



XMediusFAX® is Cisco Compatible

Cisco resellers choose to add XMediusFAX for comprehensive unified messaging

Enterprises and service providers are transitioning to Voice Over IP (VoIP) networks to reap the benefits of lower costs; better features; and improved productivity, single-network manageability, unified communications and business workflow.

VoIP is becoming more prevalent, and among Cisco resellers, Fax Over IP (FoIP) is gaining recognition as a vital component of unified messaging.

As a certified Cisco Technology Developer Partner, Interstar Technologies offers a unique T.38 Fax Over IP server application that interoperates with and leverages the T.38 Fax Relay capabilities of the Cisco VoIP gateways. Together with Cisco Unity, Interstar's XMediusFAX allows faxes to share a common inbox, along with email, voice and data.

Boardless or boarded

Awarded for its innovation and killer app qualities, the XMediusFAX technology differentiates itself as the world's first IP fax server

software with a boardless approach to fax-enabling VoIP networks. XMediusFAX can also be deployed with fax boards to cater to organizations with legacy infrastructures.

XMediusFAX benefits

The average Fortune 500 company spends millions per year in fax messaging, which includes telco costs and long-distance transmission, according to the International Data Corporation (IDC).

XMediusFAX, a stellar solution that Cisco resellers can depend on, provides:

- Dramatic cost reductions, since it rids VoIP networks of any dedicated analog POTS lines for faxing.
- Software-based T.38 Fax Relay. Lowers costs since no fax boards are required.
- Usability: simple installation, setup and configuration with no special fax client to install.
- Desktop faxing to boost employee productivity. Full web client.
- Complete Active Directory inte-

gration so contact information is centralized, and no directory synchronization or extra fax server user database is required.

- New value-added services for service providers.
- Customization: Integration with enterprise business processes and applications through API toolkits and customization services.
- Ultra-scalability and load balancing.
- Future-ready investment for both planned and installed VoIP networks.

Fax stats

The worldwide faxing market at the start of the new millennium was estimated to be worth more than \$80 billion US. Fax technology is evolving rapidly with today's requirements.

Per Davidson Consulting's Computer-Based Fax Report (2004-2009), the fax server market is expected to grow by a 6.8% CAGR from \$270 million in 2004 to \$375 million in 2009.



Interstar
CHANGING THE WAY YOU FAX™

Low Total Cost of Ownership (TCO) makes XMediusFAX very attractive.

XMediusFAX is the first IP fax server software on the market that doesn't require expensive fax boards and complex hardware configurations. It requires low initial investment and annual maintenance, since analog phone lines, fax boards, toner, paper, and hardware maintenance are no longer required.

XMediusFAX' built-in Least Cost Routing support routes faxes to the system resource closest to the destination, virtually eliminating long-distance costs.



Technology Developer Partner



For enterprises, government and service providers of all sizes



XMediusFAX Express Edition – a boardless T.38 Fax Over IP solution for lighter fax usage (4 fax channels, 100 users or less).



XMediusFAX Enterprise Edition – a T.38 Fax Over IP solution for small to medium businesses. Operates boardless or with fax boards.



XMediusFAX Service Provider Edition – a multi-tenant, T.38 Fax Over IP solution for service providers and large enterprises. Operates boardless or with fax boards.

Email is not legally binding

Today, customers understand that faxing is a mission-critical process. Email has not replaced fax. Documents such as purchase orders, contracts, and forms, require physical signatures. Currently, fax is the only universally-accepted way to transmit these documents electronically.

Fax broadcasting and production faxing are also integral parts of business and e-commerce automation. They are crucial channels for distribution of invoices, information updates, and other documents.

Supported Cisco VoIP Gateways

- 1700, 1800, 2600, 2800, 3600, 3700 and 3800 Series
- AS5300, AS5400 and AS5800 Series

Why choose XMediusFAX?

- **Lower TCO.** Traditional faxing is expensive. FoIP is an economic incentive to reduce cost, and improve productivity and ROI.
- **Easy migration from legacy deployments.** As a software-based solution, XMediusFAX enables organizations with large investments in VoIP networks to break free from legacy PBX telephony, specialized hardware and leased lines.
- **Fault-tolerance. Redundancy. No downtime and interruptions.** XMediusFAX ensures mission-critical faxes maintain their continuous flow within your business processes.
- **Scalability.** One XMediusFAX server can be scaled up to accommodate 120 fax channels (XMF EE) or 240 fax channels (XMF SP), as well as unlimited users. As a 100% software-based product, it is easy to upgrade and resize per evolving business needs.
- **Reduce paper consumption.** Users print faxes only as required.
- **Centralized archiving. No more lost faxes.** Faxes passing through the XMediusFAX server are automatically stored in a central location for easy file management, tracking, forwarding and retrieval.
- **Regulatory compliance and privacy.** New information security initiatives in legislation, such as HIPAA, Sarbanes-Oxley Act, DITSCAP, Patriot Act, Gramm-Leach-Bliley Act, Data Protection Act, PIPEDA, and European Union Directive 95/46/EC emphasize a need for enhanced privacy protection and document transmission security.

XMediusFAX already adds one level of security, which is direct delivery to the intended recipient. It can also be combined with VoIP encryption to ensure secure transmission across VoIP VPN networks.

Cisco Compatibility

Interstar is committed to providing innovative unified messaging products that add value to Cisco products, and create new opportunities for Cisco resellers.

Benefits for the Cisco reseller:

- **Cisco Compatible.** XMediusFAX links you closer to your Cisco clients. It is a great add-on to new Cisco VoIP solutions, and is compatible with a wide selection of routers and gateways.
- **Filling the unified messaging gap.** With Cisco VoIP solutions, Unity Messaging, CallManager, and XMediusFAX, you can now offer a complete unified messaging solution with carrier-class offerings that combine email, voice and fax messaging.
- **New revenues for resellers and service providers.** XMediusFAX helps you generate new business from your existing customer base. Even if your customers haven't made the leap to VoIP yet, they can still use XMediusFAX if they have compatible Cisco hardware. Due to its ease of use and cost-effectiveness, XMediusFAX appeals to Cisco-based service providers as a value-added, subscription-based feature for their customers.



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