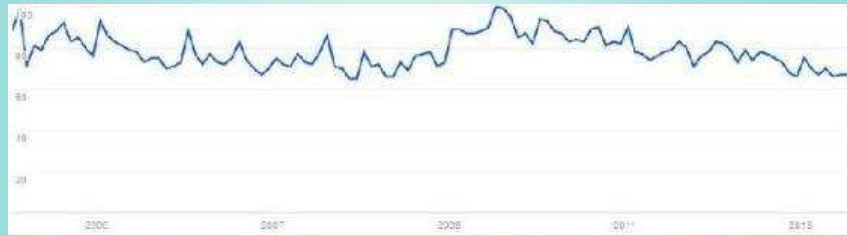
Search Trend: "Fax Machine"



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"...the business world has seen a major decline in the volume of fax transmissions, as volume moves to other internet based methods."

FaxAuthority.com

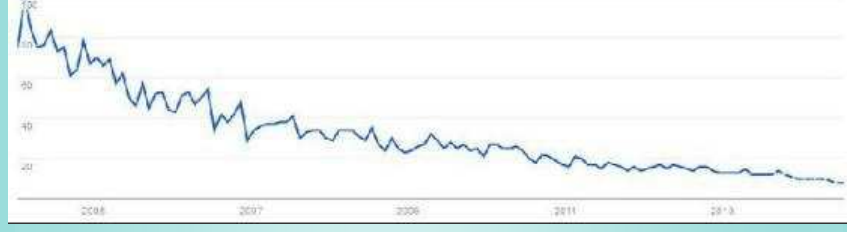
Search trend: "Online Fax"



Digital Signatures: Another Bullet Dodged

While eSigning is an incredible convenience and will continue to integrate into our lives, it didn't kill the fax, showing that faxing still has viable business uses besides one-off signatures.

Search Trend: "Digital Signatures"



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"...there remains a level of societal skepticism over the viability of digitally certified documents."

NBCNews.com

The Bottom Line

While email subsumed much of faxing, and fax machines are going the way of the Dodo, faxing has survived by adapting rather than succumbing to the internet, and it looks to be here to stay for years to come.

★ People Still Fax Because...

A fax number adds to credibility... some industries still require a paper trail... not everyone is up on the latest tech... reliable internet is not ubiquitous

★ \$350 Million

Computer Based Faxing market in 2010

▲ \$620 Million

Computer Based Faxing market in 2015