

## MEMORANDUM

DATE: March 5, 1990  
TO: Management Committee  
FROM: Earl Malit  
RE: Fax technology study - summary

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Fax technology is catching on in offices all over the country. The uses of fax boards and machines are myriad; end users send everything from important legal documents to lunch orders.

The report findings suggest good news for vendors of fax technology. Experts point to increased productivity as the key. Paul Schrock, senior analyst at McCracken Associates, observes, "The potential for substantive increases in the productivity of office workers is immense with the fax technology."

For their part, fax vendors are in agreement with those who say that the future is bright for their technology. "The day is not far off when fax machines are as common as copiers in business offices," claims Kathy Kasee, Director of Product Marketing at ChiFax Facsimile Technologies.

Small businessmen are quick to agree. "It's gotten to the point where I simply can't continue to conduct business without a fax," claims Terry Malacane, who runs a small law practice in Harlingen, Texas, "Right now, I spend too much time down at the local copy center picking up faxes."

Our study supports the claim that facsimile machines and facsimile boards will continue to see very high sales growth over the next few years. Attached are the detailed findings of our study, conducted from January to March of 1990, in which we interviewed over 2,000 randomly chosen businesspeople.

Regards,

Earl Malit

OEM/pab/March 5, 1990