

XMediusFAX™ ee

ENTERPRISE EDITION

BOARDLESS, T.38 FAX OVER IP SERVER

Case Study

H.I.G. Capital – the first to capitalize on an innovative, market-leading IP fax solution running on the new Cisco Integrated Services Router AXP module

THE CLIENT

Miami-based H.I.G. Capital is a leading global private investment firm with over \$4 billion of capital under management. H.I.G.'s family of funds includes private equity, venture capital, distressed debt and public equities. H.I.G. has invested in and managed more than 100 companies worldwide since its founding in 1993, with combined sales in excess of \$7 billion. H.I.G. has offices in Miami, Atlanta, Boston, and San Francisco in the U.S., and affiliate offices in London, Hamburg and Paris in Europe. H.I.G.'s diverse group of strategic investors includes: Allianz AG, Credit Suisse First Boston, Deutsche Bank, GE Capital, Goldman Sachs, JPMorgan, Liberty Mutual, Morgan Stanley, and Verizon Communications.

THE CHALLENGE

Fax is extremely important to H.I.G. Most of its 500+ employees are professional investment bankers involved in managing and closing multi-million-dollar transactions worldwide. They often travel for business meetings, and need access to fax documents anytime, anywhere to expedite and ensure critical transactions. H.I.G.'s employees relied heavily on conventional fax machines, which lacked the portability and mobility required in today's fast-paced global environment. Documents received on a fax machine at the office were useless to recipients who were travelling.

Consequently, most employees reverted to using Web-based eFax services to circumvent the limitations of traditional fax machines, which could not transmit confidential financial documents, contracts, term sheets and funding requests from anywhere, anytime. Typically, faxes can be 30 to 50 pages in length, often representing investment deals in excess of \$50 million. Approximately 60% of H.I.G.'s staff used eFax accounts for online faxing.

As a multinational organization, H.I.G. had been transitioning to a Cisco IP Unified Communications environment. The IP convergence migration was complete in H.I.G.'s European branch offices and was nearing completion in its U.S. offices. Sagemcom's partner,

IPComIT, also a Cisco Premier Partner, worked closely with H.I.G. during this crucial enterprise-wide branch communication transition. As part of its long-term business and technology strategies, H.I.G. wanted a network enterprise fax solution that would:

- Integrate seamlessly with its Cisco Unified Communications environment to further enhance its ROI and to streamline costs, while improving communication, collaboration and productivity from the desktop, Web/email applications, MFPs and mobile devices at anytime from anywhere
- Embed IP fax capabilities directly into its branch router as part of its overall branch communication strategy to optimize performance and costs
- Support Microsoft Exchange for secure fax delivery to email inboxes and Active Directory for staff directory management from one console
- Provide staff with robust, desktop faxing tools and a simple browser interface for Web-based faxing and easier access from within or outside the office
- Deliver mission-critical faxes in PDF format and allow all fax transmissions to be tracked and archived as part of its records management requirements
- Integrate with its installed base of Hewlett-Packard MFPs and eliminate its expensive conventional fax machines



H.I.G. Capital quickly deployed the brand-new Cisco AXP-XMediusFAX solution due to its seamless integration with Cisco VoIP, Microsoft Exchange and Active Directory.

Now H.I.G. is reaping multiple financial and productivity benefits while its users profit from robust desktop and Web fax tools, 24/7 fax capabilities and increased client satisfaction.

SAGEMCOM

THE SOLUTION

The core of H.I.G.'s global enterprise IP backbone is the Cisco Integrated Services Router (ISR), which provides IP services and networking infrastructure. In conjunction with Cisco, Sagemcom integrated its industry-leading* XMediusFAX™ Enterprise solution into the Cisco Application eXtension Platform (AXP) module, a robust and hardened environment that hosts and integrates custom applications and network services such as the XMediusFAX solution in the Cisco ISR.

The Cisco AXP-XMediusFAX solution extends the benefits of the Cisco ISR through functionalities that enhance enterprise workflow, collaboration and productivity. Within H.I.G.'s fast-paced, global branch office infrastructure, fax is critical to moving and securing its legally binding and mission-critical documents for its multi-million-dollar transactions.

Sagemcom and IPComIT then integrated the Cisco AXP-XMediusFAX solution into H.I.G.'s IP network, making XMediusFAX the world's first IP fax platform to run within a Cisco ISR.

This solution satisfied several major requirements for H.I.G., according to Luis Suarez, Director of Information Technology, "We wanted a Unified Communications solution that would provide us with better document communication records and traceability, specifically for faxes. And we needed to enhance our performance and communications, while reducing costs. Bottom line, we wanted to integrate the fax capability into our overall branch communication strategy."

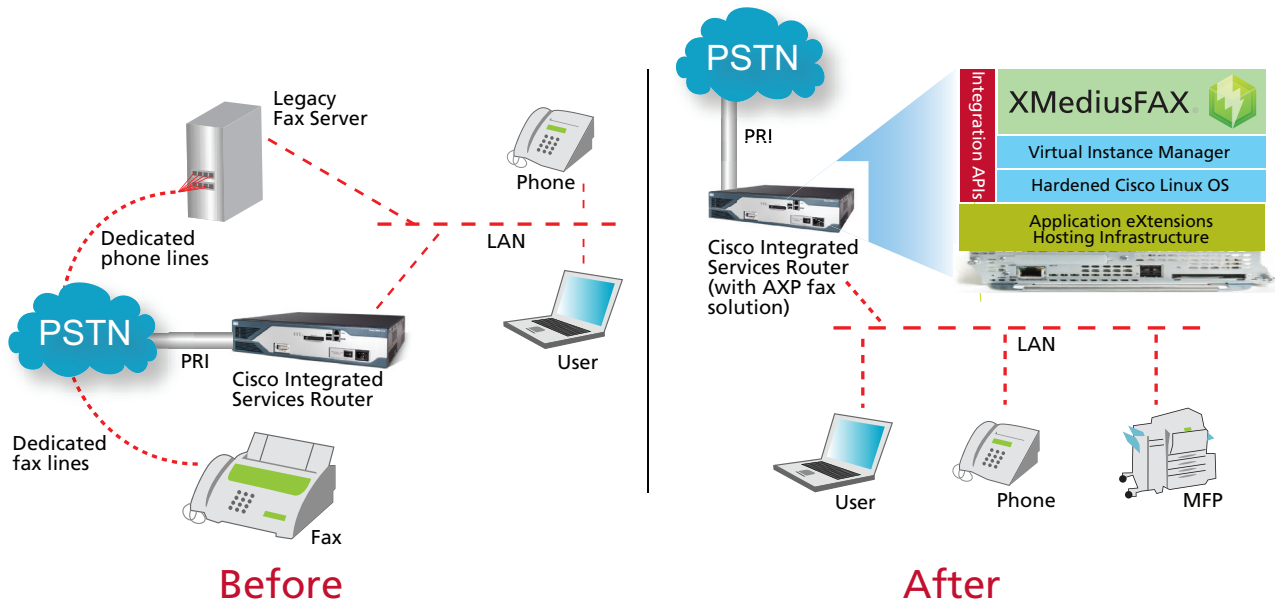
After a quick and seamless configuration with H.I.G.'s Microsoft Exchange Server and Active Directory, the Cisco AXP-XMediusFAX solution was set up to transmit faxes over H.I.G.'s primary Cisco voice-enabled ISR.

H.I.G. then rolled out personal fax DIDs to its user community and assigned DIDs to its fleet of Hewlett-Packard MFPs, allowing all incoming and outgoing fax transmissions to flow securely across the Cisco AXP-XMediusFAX server.



IPComIT, a Sagemcom and Cisco partner, offers integrated solutions for transporting data, voice, and video within offices, across buildings, or around the world. For more information, go to www.ipcomit.com.

The revolutionary new Cisco AXP-XMediusFAX solution



* Source: Davidson Consulting's fax market research (Dec. 2007) names Sagemcom's XMediusFAX as the marketing-leading IP fax server solution for the 6th consecutive year.



“The Cisco AXP–XMediusFAX solution provides us with access to fax documents anywhere, anytime, no matter where our people are in the world, allowing us to secure multi-million-dollar transactions, while maintaining an audit trail for our records management requirements. This is critical to our business.”

– Luis Suarez, Director of Information Technology, H.I.G. Capital

RESULTS AND BENEFITS

By leveraging its Cisco ISR backbone with the Cisco AXP–XMediusFAX solution, H.I.G. is enjoying significant financial, technical and productivity benefits throughout the entire organization. For example, H.I.G. Capital has:

- Eliminated its conventional fax machines, immediately saving on analog fax equipment, expensive analog lines, toners, long-distance charges and maintenance costs; and saved money by canceling its eFax service
- Centralized and digitized all fax traffic – including from MFPs – to improve administration and archiving, and facilitate records management requirements
- Boosted productivity because employees no longer have to walk to a fax machine just to send documents: they merely fax them from their desktop applications such as Microsoft Office, Outlook and Adobe Acrobat/Reader
- Deployed the XMediusFAX Web interface to members of its Compliance group, permitting them to efficiently manage fax transmissions from their browsers, wherever they are working
- Facilitated a high-performance, distributed redundant fax architecture with central Web management
- Reduced printing costs, since H.I.G. staff no longer have to print long documents just to fax them; as well, incoming faxes are no longer printed automatically – employees can select only the pages they need to print
- Increased privacy and security: faxes arrive in email inboxes, making them accessible from wherever employees are working, and ensuring they are not viewed by unintended recipients on fax machines in common areas
- Reduced the hardware footprint in the enterprise branch: the Cisco AXP–XMediusFAX solution integration in the Cisco ISR is a green initiative that eliminates single-purpose server hardware and lowers energy consumption
- Lowered Total Cost of Ownership (TCO) with easy and rapid deployment within the Cisco ISR with AXP-ready software-only technology. No expensive fax boards or third-party integration kits are required

H.I.G. executives and staff are “overjoyed” with the new Cisco AXP–XMediusFAX solution, said Luis Suarez. The solution is delivering the same unparalleled ROI and benefits that have made XMediusFAX the #1 FoIP solution in the world since 2002.

And H.I.G. users are happily taking full advantage of the Cisco AXP–XMediusFAX solution, both inside and outside the office, sending and receiving faxes from their laptops, desktops and MFPs, as well as from enterprise-enabled BlackBerry and Microsoft mobile devices.

XMediusFAX FoIP in finance/mortgage

SAGEMCOM

Can **UC**



what's missing?

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



TESTIMONIAL

"We work in a very fast-paced global environment and handle legally binding, mission-critical documents, so productivity and efficiency are critical to our success.

We wanted a Unified Communications solution that would provide us with better document communication records and traceability, specifically for faxes. And we needed to enhance our performance and communications, while reducing costs. Bottom line, we wanted to integrate the fax capability into our overall branch communication strategy.

One of the unique things about the Cisco AXP-XMediusFAX solution is that it allows us to embed IP fax capabilities directly into our branch router. This optimizes performance and gives us several cost advantages:

- "First, it means we don't have to create or maintain new overlay hardware – it happens within our existing network infrastructure.
- "Next, we've been able to eliminate dedicated phone lines and analog connections that supported legacy fax – and reduce the hardware footprint.
- "Last, it provides us with an audit trail of our fax transactions that keeps us in compliance with our records management requirements."

– Luis Suarez, Director of Information Technology, H.I.G. Capital, www.higcapital.com

XMediusFAX FoIP in finance/mortgage

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