



XM
Fax

CASE STUDY

AMERICAN CHARTERED BANK

XM FAX ON-PREMISES FOR FINANCE

American Chartered Bank

American Chartered Bank chooses XM Fax™ On-Premises for its Avaya VoIP environment

American Chartered Bank was looking for a fax solution that would:

- › Deliver faxes right to employee desktops and e-mail inboxes
- › Allow employees to send faxes directly from Microsoft Office applications without having to print them first
- › Reduce the amount of paper used
- › Increase security by not having confidential faxes sitting in open areas
- › Integrate seamlessly with its Avaya Communication Manager for a full Fax over IP (FoIP) solution
- › Reduce total cost of ownership (TCO) of its fax infrastructure (eliminate fax machines and the supplies and maintenance costs that go with them)

Since 2002, XMedius' boardless FoIP fax server solutions have consistently delivered substantial cost savings and enhanced bottom-line results. Customers such as American Chartered Bank exemplify how organizations can leverage their VoIP investments and streamline their business processes by integrating the award-winning XM Fax.

THE CLIENT

Based in metropolitan Chicago, American Chartered Bank is the premier bank in the northwest Illinois suburban corridor, with 14 locations. It is a full-service commercial and retail bank, serving privately owned small and medium-sized businesses and individual customers. Its mission is to provide customers with the best value in banking products and services, and to provide superlative customer service at all times.

THE CHALLENGE

Fax is critical to American Chartered Bank (ACB). While almost all of its 450 employees transmit important financial documents every day, a full 40 percent are considered heavy fax users, sending and receiving thousands of pages of sensitive account and loan information and other banking documents every month. And a great many of these are created on employee desktops and then printed just to be faxed.

ACB was using 40 standalone fax machines connected to POTS lines to support this fax-intensive environment. This represented not only a large capital equipment investment, but also a steady outlay of service and supply expenses.

Recently, ACB entrusted the upgrading of its legacy PBX system to CCC Technologies, a Gold-level Avaya Business Partner. CCC implemented a VoIP system that featured an Avaya Communication Manager at its heart. Soon after implementing its VoIP system, ACB decided to investigate moving its fax traffic from standalone fax machines to a fax server solution.



THE SOLUTION

After researching several products, ACB found that XM Fax was the only fax server solution that would both integrate with its Avaya VoIP system and offer the robust set of end-user features it desired. ACB had considered a multi-tech product but it offered neither a robust solution-set nor FoIP integration, requiring analog connections and/or separate circuits.

ACB also looked at RightFax™, but it required an expensive third-party component to integrate with ACB's Avaya network, plus it had not been certified as Avaya Compliance Tested.

CCC Technologies also pointed out that XM Fax is a mature boardless FoIP solution – a successful track record – that was built from the ground up to do IP faxing, whereas RightFax™ favored the legacy approach of expensive fax board implementations.

As promised by XMedius and CCC technologies, XM Fax installed seamlessly with ACB's Avaya Communication Manager. ACB's Gary Peters, Second Vice President of Information Systems, said, "XM Fax did claim to offer 'seamless integration,' and now that we have it up and running, this is absolutely true. There is only one screen that we need to maintain, as we add DID numbers to our fax services."

RESULTS AND BENEFITS

ACB is now enjoying the benefits of XM Fax at every level of the organization. The administrators proclaimed that it "does everything that was promised and is very easy to administer." ACB is also impressed with XMedius' system setup training and post-installation support. According to Peters, "The level of support from XMedius has been as good as we hoped, if not better. They have a very knowledgeable staff and are very friendly to work with."

ACB end-users are particularly enthused about the feature-rich SendFAX client, which allows them to assemble fax documents directly from their Microsoft Office applications, adding appropriate cover pages, and faxing directly from their desktops. This saves them a lot of time too – no more walking back and forth to the fax machine. As well, Peters said, "Everyone likes the way they can now receive faxes into their email inboxes and only print those items that they absolutely need to print."

For ACB, XMedius' partnership with CCC Technologies is a perfect fit: the boardless XM Fax T.38 fax server solution leverages ACB's Avaya VoIP environment while providing multiple user benefits and many cost savings.

"XM Fax did claim to offer 'seamless integration,' and now that we have it up and running, this is absolutely true. The installation process was very quick and did not require that much work to be done within Avaya Communication Manager. Everyone likes the way they can now receive faxes into their email inboxes and only print those items that they absolutely need to print. I was impressed with XM Fax during the demonstrations, and now that it is installed, I am even more impressed. The product does everything that was promised and is very easy to administer. The level of support from XMedius has been as good as we hoped, if not better. They have very knowledgeable staff and are very friendly to work with."

*—Gary Peters, Second Vice President of Information Systems,
American Chartered Bank, www.americanchartered.com*