



SERVICE PROVIDER EDITION

BOARDLESS, T.38 MULTI-TENANT FAX OVER IP SERVER

Case Study

XMediusFAX™ SP edition REPLACES
COMPETITIVE PRODUCT at GENEX SERVICES, INC.

THE CLIENT

GENEX Services, Inc. (GENEX), founded in 1978 and headquartered in Wayne, Pennsylvania operates as a managed care organization. The company's 2,200 medical and business professionals provide comprehensive care solutions to more than 1,200 clients from 120 locations throughout the United States, Puerto Rico and Canada.

The company is focused on controlling health care costs and reducing disability expenses. They are among the nation's leading providers of cost-containment and fully integrated care management services in the occupational, non-occupational, auto, and group healthcare markets. GENEX clients include self-insured employers, insurance carriers, managed care organizations and third party administrators.

Serving an industry where cost containment is a key factor in doing business, GENEX seeks to drive efficient business processes to deliver their services to their customer base. Faxing is one such business process.

Every employee within the organization is a fax user. A wide variety of faxes in MS Word and .PDF formats are a critical part of their daily transactions. It is estimated that 90% of the business relies on faxing.

THE CHALLENGE

Prior to implementing the XMediusFAX Fax over IP (FoIP) solution, GENEX was using RightFax; a competitive fax server solution. Relying on specialized hardware fax boards, the RightFax solution often suffered from channels locking up and causing faxes to be dropped. To remedy such bottlenecks, the fax-server often required system resets to re-establish functionality on the channels.

The cost and reliability of the existing fax server solution at GENEX was brought to the forefront. Business needs and subscriber requirements exerted a more robust system that could easily scale and provide a lower Total Cost of Ownership (TCO).

A new enterprise fax solution was required; one that could manage GENEX's daily fax volumes in a stable and reliable fashion while seamlessly interoperating within their Cisco IP Unified Communications environment.

While attending an annual Cisco IP Telecommunications User Group (CIPTUG) conference and networking with a several Sagem-Interstar clients, GENEX would be steered in the direction of the XMediusFAX SP edition with T.38 FoIP based technology.

To prove-in the solution, XMediusFAX would need to undergo extensive testing performed by GENEX against a list of qualifications necessary for a replacement product.



GENEX evaluated the XMediusFAX Service Provider (SP) edition after receiving recommendations from several of Sagem-Interstar's customers at an annual CIPTUG conference. After extensive testing, XMediusFAX was seen as the obvious replacement product to their existing RightFAX solution.

Migrating to the XMediusFAX software-only fax solution permitted GENEX to replace its boarded fax server and accomplish their objective of having less hardware within their infrastructure. Costly fax boards prone to failure and maintenance would be a thing of the past.

The XMediusFAX SP edition T.38 FoIP-based solution provided a robust and cost effective solution for GENEX's Cisco based VoIP platform, resulting in increased productivity and satisfaction levels amongst their employees and customers.



Can **UC**



what's missing?

Do not overlook **FAX** as a strategic component in your UC & converged IP solution.



THE SOLUTION

After performing extensive testing, the XMediusFAX SP edition was selected and implemented because of its feature rich set of capabilities, ease of administration and compelling ROI case.

For over a year, GENEX has been running their faxing operations on Sagem-Interstar's XMediusFAX SP edition. Connected directly to a 3800 series voice gateway within a Cisco Unified Communications environment, XMediusFAX utilizes GENEX's VoIP backbone for fax communications and is fully integrated throughout the company.

In implementing a 48 channel XMediusFAX software-only fax server solution in a virtualized environment, GENEX Services:

- Easily integrated with their Cisco based VoIP platform to drive cost savings and minimize network management
- Migrated to a boardless platform (i.e., not require expensive fax boards)
- Met the needs of its office based employees as well as its remote subscribers via its XMediusFAX client, (SendFAX), Web client, and Outlook integration
- Enabled the potential for future growth by simply licensing extra channels – no extra hardware or third party kits

BENEFITS AND RESULTS

Deploying the XMediusFAX SP edition within their communications infrastructure has provided GENEX a reliable and robust solution for their employees and customers.

GENEX has further benefitted by providing assurances to its customers by demonstrating preparedness for HIPAA compliance through the ability to archive and create an audit trail of all fax transactions.

The SP edition is field proven to manage large fax volumes and deliver high levels of scalability survivability, security, and advanced integration capabilities.

The company is currently reaping the following benefits:

- Increased fax success rate and client satisfaction while reducing the administration time for managing the fax process
- Operational simplicity
- Increased ROI on current VoIP investment
- Increased organizational productivity by approximately 40%
- Reduced Total Cost of Ownership (TCO)
- Improved reliability and secure fax delivery

TESTIMONIAL

“Based on recommendations from other users and extensive testing within our company, we were convinced that XMediusFAX was the fax server solution for us. By successfully migrating over to XMediusFAX, our employees are more productive and no longer bound by bottlenecks that used to plague our previous fax server solution. XMediusFAX met our company's cost and reliability objectives and allowed us to leverage our existing Cisco IP infrastructure. Overall, the product has provided increased ROI and satisfaction levels for our staff and customer base. We simply love the product!”

Gerard T. Longo
Messaging & Voice Platforms
Engineer
GENEX Services, Inc.

XMediusFAX SP Edition meeting the needs of the Managed Health Care industry

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