

## Executive Overview

Retarus is a global secure communication leader. We seek to be the trusted source for the best automated critical messaging for mid-sized to large enterprises, especially in highly regulated industries worldwide. We excel in providing businesses with modern, reliable and secure fax solutions, fully delivered via the cloud.

### Key facts:

- Decades of experience: founded in 1992
- US HQ in Secaucus, NJ: Global HQ in Munich, Germany
- Private company
- Offices and market coverage in North America, Europe, APAC
- 7 data centers (2 US, 3 Europe, 2 APAC)
- Gartner recognized as a global provider of enterprise cloud fax services
- #1 ranked Cloud Fax solution on Gartner Peer Insights: Overall rating of 4.7/5 (23 ratings) as of June 2024
- Customers include: JPMorgan Chase, Labcorp, Kroger, Travelers, Beth Israel Lahey Health
- Strategic Partners include: Accenture, Infosys, Kyndryl, T-Systems, and SAP

## Product & Service Offerings

- Cloud Fax
  - Enterprise grade, high-performance, cloud-based fax service
  - The right cloud faxing products for all processes: whether via APIs, web portal, email, print driver, or multi-function printers
- Transactional Email
  - Fully scalable, highly reliable high-volume transactional email service
  - Native integrations into industry applications, including Microsoft 365, Salesforce, SAP, and many more via standard interfaces and APIs
- Enterprise SMS
  - Global, bidirectional text messaging service
  - Native integrations to email clients, Windows and industry applications, including Salesforce, Oracle, SAP, and many more

## Sales Engineer Take On Best Fit

Retarus provides cloud-based messaging services, including fax, SMS, and email security. Their solutions optimize communication processes, ensuring business continuity, security, and performance. Retarus serves Fortune 500 companies across various industries.

- John Paullin, Director of Sales Engineering, UC/CC/AI

## Key Features & Differentiators

- **True enterprise-grade provider:** Performance, robustness, reliability, scale and service to fulfil the requirements of the world's most demanding businesses
- **Performance and reliability:** Maximum delivery rates and quick transmission, even for high volumes or large faxes. Redundancies for maximum uptime, even during disaster situations
- **Built for tech teams:** Deep insights into in- and outbound traffic via reporting, in-depth user administration and customization, e.g. of cover pages, status reports, transmission quality, etc. All accessible via self-service web portal
- **Migration and implementation:** Standard migration paths, transparent project planning and management by seasoned migration experts with no failed migration projects in almost 30 years
- **Customer support:** Own, technical experts, available 24x7x365; 95% first call resolution rate
- **Integrations:** Certified connectors and open standards allow integration into almost any business application, including Salesforce, Epic, MS365, Oracle, and more.
- **Company DNA:** Private, boutique software provider – full focus on customer satisfaction and excellent technology, not investors or shareholders. Continued investments into product portfolio, including Cloud Fax.

## Top Industries Served

- Financial Services
- Healthcare
- Insurance
- Other

## Ideal Customer Profile

Ideal customer profile

- Size: >1000 employees or high fax traffic (e.g., laboratories, hospital networks, insurance)
- Business needs:
  - Requires mission-critical communication services via fax, email, or SMS
  - Highly regulated (e.g. healthcare, finance)
  - Complicated IT landscape, e.g. through various subsidiaries or past M&A
- Compelling events:

- Cloud-first, VoIP, or consolidation project. Elimination of POTS lines.
- Microsoft 365 migration
- Downtime or security breach of current vendor
- M&A or carve-out

## Qualifying & Technical Questions

- What does your fax process look like? Who sends faxes and how? Using fax machines, a desktop solution, or business applications?
- Do you currently have a cloudification, VoIP, Microsoft 365 migration, or similar project? How do you ensure functional performant faxing in the new setup?
- What is your company's process for failed fax jobs? How much does each failed fax job cost your business?
- What's your solution in case of a system failure of your communications infrastructure? How do you ensure business continuity?
- How much does an hour of downtime cost in lost revenue and productivity?
- Is there room for improvement in your fax processes? Better delivery rates or higher uptime and scalability?
- If I could remove your faxing hardware completely in the next month, how valuable would that be for your organization?

## Elevator Pitch

Retarus Cloud Fax is a secure and compliant fax solution that helps businesses streamline their communication workflows. With Retarus, you can send and receive faxes directly from your email, ERP, or CRM system, saving time and reducing manual processes. Our solution uses encryption to protect sensitive data, ensuring compliance with industry-specific regulations like HIPAA and GDPR. Plus, our highly available infrastructure provides built-in redundancy, so your faxes are always delivered on time. Retarus Cloud Fax is the modern solution to outdated fax machines and a reliable way to communicate with your partners and customers.

## Objections & Rebuttals

**I'll just wait until we don't have to use fax anymore.**

Fax has been pronounced dead years ago, is still around & traffic is growing. Switching to cloud fax significantly improves the bottom line, and when the end of fax comes, it will be much easier and more efficient to scale down faxing and move to another one of Retarus' cloud messaging solutions.

**Cloud Fax is too expensive.**

Currently utilizing fax servers? Consider telco costs, data center costs, annual fees and upgrades, and the costs of stalled processes due to failed fax jobs. Additionally, cloud fax transforms the untransparent CAPEX of fax servers into OPEX and a single, transparent bill.

**A fax migration is too risky. What if something goes wrong?**

Understandable. Faxing is highly critical, and most businesses cannot afford any downtimes – which is why it's so important to switch to a

performant and reliable solution. Retarus has great experience in managing migration projects and allocates a dedicated project manager for each migration project. To minimize risk, migrate in a cascading fashion – application by application or subsidiary by subsidiary. Not a single failed migration project in Retarus' decades of history.

**I already have a fax solution (on-premises fax machines or servers).**

Switching from fax servers to Retarus Cloud Fax helps businesses in a number of ways: Better, more reliable communications processes without the efforts of maintaining physical servers, high scalability and dependable business continuity, lower costs, outsourcing fax-related issues to a specialized provider, adopting a solution fit for modernization projects such as Microsoft 365 migration, and more.

**I already have a fax solution (cloud fax).**

Switching from other cloud fax providers to Retarus Cloud Fax helps businesses in a number of ways: Increased productivity through better delivery rates and reliability, potential for inbound fax workflow automation using Intelligent Document Processing, better insights into traffic due to in-depth reporting capabilities, a more frictionless administration experience due to comprehensive configuration options and premier technical support, and more.