TELECOM CTI selected the XMediusFAX Enterprise edition as its fax server of choice after evaluating several other competitive solutions on the market.

In testing against other competitive product offerings, XMediusFAX was deemed to offer the rich set of features and scalability that TELECOM CTI needed to equip itself for future growth. Most importantly, in migrating to an all-software fax solution, TELECOM CTI was freeing itself from equipping their server with costly fax cards which are prone to failure and require maintenance.

The XMediusFAX Enterprise edition T.38 FoIP-based solution provided users the ability to send and receive faxes from their email system, it proved to be problematic. Users experienced problems from activation codes that became inactive, hardware restarts, as well as communication errors related to fax reception.

Telecom CTI's main objective in their faxing requirements has always been to utilize the least amount of paper and provide the ability to access faxes from anywhere and anytime with no perceivable deterioration when compared to the original document.

In addition, as TELECOM CTI's growing customer base began to drive the need for greater throughput on the centralized fax server, the company wanted to explore other fax server systems on the market that could enable this expansion without the need to add specialized hardware fax cards to their server.

The timing of these events coincided with the company's migration to an IP based landscape. The existing analog PBX was being replaced by a Cisco based IP PBX. Analog based circuits were transferred over to a digital Primary Rate Interface (PRI) that would carry both voice and data, including fax traffic.

These requirements and events were decisive factors in seeking out a new fax server solution.

THE CLIENT

Telecom CTI headquartered in Montreal, Canada is a value added reseller (VAR) focused on small and medium sized businesses. The company provides and designs solutions for businesses that simplify their voice, data, Internet, wireless, fax and video needs into a single integrated, powerful multimedia network. By offering a complete portfolio of award winning telecommunications solutions from among world leading manufacturers, TELECOM CTI helps their customers drive profitability and productivity into their respective businesses, and in turn, establish a durable business relationship with them.

TELECOM CTI currently employs 20 people who provide value-added services that include design, installation, configuration, training, maintenance and monitoring. Every employee within the company uses fax services. On a daily basis, the company transmits and receives approximately 1500 fax pages. They send and receive a wide variety of faxes in MS Word, Excel, PowerPoint and .PDF formats and each transaction is considered to be extremely important in their day-to-day activities.

Recently, as part of its wide range of service offerings, TELECOM CTI has introduced a new fax hosting service called “eFax2eMail” to its end customers in the metropolitan Montreal area. This service was enabled by installing the XMediusFAX Enterprise edition fax server software within its VoIP based infrastructure and offering their end customers a subscription based service. To use the eFax2eMail system, customers could choose to get a new fax number issued to them or optionally convert their existing fax number.

With this system in place customers can send documents via e-mail to Telecom CTI’s XMediusFAX fax server which converts the documents into a faxable format and then reroutes the fax to the final destination as specified in the e-mail message. When a customer is sent a fax to their fax number, XMediusFAX receives the fax and converts it to an industry standard format and then sends it to the customers e-mail address.

THE CHALLENGE

Prior to implementing the XMediusFAX Fax over IP (FoIP) solution, TELECOM CTI was using RightFax: a competitive fax server solution. Although RightFax also provided users the ability to send and receive faxes from their email system, it proved to be problematic. Users experienced problems from activation codes that became inactive, hardware restarts, as well as communication errors related to fax reception.

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These requirements and events were decisive factors in seeking out a new fax server solution.
Do not overlook FAX as a strategic component in your UC & converged IP solution.

THE SOLUTION
To address their objectives and requirements, TELECOM CTI explored several other fax server solutions on the market, including Omnifax, Microsoft’s offering, as well as an upgrade of RightFax.

After testing the competitive products, Telecom CTI selected the XMediusFAX Enterprise edition fax server software with T.38 FoIP technology. The solution was deemed vastly superior to other offerings they tested or have used in the past. XMediusFAX’s ease-of-use permitted a quick ramp-up with minimal training requirements.

In implementing an XMediusFAX software-only fax server solution, TELECOM CTI:

- Easily integrated with their Cisco IP PBX to drive cost savings and minimize network management.
- Enabled the potential for future growth by simply licensing extra channels – no extra hardware or third party kits.
- Achieved operational simplicity in sending and receiving faxes from a wide spectrum of interfaces (i.e., desktop email clients, MFDs cell phones, etc.) with guaranteed performance.

BENEFIT AND RESULTS
Deploying the XMediusFAX solution within their organization has provided TELECOM CTI a reliable and robust solution for the delivery of their “eFax2eMail” service to their customers.

By consolidating their voice and data networks onto a Cisco based unified platform, they have effectively leveraged the seamless interoperability of the XMediusFAX FoIP software solution with VoIP gateways, IPBXs, voicemail systems LDAP directories, and MFDs.

The Enterprise edition is field proven to manage large fax volumes and deliver high levels of security, advanced integration, and monitoring & reporting capabilities and thus provides TELECOM CTI a feature rich and scalable solution to serve its growing customer base.

The company is currently reaping the following benefits:

- Estimated savings of $12,000/year
- Heightened productivity
- Reduced Total Cost of Ownership (TCO)
- Improved reliability and secure fax delivery

TESTIMONIAL
“Our organization is extremely satisfied in our migration to the XMediusFAX fax solution. They are especially pleased with certain functions such as the ability to merge documents from various applications into a single fax. In all, XMediusFAX has enabled us to realize operational savings of approximately $1000/month while facilitating our delivery of a value added service to our customers. I hope to have all our employees using the software. I rate this product and the service received in helping us deploy the fax server software an unequivocal A+”

Valentin Cimpan
President
TELECOM CTI

XMediusFAX Enterprise Edition in operations with a Value Added Reseller

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