

## FAX BROADCAST

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### All Types of Businesses Use Odyssey to Deliver:

#### MORTGAGE

- Daily Rate Sheets
- Rate Lock Forms
- Loan Program Documents

#### SECURITIES

- AM Research Reports
- Money Market VARs
- Foreign Exchange Rates

#### PUBLISHING

- Subscription Offers
- Renewals/Requels
- Newsletters
- Ad Rate Sheets

#### NON-PROFIT ORGANIZATIONS

- Convention/Trade Show Promos
- Member Newsletters
- CE Program Enrollment
- Advocacies

#### HEALTHCARE

- Product Launches
- Crisis Communications
- Contraindications
- Drug Recalls

#### MARKETING

- Newsletters
  - Promotions
  - Event Invitations
  - Reminders
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*Fax continues to best serve many marketing and communications applications with its advantages of high response rates, simplicity, ubiquity, and cost effectiveness. Odyssey brings the latest technology to the high-volume fax broadcast applications resulting in increased speed of delivery and substantial cost savings.*

### Odyssey's Fax Broadcast Features:

- **V.FastFax Technology:** Odyssey's deployment of V.34 technology allows for the fastest transmission of your faxes possible, allowing for significant savings.
- **Hosted Launch Page:** Easily launch your own fax campaign utilizing the Odyssey Web Interface. Simply upload your document and list, then press Go!
- **Fax Personalization Tools:** Personalize your fax documents to capture attention with variable information, logos, graphics and disclaimers.
- **Detailed Reporting:** Track the effectiveness of your campaign with detailed delivery reports.
- **Automated Opt-Out:** Provide an easy way for your recipients to remove their fax numbers from your list.
- **Dedicated Customer Support:** Odyssey provides ongoing customer support, without charge, for all size accounts.

### Fully Integrated Email Delivery

- **Integrated Email and Fax List:** Unique to Odyssey is our ability to deliver messages to a mixed list of fax and email addresses, requiring only *one* list to manage, *one* report to audit and *one* job to reach every recipient simultaneously.
- **Single Delivery Platform:** Not only can you have one list, you can send your email and fax campaign from one platform, saving you time and increasing your efficiency.

### Odyssey offers the latest technology for fax broadcast applications:

- *Increased speed of delivery*
- *Substantial cost savings*
- *High response rates, simplicity and ubiquity*
- *Personalization to capture attention*

For more information on Odyssey's Fax Broadcast Services, visit [www.odysseyservices.net](http://www.odysseyservices.net) or call 1-888-661-9823.

*Odyssey's robust servers handle high-volume traffic, even at peak times, without compromise to speed or accuracy. Fax delivery is the fastest currently available, driven by Odyssey's deployment of V.34 technology.*

▶ **V.FastFax Technology**

*Odyssey's deployment of V.34 technology allows for the fastest transmission of your faxes possible resulting in significant savings.*

- Innovative fax technology for rapid, high volume delivery of fax communications.
- Increases the speed of delivery by 3 times over legacy technologies for substantial cost savings.

**Odyssey V.FastFax increases the speed of** transmissions by three times over legacy technologies. See for yourself! The example below is based on delivery of a 3-page fax:

TRANSMISSION SPEED COMPARISONS		
V.FastFax	33.6 kbps	34 seconds
V.17	14.4 kbps	100 seconds
9600 bps	9.6 kbps	133 seconds

▶ **Hosted Launch Page**

*Easily launch your own fax campaigns through the Odyssey Web Interface. Simply upload your document and list, then press Go!*

- Easy to use online job launch page.
- Upload your document and list to the Odyssey launch page on the fly or store them in your Odyssey Web Folders for future use.
- Preview your fax document online prior to delivery.
- Deliver your document instantly or schedule for a future date and time.
- Add a billing code for each campaign to track costs.
- Once you have launched your campaign, view status of delivery and download detailed delivery reports.
- Set up a specific JobType for your campaigns which saves your job options for all future deliveries, saving you time and minimizing errors.

▶ **Automated Opt-Out**

*Provide an easy way for recipients to unsubscribe from your list.*

- Provide a specific opt-out phone number and contact details for your recipients to opt-out from any future fax campaigns.
- Opt-out capability can be standard or customized.
- Apply best practice procedure to conform to the unsolicited fax advertisements law.

▶ **Fax Personalization Tools:**

*Personalize your fax documents to capture attention with variable information, logos, graphics and disclaimers. Odyssey offers multiple options for personalizing fax documents:*

- **Fax Banner Line** is simple and efficient, and by default, Odyssey accounts are provisioned so that the fax banner line at the top of the fax includes the following fields: Date, Time, Sender's Fax CSID, To: Recipient Name and page number/number of pages.
- **Fax Form or Stationery** is an overlay feature that can be used in a variety of fax applications, including those that require coversheets, filling in forms/tables and many "mailmerge" type applications, such as price sheet distribution, membership renewal forms, directory listing confirmation and updates, document fulfillment applications. Fax Form / Stationery options include Single or Multi Line Text, Font Selection, Justification, Multipage, Coversheet, and Letterhead/Logo.
- **Word Merge** works in conjunction with Microsoft Word's MailMerge functionality. Odyssey accepts the merge document "template" and an associated list "data source" and delivers a personalized fax.

**Detailed Reporting**

*Track the effectiveness of your campaign with detailed delivery reports.*

- Detailed delivery reports are available on Odyssey's Web Interface for download or can be automatically delivered to an email address after the completion of every fax campaign.
- View a snapshot of your campaign results with charts and graphs.
- A detailed delivery report provides the date, time, address, delivery status (sent, busy, error), and duration.
- Update your lists by removing or updating addresses.
- Compare results of multiple campaigns.

**Dedicated Customer Support**

*Odyssey provides ongoing customer support, without charge, for all size accounts.*

- Our live customer service representatives are available to answer questions and provide training, at no charge, to all size customers.
- Customers can utilize Odyssey customer service to set up personalization and job type options, as well as for the delivery of campaigns.

**FOR MORE INFORMATION ON ODYSSEY'S FAX BROADCAST SOLUTIONS VISIT [WWW.ODYSSEYSERVICES.NET](http://WWW.ODYSSEYSERVICES.NET) OR CALL CUSTOMER SERVICE AT 1-888-661-9823.**

