



## 1.0 OVERVIEW

This Solution Brief provides a look into Sagemcom's long standing relationship with Cisco and how its leadership position as a global leader in advanced IP fax server solutions for IP networks continues to evolve and flourish within the framework of Cisco's Developer Network (CDN). Redefining the market when it was first introduced in 2002, XMediusFAX™ is the most field hardened T.38 Fax over IP (FoIP) software solution. As a robust Cisco compatible solution, XMediusFAX leverages IP telephony and Unified Communications systems to enhance productivity, collaboration, and ROI by seamlessly integrating fax on the desktop. As a Cisco technology developer/partner, Sagemcom has been involved with Cisco interoperability since the introduction of XMediusFAX and continues to develop software solutions optimized for Cisco environments.

Figure 1 highlights the timeline of Sagemcom's feature innovation versus key Cisco certification and integration activities.

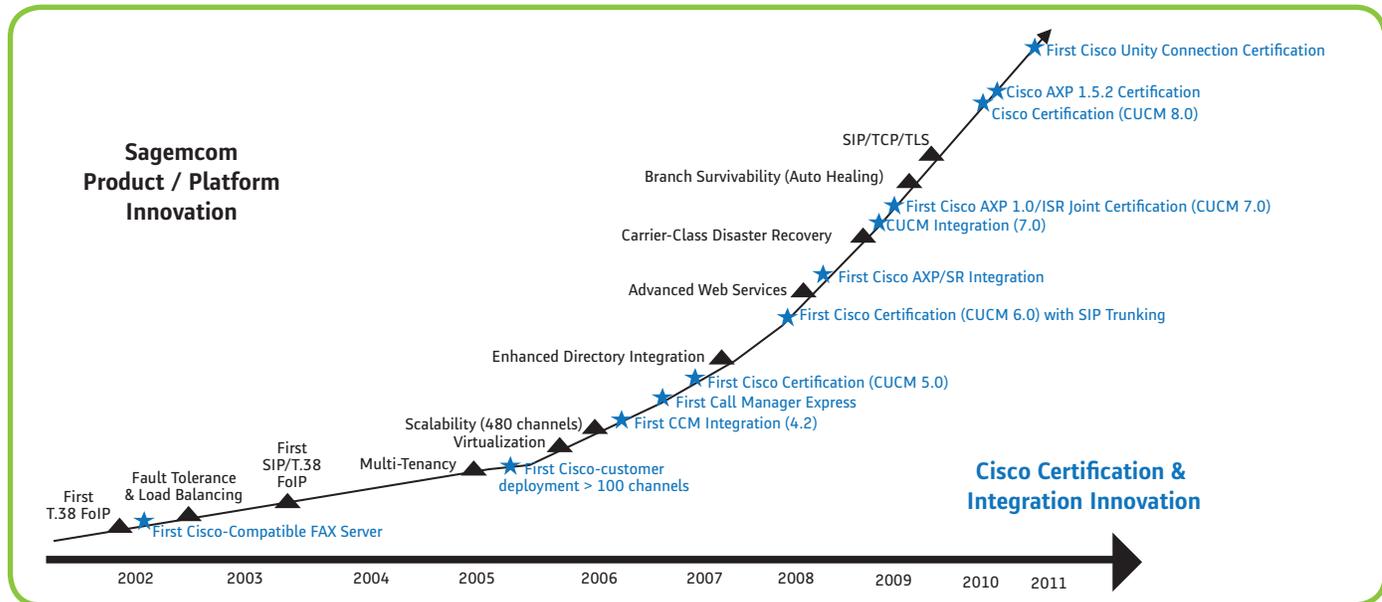


Figure 1: Sagemcom Product Platform Innovation vs. Cisco Certification and Integration Innovation

## 2.0 FEATURE DESCRIPTION

Cisco VoIP network infrastructures are proliferating today. For organizations transitioning to a Cisco VoIP deployment, a vital component often overlooked in unified messaging is Fax over IP (FoIP). Consequently, some new VoIP deployments remain non-optimized - with costly POTS lines still utilized for connecting traditional fax machines and multifunction printers (MFPs) - while the rest of the organization's telecommunications are enjoying the features and reaping the benefits of VoIP. This "fax problem" significantly impedes ROI payback on VoIP investments, since organizations continue to incur significant costs associated with long-distance fax charges, fax board maintenance and upgrades, paper and toner.

Without FoIP, organizations are hindered in productivity, business workflow, and ultimately even regulatory compliance in sectors such as government, healthcare and finance. As a Cisco Developer Partner, Sagemcom offers XMediusFAX, a unique T.38 FoIP server software application that cost effectively addresses the "fax problem" in non-optimized VoIP environments by employing an all IP approach.



## 3.0 ABOUT THE XMEDIUSFAX FOIP TECHNOLOGY

XMediusFAX differentiates itself as the world's first IP fax server software solution that enables fax on VoIP networks. Interoperating seamlessly with Cisco voice infrastructures, XMediusFAX enables faxes to share a common inbox, along with e-mail and voicemail. Offered in four application optimized editions<sup>(1)</sup>, namely sp for Service Provider, ee for Enterprise, x for Express, and AXP for use within the Cisco Integrated Service Router (ISR), XMediusFAX is the most robust, cost effective, and easy to deploy IP fax solution adapted for Cisco VoIP environments.

XMediusFAX plugs right into your Cisco VoIP infrastructure regardless of whether you are running in SIP, H.323 or MGCP<sup>(2)</sup> mode. Since the release of Cisco Unified Communications Manager (Call Manager) 4.2(3), XMediusFAX is the first FoIP solution to interoperate with Media Gateway Control Protocol (MGCP) VoIP Gateways. It does not require the added expense of fax boards, additional routers or software kits. This saves money and leverages ROI on a Cisco VoIP deployment.

## 4.0 XMEDIUSFAX WITHIN A CISCO DEPLOYMENT

Sagemcom's award-winning, future-ready XMediusFAX software based T.38 FoIP solution targets organizations of any size that have deployed or plan to deploy a Cisco VoIP infrastructure.

### 4.1 Integration with Cisco VoIP Deployments

Field proven to manage large fax volumes and deliver high levels of reliability and availability, XMediusFAX seamlessly integrates with all Cisco voice infrastructures whether in SIP, H.323 or MGCP mode.

### 4.2 Integration with Email and MFPs

XMediusFAX runs on Microsoft Windows 7, Vista, XP, 2003, and 2000, and supports Microsoft Exchange, Lotus Domino and other e-mail server platforms. Users can transmit faxes directly from their desktop email client (Microsoft Outlook or Lotus Notes), SMTP mail client (Microsoft Outlook Express, Eudora and Mozilla Thunderbird) or networked MFPs (SAGEMCOM, OKI Printing Solutions, HP, Xerox, Lexmark, and eCopy) via the VoIP network.

Figure 2 below illustrates the integration of XMediusFAX within a Cisco VoIP infrastructure.

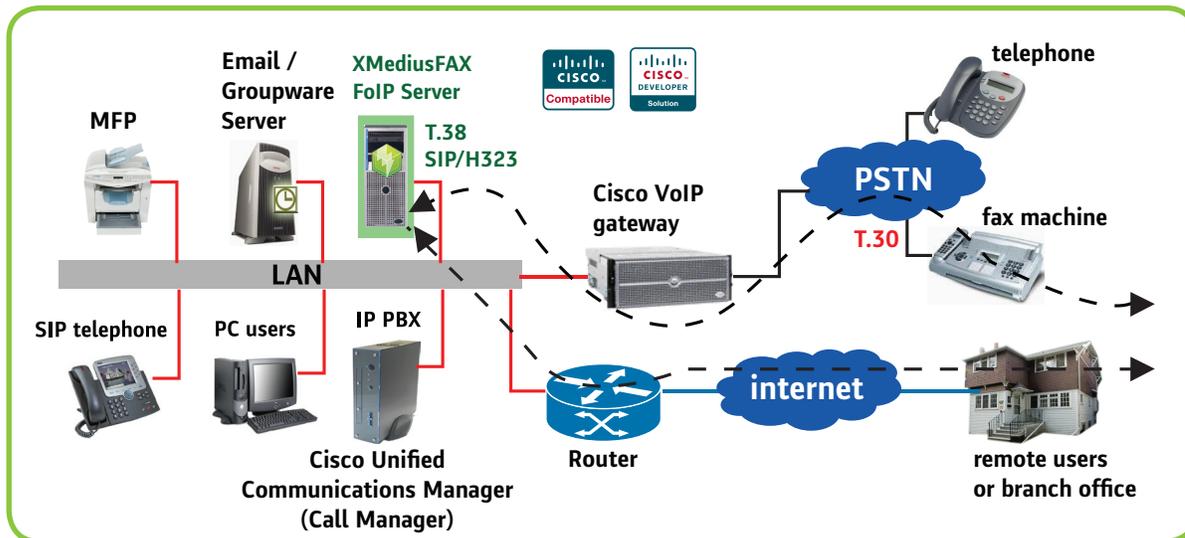


Figure 2: Sagemcom Product Platform Innovation vs. Cisco Certification and Integration Innovation

<sup>(1)</sup> For technical details concerning any of the four editions, please refer to the specific XMediusFAX Technical Specification Sheet.

<sup>(2)</sup> For MGCP deployments, XMediusFAX interoperates with Cisco Unified Communications Manager (Call Manager) version 4.2(3) (and subsequent patches) and versions 5.1, 6.1, 7.0, 8.0(2).



## 5.0 BENEFITS

Tables 1 and 2 below highlight the key benefits that XMediusFAX provides when operating within a Cisco infrastructure and afforded to Cisco resellers, respectively.

XMediusFAX Benefits	
Unified Messaging	Faxes share a common inbox, along with email data and voicemail. Boosts productivity by typically 90% over traditional manual faxing.
Integrates Seamlessly	Facilitate business processes by integrating XMediusFAX with Cisco VoIP infrastructures, existing applications, groupware tools, IP PBXs, voicemail systems and MFPs. This utilizes existing resources and reduces costs since no specialized fax hardware is required.
Saves Money & Increases ROI	XMediusFAX can reduce telecom costs by up to 90% over traditional faxing. In multi-branch organizations, long distance charges are drastically reduced through XMediusFAX's built-in Least Cost Routing. XMediusFAX eliminates costly analog phone lines, hardware, maintenance and supplies, and enables organizations to potentially save tens of thousands of dollars per year. The solution pays for itself typically within 1-6 months.
Regulatory Compliance	Creates an audit trail of all faxes sent and received, facilitating compliance with laws such as HIPAA and the Sarbanes-Oxley Act.

**Table 1: XMediusFAX - Benefits in a Cisco Infrastructure**

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. As an Independent Software Vendor (ISV) and member of Cisco's Industry Solutions Partner Network (ISPN), Sagemcom enables Cisco resellers and integrators to benefit from Solution Incentive Program (SIP) rewards when they sell XMediusFAX in conjunction with Cisco technology.
Fills the Unified Messaging Gap	With Cisco VoIP solutions, Unity Messaging, Unified Communications Manager (Call Manager), and XMediusFAX, you can now offer a complete unified messaging solution with carrier-class offerings that combine email, voice and fax messaging.
New Revenues	Resellers and service providers can generate new business from their existing customer bases by adding XMediusFAX FoIP services. 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.

**Table 2: XMediusFAX - Reseller Benefits**

## 6.0 XMEDIUSFAX ON A CISCO AXP PLATFORM

In keeping with the Cisco's technology innovations and its motto of "leveraging the network as the platform", Sagemcom's XMediusFAX AXP edition which is fully Cisco certified, is the world's first and only fax solution to run inside a Cisco ISR. It operates natively on the Cisco Application extension Platform (AXP) and is targeted for small to mid-size organizations and branch office deployments. The tight integration between the XMediusFAX AXP edition on the Cisco AXP platform provides enterprise branch users with robust and secure desktop faxing capabilities.

Figure 3 on the following page provides a reference architecture highlighting the XMediusFAX software solution enabled for remote branch survivability when peered with an XMediusFAX SP edition server at the central office or HQ. This unique capability allows for the establishment of a local faxing instance at an enterprise remote branch location in the event of a WAN link failure interrupting communications with the centralized fax server. The capability is realized through the AXP editions "auto-healing" remote site survivable fax software feature. As well, Table 3 provides a high level view of the unique benefits offered by the AXP edition which supplement the general benefits offered by any of the XMediusFAX software solutions (see Table 1).

For more complete details on the AXP solution, please refer to the latest XMediusFAX AXP Edition - Technical Specification Sheet and the Product Overview entitled "Integrate Fax Capability into Your Cisco ISR and Enhance Your Unified Communications Strategy".

Can UC



what's missing?

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

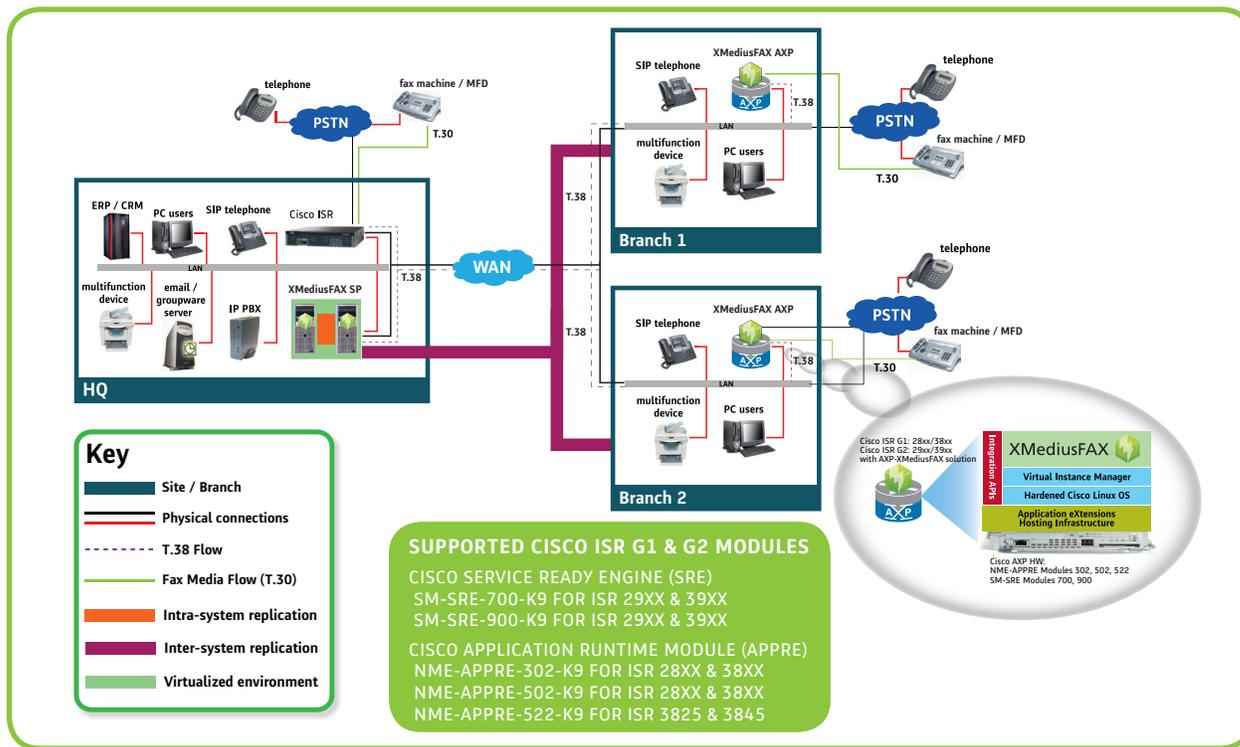


Figure 3: XMediusFAX AXP Edition – Branch Survivable Architecture

XMediusFAX AXP Edition Benefits	
Cisco ISR Integration	Resides in the ISR G1 and G2 hardware platforms and enables automatic fax survivability within branch office deployments.
Green Optimized Solution	The AXP edition enables hardware footprint reductions in the branch office by eliminating the need for single purpose server hardware, thereby reducing energy consumption.

Table 3: XMediusFAX AXP Edition Benefits

## 7.0 CONCLUSION

As the market continues to shift from analog to IP technologies and FoIP solutions, companies are reconsidering traditional fleet strategies in favor of network consolidated fax servers and multi-function platforms, thereby reducing inventory, costs and complexities. As a worldwide leader in FoIP, Sagemcom has, and continues to closely partner with Cisco to ensure that its product and platform innovation are aligned with Cisco's efforts and focus. Through comprehensive interoperability and certification efforts, Sagemcom ensures that faxing remains a key horizontal offering and mission critical application within a wide spectrum of Cisco IP networking architectures.

For more information :

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