



The un-official story behind Phaxio

Josh, my co-founder and a Wisconsin native, moved to Chicago a couple of months ago after working in New York City. Anybody who has moved knows that this entails much more than just renting a moving truck and getting an apartment. You need to find a new doctor, activate utilities, and file with the government for property taxes (along with a few hundred other taxes - what is a "wheel tax" anyway?).

For Josh, switching doctors seemed easy.

- Step 1. Find local doctors on Google.
- Step 2. Choose a doctor.
- Step 3. Schedule an appointment.
- Step 4. Have a beer

Alas, things didn't go as planned. After contacting the doctor, Josh was first instructed to fax over his medical history. So, after collecting his medical history, Josh faxed it in and got ready for Step 4.

Again, things didn't go as planned. His doctor's office received the fax but it was misplaced because one of the nurses lost it after removing it from the machine. So, they called Josh and asked him to fax his medical history again – so he did.

About an hour later Josh was contacted by another person at his doctor's office. "Our fax machine ran out of toner halfway through the fax so we only have the first half of your history. Can you fax it again tomorrow?"

We began to wonder why there wasn't a web service that could easily solve the issue the doctor's office was having. Hasn't some company created a solution for this already?

So we did some research. What we found were fax APIs that required awkward code constructs and had overcomplicated and uninformative front-ends. To make matters worse, almost every one had a pricing chart that left us feeling dizzy.

We built Phaxio to make integrating fax capabilities into a software system almost effortless. Our API is simple and powerful. Our graphical front-end is clean, useful, and informative. And our pricing is dead simple: 7 cents per page. There are no monthly subscription fees and no phone lines to buy.

But that's not all, Phaxio is redefining the way software systems use fax. Stay tuned for updates to our API: we have some new exciting features in store that you won't be able to find anywhere else.