



XMediusFAX™



AXP EDITION

BOARDLESS, T.38 FAX OVER IP SERVER

Case Study

XMediusFAX™ AXP edition enables fax integration into the converged telecom landscape at Aventa Credit Union

THE CLIENT

Aventa Credit Union (Aventa) is a chartered financial institution with three branches located in Colorado Springs, Colorado. Operating since 1957, Aventa is a non-profit institution with a membership of 18000 and is composed of employees from the city's fire, utilities, general city and police departments, a city-owned hospital, and the regional arts council. Those joining Aventa are member/owners of a cooperative who enjoy distinct benefits. In addition to offering a wide range of financial services, Aventa members vote once a year to select the credit union Board of Directors. As a non-profit institution, Aventa also affords its members higher investment and lower loan rates.

On a daily basis Aventa's 50 employees send and receive an average of 60 faxes. Mortgage documents, loan applications, pay stubs, home owners insurance, settlement statements, credit applications, title guarantees, member requests, purchase orders and

invoices are among the types of documents being processed. Each document is considered to be critically sensitive.

As a forward thinking, technologically advanced institution with a growing membership, Aventa strives to take advantages of the economies of scale as it provides more sophisticated services to its membership. Investigating state-of-the-art technologies to improve productivity and streamline business processes is a primary concern for Aventa. In this regard, the new Cisco AXP-XMediusFAX Fax over IP solution has been targeted as a key technology for adoption.

THE CHALLENGE

Prior to Q1 of 2009, Aventa relied on traditional fax machines distributed throughout their three branch locations. In addition, they had subscribed to an eFax service to provide convenience to employees who had undergone interdepartmental moves and in the process had lost access to fax machines. In time, both situations proved to be inadequate. Fax machines often broke down and required maintenance and the eFax service proved to be unreliable and not well supported by the vendor.

Frustration mounted as day-to-day timely fax communications between member service representatives and the members were often hampered thus impacting overall productivity.

As part of a complete redesign to address Aventa's convergence of voice and data networks, it was only logical to seek out a company-wide fax server solution that could be implemented across all if its remote branches. The system needed to be reliable, consistent and offer ease of use and flexibility to its employees and members while leveraging Aventa's Cisco based network infrastructure.

THE SELECTION PROCESS

With recommendations from Cisco and HEIT, an industry leading end-to-end technology company whose solutions are designed specifically for financial institutions, Aventa was steered to the Cisco AXP-XMediusFAX solution.

As the world's first and only fax solution to run inside a Cisco Integrated Services Router (ISR), XMediusFAX AXP edition proved to be the clear choice for Aventa's branch office deployment.



Aventa Credit Union (Aventa) selected the state-of-the-art Cisco AXP – XMediusFAX solution based on recommendations from Cisco and HEIT; a financial industry system integration specialist.

As part of its requirements, Aventa sought an IP based fax server solution that could leverage their existing Cisco Integrated Services Router (ISR) hardware in each of its three locations.

Sagem-Interstar's XMediusFAX AXP edition T.38 FoIP-based solution, hosted on Cisco's AXP platform within Cisco's Integrated Services Router (ISR), offered the most cost effective and logical selection for integration into Aventa's converged voice and data telecom landscape.

Today, Aventa is enjoying all the benefits provided by the only Cisco ISR/AXP optimized global fax solution on the market. By migrating to XMediusFAX, Aventa's employees no longer rely on traditional fax machines and therefore avoid the well-known "fax-problems" associated with manual faxing. Electronic faxing via XMediusFAX permits employees to be more productive in their day-to-day business transactions and permits the propagation of "green" initiatives throughout Aventa's branch offices.



Can **UC**



what's missing?

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



THE SOLUTION

Aventa selected the XMediusFAX AXP edition for implementation because it allowed them to leverage their 2800 series Cisco routers at their head office and remote sites. As a cost optimized solution for emerging branch office environments, the Cisco AXP – XMediusFAX solution provided significant savings by allowing Aventa to equip their existing installed base of routers with Cisco AXP NME modules, and eliminate the need to purchase any additional dedicated servers for faxing. By integrating into the existing Cisco infrastructure, the AXP offering provided an eco-friendly solution and helped Aventa with their green initiatives.

The Cisco AXP – XMediusFAX solution offered Aventa the following advantages:

- Savings on extra servers, rack space and energy consumption
- Seamless integration into converged voice and data IP network
- Enhanced Active Directory integration
- Audit tracking of transactions for improved accountability.
- Document security and privacy protection via advanced user/admin control, management and encryption features
- Fast electronic document conversion to fax
- Rapid deployment, ease of use and transparency

BENEFIT AND RESULTS

Upon deploying the state-of-the-art Cisco AXP – XMediusFAX solution, Aventa began reaping immediate benefits, among which include the following:

- Increased productivity
- Reduced Total Cost of Ownership (TCO)
- Improved reliability and secure fax delivery
- Minimized hardware footprint and reduced energy consumption
- Increased ROI on current Cisco based IP infrastructure
- Consolidated point of contact for technical support



HEIT (a Sagem-Interstar and Cisco Partner) is a world class Managed Service Provider with system integration expertise and certifications in all major IT Security Systems and Unified Communications. Each and every solution that HEIT offers is designed specifically for financial institutions.

For more information, go to:
www.goheit.com

TESTIMONIAL

“By successfully deploying the Cisco AXP- XMediusFAX FoIP solution, we are experiencing improved productivity. With minimal training required, our employees have easily adopted XMediusFAX and love the fact that they no longer need to leave their workstations to send and receive faxes since this function is now integrated into our e-mail system and is managed electronically. By adding the fax component into our converged voice and data infrastructure, we have cost effectively leveraged our existing Cisco based IP network and avoided adding any additional servers. We are more effectively utilizing our Cisco 2800 series routers at all our branches, consuming less power, reducing paper usage, and promoting a greener work environment.”

Kirk Henderson
Chief Technology Officer
Aventa Credit Union

XMediusFAX AXP Edition in the Financial Sector

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