



**Partner:** Sagem-Interstar  
**Web Site:** [www.sagem-interstar.com](http://www.sagem-interstar.com)  
**Partner Size:** 65 employees  
**Country or Region:** Canada  
**Industry:** Professional services—IT services

#### Partner Profile

Sagem-Interstar, founded in 1996, is a global leader in advanced fax server solutions for IP networks. A North American subsidiary of France's Sagem Communications, Sagem-Interstar is headquartered in Montreal, Canada.

#### Software and Services

- Microsoft Server Product Portfolio
  - Windows Server 2008
  - Windows Server 2003
  - Microsoft Exchange Server 2010
- Microsoft Office
  - Microsoft Office Outlook 2007
  - Microsoft Office Outlook 2003
- Technologies
  - Active Directory
- XMediusFAX

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## Partner IP-Optimized Fax Solution Cost-Effectively Extends Unified Messaging

“XMediusFAX software extends Unified Messaging in Microsoft Exchange Server 2010 with IP-optimized fax features. Many customers can achieve a return on investment in three to six months.”

John Nikolopoulos, Director of Marketing and Product Management, Sagem-Interstar

Sagem-Interstar, a global leader and innovator in software fax over IP (FoIP) solutions, has tailored its flagship fax platform, XMediusFAX, to extend the Unified Messaging (UM) capabilities in Microsoft® Exchange Server 2010 with advanced IP-optimized fax features. With this solution, businesses can improve responsiveness, become more productive, and reduce fax costs, with a typical return on investment in only three to six months.

#### Business Needs

Sagem-Interstar, a North American subsidiary of France's Sagem Communications, introduced the world's first software-based patent-protected IP fax server in 2002. From 2002 to 2008, industry analyst Davidson Consulting has named Sagem-Interstar the leader in the IP fax server market. The company has participated in thousands of global deployments for small and medium-sized businesses, enterprises, and service providers worldwide. Deployments have spanned a wide range of verticals including finance, health, government, manufacturing, retail, legal, and education.

In 2008, to serve its customers better,

Sagem-Interstar decided to optimize its flagship product, the XMediusFAX server, for Microsoft® Exchange Server 2010. This development would provide users with sophisticated fax capabilities as part of Exchange Server 2010 Unified Messaging. For example, users could then easily manage e-mail, voice mail, and both incoming and outgoing faxes from a single inbox.

#### Solution

In 2008, Sagem-Interstar began enhancing its well-established XMediusFAX platform based on stringent Microsoft fax networking specifications for on-premises and hosted deployments. When the optimizations were complete in July 2009,

the solution was provided to early adopters of Exchange Server 2010. XMediusFAX is available in four editions, depending on business needs, with editions for service providers, enterprises, and small businesses.

Users of the solution receive faxes as e-mail attachments. A user initiates a fax by creating an e-mail message in the Microsoft Office Outlook® messaging and collaboration client. Exchange Server 2010 then works with XMediusFAX to convert the e-mail message into a fax and sends it to the recipient.

Microsoft relies on select partners that have fax expertise to provide integrated faxing capabilities for Exchange Server 2010, including support for the T.38 protocol for fax media. Unlike the majority of other market players, Sagem-Interstar owns its T.38 protocol stack, eliminating the need for costly third-party software and providing increased responsiveness and simplified support. Companies can use the same media gateways and IP Private Branch Exchanges (IP PBXs) that they deploy for voice mail to send and receive faxes. The signaling information is sent by the gateway or IP PBX by using Session Initiation Protocol over industry standard transport protocols.

## Benefits

Sagem-Interstar delivers many benefits to Exchange Server 2010 users. "XMediusFAX software extends Unified Messaging in Microsoft Exchange Server 2010 with IP-optimized fax features. Many customers can achieve a return on investment in three to six months," says John Nikolopoulos, Director of Marketing and Product Management at Sagem-Interstar. With this combined solution, customers can:

- **Get incoming and outgoing fax support from within Office Outlook and Exchange Server 2010.** Users can quickly initiate and respond to communications from a single inbox where they manage e-mail, voice mail, and faxes.
- **Improve business responsiveness.** Rather than waiting for manual fax delivery, employees can respond immediately to customers and colleagues. Also, faxes sent to branch offices can go directly over the Internet for immediate delivery rather than going through the public telephone network.
- **Boost fax productivity by up to 90 percent.** Instead of taking 5 to 10 minutes to walk down the hall, confirm transmission, and fix paper jams, employees can send a fax in about 1 minute from their desks. Thus, productivity for that task alone can rise by up to 90 percent.
- **Achieve a fast return on investment.** According to Sagem-Interstar studies, organizations that have multiple branches can dramatically reduce long-distance fax charges with the least-cost routing that the XMediusFAX IP-optimized architecture provides. Additional savings—as much as several thousand dollars a month—can come from reductions in needed phone lines, fax hardware, maintenance, and supplies. Frequently deployed in less than 10 minutes, XMediusFAX typically results in a return on investment in only three to six months.
- **Streamline archiving for compliance.** The solution makes it easy to maintain fax records to comply with regulations—

such as those of the Sarbanes-Oxley Act—and even offers advanced security features including encryption.

- **Improve disaster recovery and branch survivability.** With automatic, comprehensive replication of their fax records, Exchange Server 2010 users benefit from rapid disaster recovery, including from branch system outages.
- **Gain mobility.** By enhancing Exchange Server 2010 with the XMediusFAX solution, users can send and receive faxes from almost anywhere and from any device that has Internet capabilities.
- **Get more from Microsoft technologies.** XMediusFAX fits easily into infrastructures that are based on the Windows Server® 2008 or Windows Server 2003 operating systems. Customers can use existing Microsoft management consoles and tools and can use the Active Directory® service to manage user permissions. "Customers want us to support the latest technologies, and we will continue to align our development with Exchange Server," says Nikolopoulos. "That means customers will benefit from this solution now and in the future."