

# XMediusFAX® – the crucial piece of the unified messaging puzzle

## The Ongoing Relevance and Costs of Fax

There's no such thing as the completely paperless office. The rise of the Internet and the ubiquity of email haven't changed the fact that paper documents have to make their way from one office to another – and that's why fax remains a necessary communications technology for global businesses.

According to fax industry analyst firm Davidson Consulting, more than 100 billion fax pages are still being transmitted around the globe annually. Over the course of a year, this can add up to thousands or even millions of dollars spent on analog equipment and fax supplies. Research firm Gartner estimates that the total market for printers, copiers, faxes and multifunction devices (MFDs) in the United States will grow 20% a year to 37 million units by 2008.

Since the emergence of fax as a mainstream technology, the number of fax transmissions is exceeded only by the number of telephone calls.

The Gallup Institute and the Institute for the Future state that knowledge workers currently handle an average of 178 documents a week. That's dozens of invoices and purchase orders, queries, confirmations, and communiqués every day; thousands of them every year.

More so than email, faxes are perceived as "real," and legally binding. That's why a signature on a fax is legal, yet there is no compelling standard for digital signatures.

Up until now, however, the convenience of fax has come at a high price; each fax machine requires its own leased telephone line and expensive, quickly depleted supplies.

Deploying fax in an enterprise organization means dozens of fax machines, inward and outward trunk lines and extensions to the corporate PBX system, maintenance, training, and other costs.

And most fax transmissions are daytime long-distance calls during peak hours – costing typical Fortune 500 companies \$15 million a year – up to 40% of their telecom overhead.

But what if you could combine the convenience, cost-savings and speed of Internet communications with the ubiquity of fax, directly, securely, faster, and at dramatically lower cost?

Welcome to the age of the fax server and unified messaging.

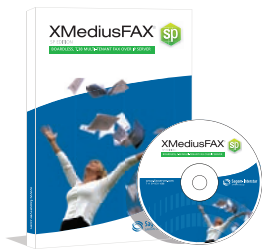
## FAX SERVER FACTS

**Fax is here to stay.** "Fax retains advantages over email – never-think-about-it compatibility, retention of the format of complex documents, sending documents that are virtually uneditable (you don't want recipients editing the invoices and contracts you transmit to them). . . . Fax . . . will remain a primary way to send documents for decades."  
– Davidson Consulting

**Fax servers save money.** According to a Pitney Bowes survey, the average Fortune 500 company spends \$15 million a year on faxing alone. That's including supplies, fax machine leasing costs, long-distance costs, trunk line costs, electricity, and the time and labour involved in manual faxing. With fax servers, many of those costs can be drastically reduced – up to 90% in some cases.

**Sagem-Interstar brings fax into the 21st century.** As an R&D-led company, Sagem-Interstar has brought key innovations to the fax industry. With award-winning solutions such as XMediusFAX, Sagem-Interstar is at the forefront of IP communications. Our fax products integrate with networked multifunction printers, enterprise messaging systems and e-business solutions, making fax more relevant and useful than ever before.





Sagem-Interstar is the pioneer and global leader in boardless IP fax.

XMEDIUSFAX SOFTWARE – BOARDLESS T.38 FOIP FAX SERVER

## Your Unified Messaging IP Fax Solution

A fax server is conceptually similar to a network print server. Fax commands are sent from desktop users to the fax server, where documents are rasterized. Instead of being printed, they are sent as fax transmissions. The fax server converts incoming faxes back to a standard TIFF fax image file.

Sagem-Interstar fax servers use two methods for transmission and reception. XMEDIUSFAX, our flagship T.38 Fax over IP (FoIP) server, uses VoIP networks and gateways, requiring no specialized hardware. LightningFAX, our award-winning enterprise fax server, uses PCI fax boards that interface with T1, E1 or analog lines.

The major advantage of the fax server is its integration with networks, software and hardware devices. For example, fax servers are most commonly integrated with corporate email systems; incoming faxes arrive directly and securely in workers' inboxes – no wasted paper printouts, no sensitive information left in the open for anyone to see.

By leveraging existing email, WAN and VPN connections, internal faxes can be routed between branch offices without ever incurring a long-distance phone bill!

Using Least Cost Routing (LCR), outbound faxes travel over WANs or VoIP networks for the longest possible distance before reaching a local fax server, gateway or VoIP Point of Presence (POP). This way, fax-related long-distance costs are reduced to virtually zero.

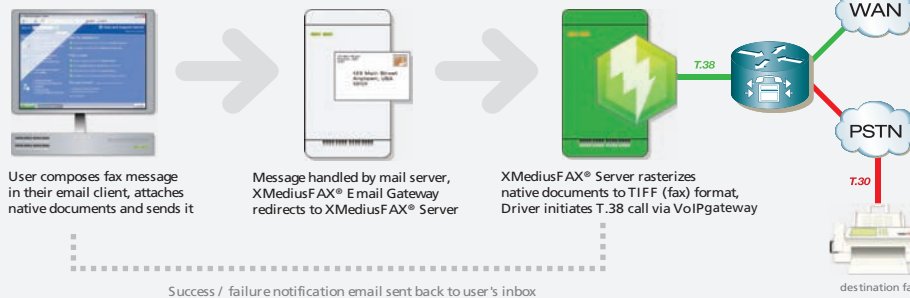
Fax servers allow for considerable reduction in fixed costs; the expense of separate leased trunk lines and services such as Direct Inward Dial for fax machines is eliminated as fax traffic is consolidated via the server. In the case of XMEDIUSFAX, by using commercial VoIP networks or voice VPNs, it can eliminate the need for analog lines completely.

The convenience of unified messaging is critical for organizations with multiple locations or highly mobile workers. Being able to get faxes, voice-mail\* and email via a single interface saves time and money.

Sagem-Interstar's fax servers have unparalleled automation capabilities via XML, Java/CORBA, and native scripting interfaces. Applications include fax broadcasting; integration with CRM, call-center or invoicing systems; and automatic data entry, routing and spam filtering of received faxes via OCR.

To learn more, call us or visit our website at [www.faxserver.com](http://www.faxserver.com).

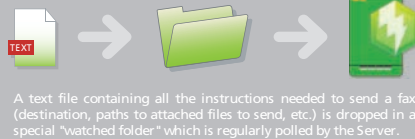
### 1 OUTBOUND FAX VIA EMAIL INTEGRATION



### 2 SENDFAX / PRINT-TO-FAX



### 3 AUTOMATED FAXING API



\* Requires compatible unified messaging system such as those available from Avaya and Cisco

Distributor/Reseller:

### North America / Asia SAGEM-INTERSTAR INC.

455 Fenelon Blvd., Suite 112  
Montreal (Dorval), Quebec, H9S 5T8 CANADA  
Toll-free U.S./Canada: 1-888-766-1668 or  
Tel.: +1 514-631-1668 – Fax: +1 514-633-1439  
[sales@faxserver.com](mailto:sales@faxserver.com)

### EMEA SAGEM COMMUNICATION (SAFRAN GROUP)

Broadband Business Group  
Printing Terminals

Le Ponant de Paris  
27, rue Leblanc – 75015 Paris – FRANCE  
Tel.: +33 1 58 11 77 00 – Fax: +33 1 58 11 77 50  
[xmedius.sales.emea@sagem.com](mailto:xmedius.sales.emea@sagem.com)

### SAGEM-INTERSTAR INC.

Headquarters

455 Fenelon Blvd., Suite 112  
Montreal (Dorval), Quebec, H9S 5T8 CANADA  
Toll-free U.S./Canada: 1-888-766-1668 or  
Tel.: +1 514-631-1668 – Fax: +1 514-633-1439  
[info@faxserver.com](mailto:info@faxserver.com)  
[www.faxserver.com](http://www.faxserver.com)



All Rights Reserved © July 2007 • Sagem-Interstar Inc. XMEDIUSFAX is a registered trademark of Sagem-Interstar Inc. • All other products, services, companies, events and publications are trademarks, registered trademarks or service marks of their respective owners. • Printed in Canada • Sagem-Interstar-UnifiedMessaging-EN-RevB