



## CASE STUDY

XMediusFAX® Service Provider edition replaces competitive product at GENEX Services, Inc.



GENEX needed a new fax solution that would:

- Remedy the cost and reliability problem they were currently having with their existing fax server solution
- Integrate seamlessly with their existing Cisco IP Unified Communications environment
- Be able to manage GENEX's daily fax volumes in a stable and reliable fashion
- Be easily scalable and have the ability to provide lower Total Cost of Ownership (TCO)

GENEX evaluated the XMediusFAX® Service Provider (SP) edition after receiving recommendations from several of XMedius' customers at an annual CIPTUG conference. After extensive testing, XMediusFAX® was seen as the obvious replacement product to their existing RightFAX™ solution.

Migrating to the XMediusFAX® software-only fax solution permitted GENEX to replace its boarded fax server and accomplish the objective of having less hardware within the infrastructure. Costly fax boards prone to failure and maintenance would be a thing of the past.

The XMediusFAX® SP edition T.38 FoIP-based solution provided a robust and cost effective solution for GENEX's Cisco based VoIP platform, resulting in increased productivity and satisfaction levels amongst their employees and customers.

## THE CLIENT

GENEX Services, Inc. (GENEX), founded in 1978 and headquartered in Wayne, Pennsylvania operates as a managed care organization. The company's 2,200 medical and business professionals provide comprehensive care solutions to more than 1,200 clients from 120 locations throughout the United States, Puerto Rico and Canada.

The company is focused on controlling health care costs and reducing disability expenses. They are among the nation's leading providers of cost containment and fully integrated care management services in the occupational, non-occupational, auto, and group healthcare markets. GENEX clients include self-insured employers, insurance carriers, managed care organizations and third party administrators.

Serving an industry where cost containment is a key factor in doing business, GENEX seeks to drive efficient business processes to deliver their services to their customer base. Faxing is one such business process.

Every employee within the organization is a fax user. A wide variety of faxes in MS Word and PDF formats are a critical part of their daily transactions. It is estimated that 90% of the business relies on faxing.

## THE CHALLENGE

Prior to implementing the XMediusFAX® Fax over IP (FoIP) solution, GENEX was using a competitive fax server solution. Relying on specialized hardware fax boards, the previous fax solution often suffered from channels locking up and causing faxes to be dropped. To remedy such bottlenecks, the fax-server often required system resets to re-establish functionality on the channels.

## THE SOLUTION

After performing extensive testing, the XMediusFAX® SP edition was selected and implemented because of its feature rich set of capabilities, ease of administration and compelling ROI case.

Since 2007, GENEX has been running their faxing operations on XMediusFAX® SP edition. Connected directly to a 3800 series voice gateway within a Cisco Unified Communications environment, XMediusFAX® utilizes GENEX's VoIP backbone for fax communications and is fully integrated throughout the company.

By implementing a 48 channel XMediusFAX® software-only fax server solution in a virtualized environment, GENEX Services:

- Easily integrated with their Cisco based VoIP platform to drive cost savings and minimize network management
- Migrated to a boardless platform (i.e., no need for expensive fax boards)
- Met the needs of its office based employees as well as its remote subscribers via its XMediusFAX® client (SendFAX), Web client, and Outlook integration
- Enabled the potential for future growth by simply licensing extra channels – no extra hardware or third party kits

## RESULTS AND BENEFITS

Deploying the XMediusFAX® SP edition within their communications infrastructure has provided GENEX a reliable and robust solution for their employees and customers.

GENEX has further benefited by providing assurances to its customers by demonstrating preparedness for HIPAA compliance through the ability to archive and create an audit trail of all fax transactions.

The SP edition is field-proven to manage large fax volumes and deliver high levels of scalability, survivability, security and advanced integration capabilities.

The company is currently reaping the following benefits:

- Increased fax success rate and client satisfaction while reducing the administration time for managing the fax process
- Operational simplicity
- Increased ROI on current VoIP investment
- Increased organizational productivity by approximately 40%
- Reduced Total Cost of Ownership (TCO)
- Improved reliability and secure fax delivery

#### Testimonial

“Based on recommendations from other users and extensive testing within our company, we were convinced that XMediusFAX® was the fax server solution for us. By successfully migrating over to XMediusFAX®, our employees are more productive and no longer bound by bottlenecks that used to plague our previous fax server solution. XMediusFAX® met our company’s cost and reliability objectives and allowed us to leverage our existing Cisco IP infrastructure. Overall, the product has provided increased ROI and satisfaction levels for our staff and customer base. We simply love the product!”

– Gerard T. Longo  
Messaging & Voice  
Platforms Engineer  
GENEX Services, Inc.

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