



## CASE STUDY

XMediusFAX® Service Provider enhances  
IRISTEL's IP services and generates  
a new revenue stream

**IRISTEL**  
*Your Global Phone Company*

Iristel selected XMediusFAX® SP as its Fax over IP solution of choice after evaluating competitive offerings from Cisco, Stonevoice, and Faxback.

As part of its selection process, the company preferred to deal with a local Canadian company offering a solution that catered to service providers in contrast with other more enterprise focused solutions.

Powerful XMediusFAX® features such as multi-tenant support deliver the flexibility this CLEC needs to service its growing base of customers and increase revenues and margins.

## THE CLIENT

Iristel, Inc. headquartered in Markham, Ontario, Canada is a leading global provider of wireless voice and data IP services. The company was founded in 1999 with an aim to deliver the highest quality Voice over Internet Protocol (VoIP) network and associated services.

Iristel is a pioneer in the Canadian VoIP market and was granted a carrier license by the Canadian Radio-Television and Telecommunications Commission (CRTC) in 2000 and holds domestic licenses in Algeria, Dominica and Romania.

Iristel's network features coast to coast coverage in Canada with an additional 20 points of presence (POPs) around the globe. The Iristel VoIP network is a robust, redundant and highly sophisticated network offering the highest quality service for billions of minutes of international calling and faxing per year.

## THE CHALLENGE

In its capacity as a leading service provider, Iristel was looking for a cutting edge carrier-class Fax over IP (FoIP) solution that met the strict standards that they were looking for when offering high end products to their current and prospective clients. The solution would need to integrate with their VoIP infrastructure which included components from Nexttone/Broadsoft for their Class IV/V switching as well as Audiocodes for the VoIP gateway.

As a service provider, and licensed Competitive Local Exchange Carrier (CLEC) offering internet based services coast to coast in Canada, as well as several other countries, Iristel is dedicated to providing excellent 24/7 customer service to their diverse customer base. As such, a scalable solution that met the requirements of a service provider was absolutely necessary. In addition to providing virtual fax services in their initial deployment to its growing customer base, Iristel also wanted to deploy a solution that would satisfy the needs of its international staff in their day to day activities, with approximately 300 legal, financial and client related documents being sent and received daily. Each of these documents is vital to their business processes.

## THE SOLUTION

Iristel explored various other fax server solutions on the market including those from Cisco, Stonevoice and Faxback. The company picked XMediusFAX® SP version over the competitive products. As part of its selection process, the company preferred to deal with a local Canadian company offering a solution that catered to service providers in contrast with other more enterprise focused solutions.

With XMediusFAX® SP, Iristel is currently rolling out a virtual fax service to its residential and enterprise customers as part of its overall VoIP solution. Users send and receive faxes using their existing e-mail account. To send a fax, users simply send an e-mail (plus any attachments, if desired) and Iristel forwards that to the destination fax machine. To receive faxes by e-mail, customers are provided their own personal fax number. Faxes sent to this number are redirected as e-mail to their inbox.

## RESULTS AND BENEFITS

As a service provider, Iristel is able to benefit from XMediusFAX® SP's field proven solution to manage large fax volumes and deliver high levels of scalability and availability.

As a completely software-based solution, no extra hardware or third-party kits are required. With the XMediusFAX® SP solution, Iristel is able to provide its end customers the technology they need in an environmentally friendly way.

Iristel's business is growing at a rapid pace, and XMediusFAX® SP is well positioned to accommodate all their future fax growth. Through additional licenses, Iristel is provided an unlimited potential to grow their subscriber base.

Based on Iristel's calculations, the anticipated ROI will be less than 2 years.

### Testimonial

"The system is easy to use and requires very little in the way of training. We have created an internal user guide and upon each new activation we send this out to our clients and have very few troubleshooting calls. Our clients are satisfied with this product as are we."

- Michael C. Gurr  
Product Manager  
Iristel Inc.  
[www.iristel.ca](http://www.iristel.ca)

© XMedius Solutions Inc. - XMediusFAX®, version 8.0 - January 2016 / All rights reserved. The presentation and each of the elements, including the brands and logos appearing on this document are protected by the applicable laws on intellectual property, and belong to XMedius Solutions Inc., or are subject to a use authorization. XMedius Solutions Inc. reserves the right, at any time, to modify the technical characteristics of its products or services or to stop their marketing. XMedius Solutions Inc. strives to guarantee the accuracy of all the information contained in the document, but shall not be held responsible for any possible errors or omissions. All the information provided in this document is for reference only, without any form of guarantee. Consequently, this information shall in no case be considered as a contractual offer or be substituted for the consultation of a representative of XMedius Solutions Inc.

Distributor/Reseller:

# XMedius

info@xmedius.com  
NA: 1-888-766-1668  
EMEA : + 33 1 57 61 30 72  
**XMEDIUS.COM**