



CASE STUDY

XMediusFAX® Service Provider delivers a 21st century faxing solution to Servcorp



Servcorp chose the XMediusFAX® SP edition Fax over IP (FoIP) solution after trialing several other competitive solutions. XMediusFAX® was easily integrated into the company's existing communications infrastructure with no disruption. Effective cutover of the distributed branch office faxing infrastructure was achieved and enabled the company to eliminate its reliance on the traditional manual fax machines and associated print/cost management software.

Now, the company enjoys all the benefits of an all software based faxing solution which satisfies all faxing needs required by staff and clients alike. With its rich feature set, and highly scalable architecture, XMediusFAX® has delivered the capabilities to meet Servcorp's business and technical requirements for their current and future fax operations.

With minimal training required, XMediusFAX® has been quickly adopted and has eliminated the manual processes previously employed with traditional fax machines. The company is currently enjoying both cost and productivity savings and expects increased usage based on its growing client base.

THE CLIENT

Servcorp is a leading pioneer and innovator in the Serviced and Virtual Office provider industry. The company is headquartered in Australia and has international presence in over 110 branch locations with offices in the Middle East, Europe, North America, Asia and Australia & NZ.

With a Virtual Office, Servcorp clients enjoy the benefits of team support and IT infrastructure superior to that of a multi-national organization without incurring the costs and financial commitment. Clients leverage the full Servcorp network of services and solutions without having to take a physical office. They are provided everything they need to run their businesses professionally, effectively and without costly overheads. With a Serviced Office, Servcorp clients gain access to all the services and infrastructure as well as a premium executive office suite within a a-grade city building.

Servcorp employs over 600 employees of which 200 use fax for their day to day work functions. Faxing is an integral part of their business operations and on a daily basis the company and its clients transmit and receive approximately 1400 faxes.

The scope of the faxes range from various document types to images. Servcorp's clients businesses are dependent on the effective communications that faxing enables. Over the course of the past year, XMediusFAX® SP edition has been used in production at Servcorp. It has allowed the company to provide a global service that is independent of time zones and location while respecting critical deployment guidelines regarding accessibility and performance.

THE CHALLENGE

Prior to implementing the XMediusFAX® IP (FoIP) solution, Servcorp was using individual traditional fax machines distributed throughout their network. In addition, they used the Equitrac software solution for intelligent print and cost management. The system was used to send and receive faxes, secure access to appropriate users, and bill clients based on usage. As part of its fax service offering, Servcorp provided unique codes to its clients enabling access to any given fax machine. Clients would then enter their code along with the destination fax number in a specific sequence, enter the document and the system would proceed to send.

Although functional, the system was plagued with certain operational challenges, namely:

- Management of client access codes
- Ongoing maintenance costs of both the fax machines and Equitrac system
- Limitation of the service and its failure to extend to remote SOHO clients.
- High cost of ownership and low ROI
- Paper waste
- Manual process
- Inability to audit and track faxes

THE SOLUTION

Servcorp trialed several other fax software solutions on the market such as Message Manager and Rightfax, but chose to deploy an XMediusFAX® SP edition solution. XMediusFAX® was deemed to be the fax server solution that would meet each of Servcorp's business and technical requirements. The XMediusFAX® solution was deployed with the assistance of UC Solutions Asia Pacific Pty Ltd. a partner/reseller involved fully in the negotiation from start to finish including testing of the product from an early stage.

The implementation involved the deployment of regionalized XMediusFAX® T.38 FoIP protocol based fax servers with IP2IP gateways as a method of redirecting calls to the appropriate branch office PSTN gateway. The faxing operations were run over a Quality of Service enabled global private network which allows Servcorp to manage performance and ensure successful fax operations.

The XMediusFAX® solution was deployed in a staged approach based on geographic region. The implementation method involved concurrent operation of both the existing manual and the new fax system, while gradually migrating over all users to the XMediusFAX® solution. Over a two week period the company's sales and administrative staff received training and were up and running. To date, Servcorp has not experienced any issues with fax quality. Users have found XMediusFAX®'s user interface to be fairly simple to use and general feedback has been positive.

RESULTS AND BENEFITS

As a completely software-based solution, XMediusFAX® has enabled Servcorp to completely eliminate its dependence on traditional manual fax machines as well as their Equitrac solution by working them out of their geographically distributed sites.

The deployed XMediusFAX® SP edition solution provides the following results and benefits to Servcorp:

- Simplified administration of client usage including built-in call accounting for accurate bill-back of all fax usage.
- Increased productivity through the elimination of manual processes associated with their old faxing system.
- High degree of scalability, positioning the company to accommodate their growing customer base and associated fax growth.
- Reduced Total Cost of Ownership (TCO) of its fax infrastructure through the elimination of fax machines and associated supply and maintenance costs.
- Reduced paper usage (i.e., only print the most important documents and pages).
- Improved audit tracking capabilities to store, process and manage faxes.

Testimonial

"We are extremely satisfied with the XMediusFAX® fax server solution. As a highly scalable software based product, it fits nicely with our expansion plans. As our company and client base continues to grow, we can simply add additional capacity by licensing extra channels. Deploying XMediusFAX® has led to considerable savings in both cost and productivity. Our staff and customers now enjoy all the benefits of desktop faxing and judging by the take-up rate as compared to our old system, XMediusFAX® is a success. With minimum training required and the help we received from XMedius' pre-sales team to evaluate our requirements and post sales technical support team to assist us when needed, we believe we made the right decision to switch over to XMediusFAX®".

- Daniel Kukucka
Group Executive
Servcorp

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