



The Cardiovascular Group Skips to a Faster Beat

Enhancing Business Practices with XMediusFAX FoIP for Cisco AXP/ISR

EXECUTIVE SUMMARY

THE CARDIOVASCULAR GROUP

- Cardiology Practice
- Northern Virginia
- 250 employees

BUSINESS CHALLENGE

- Fax transmissions were slow, time-consuming, and bogged down with connection problems. The practice also experienced problems with document conversions from applications to fax, archiving, and Citrix interoperability.

SOLUTION

- The Cardiovascular Group chose the state-of-the-art Cisco AXP-XMediusFAX Fax over IP solution after evaluating other competitive options.
- As part of its selection process, the practice sought an IP-based fax server solution that would easily integrate with its Citrix environment as part of a more complete, unified communications strategy.
- Sagem-Interstar's XMediusFAX AXP edition T.38 FoIP-based solution, hosted on Cisco's AXP within Cisco's Integrated Services Router (ISR) 3800 series, offered the best migration strategy and ROI for The Cardiovascular Group's VoIP telecom infrastructure.

EXPECTED BUSINESS RESULTS

- Heightened productivity
- Reduced Total Cost of Ownership (TCO)
- Improved reliability and secure fax delivery
- Minimized hardware footprint with an eco-friendly solution
- Increased ROI on current VoIP investment
- Estimated savings of \$3,000+/month
- Consolidated point of contact for technical support

Business Challenges

The Cardiovascular Group is a leading northern Virginia cardiology practice with eleven clinical offices offering a full range of both comprehensive heart disease and cardiovascular services. The practice offers patients a wide spectrum of treatment options with emphasis on simplifying procedures to fit the individual patient needs using the latest technology. The practice has always been an early adopter of proven technology, seeking streamlined operations and reduced costs while providing extraordinary cardiovascular care.

The Cardiovascular Group's 250 employees utilize fax in their day-to-day activities. Inbound and outbound documents account for the organization's 3,000 to 6,000 monthly fax volumes. Fax documents aid in confidential patient, physician, hospital and internal communications.

As faxing is a critical application within The Cardiovascular Group's business, it requires a proven and reliable process. Prior to switching to the new Cisco AXP-XMediusFAX Fax over IP (FoIP) solution for its faxing operations, The Cardiovascular Group used a competitor's fax server appliance and another competitor's messaging management solution, as well as 20 non-networked fax machines. This set-up proved to be problematic.

The Challenge

Fax transmissions were slow, time-consuming, and bogged down with connection problems. The practice also experienced problems with document conversions from applications to fax, archiving, and Citrix interoperability. The Cardiovascular Group required a centralized faxing solution to reduce costs and improve the management of large volumes of incoming faxes. The practice also needed faster processing time to convert documents from standard software applications to a fax format and to seamlessly integrate with its Citrix environment. The Cardiovascular Group was eager to address these productivity inefficiencies with innovative technology.

The Selection Process

With the help of The Signature Group, a systems and integration firm, The Cardiovascular Group investigated various leading fax server solutions on the market. They sought an IP-based fax server solution that would easily integrate within its Cisco-based VoIP infrastructure and harmonize all faxing operations for its eleven locations to deliver time and cost savings.

The Cardiovascular Group chose the state-of-the-art Cisco AXP-XMediusFAX Fax over IP solution after evaluating other competitive options. As part of its selection process, the practice sought an IP-based fax server solution that would easily integrate with its Citrix environment as part of a more complete, unified communications strategy. Sagem-Interstar's XMediusFAX AXP edition T.38 FoIP-based solution, hosted on Cisco's AXP within Cisco's Integrated Services Router (ISR) 3800 series, offered the best migration strategy and ROI for The Cardiovascular Group's VoIP telecom infrastructure.

“With the successful migration to Cisco AXP-XMediusFAX FoIP, we anticipate a significant increase in our productivity while optimizing our capabilities and capacity. It will also assist in satisfying our healthcare communication requirements for a robust, fast, and reliable IP fax server.

—Daryl Schweiger, Information Systems Manager, The Cardiovascular Group

The Solution

The Cardiovascular Group selected the Cisco AXP-XMediusFAX FoIP solution because of its feature-rich capabilities and compelling ROI case. As the industry's first FoIP server to run inside a Cisco ISR, the XMediusFAX AXP edition emerged as the top choice for these advantages:

- Savings on extra servers, fax boards, rack space, and energy consumption
- Seamless VoIP and Citrix integration
- Enhanced Active Directory integration
- Archiving of all fax transactions to any network storage device (creating an audit trail of all faxes sent and received to ensure HIPAA compliance)
- Security and privacy protection for confidential fax documents (incoming faxes considered private area delivered via SMTP to email inboxes)

- Fast electronic document conversion to fax
- Rapid deployment, ease of use and transparency

The Expected Results

The Cardiovascular Group's migration to the Cisco AXP-XMediusFAX solution is expected to allow the practice to send and receive faxes more quickly, efficiently, and reliably.

The company plans to reap the benefits of:

- Heightened productivity
- Reduced Total Cost of Ownership (TCO)
- Improved reliability and secure fax delivery
- Minimized hardware footprint with an eco-friendly solution
- Increased ROI on current VoIP investment
- Estimated savings of \$3,000+/month
- Consolidated point of contact for technical support

Cisco AXP-XMediusFAX FoIP is a green solution since it integrates directly into our existing Cisco ISR 3800 series and does not require additional cooling, power consumption, and rack space. In all, The Cardiovascular Group anticipates monthly savings of \$3,000 in telecom and document handling costs.”

—Daryl Schweiger, Information Systems Manager, The Cardiovascular Group

Cisco AXP-XMediusFAX in Healthcare

The Signature Group (a Sagem-Interstar and Cisco partner) offers tactical and strategic network services to an expanding list of Fortune 1000 companies. For more information, go to <http://www.tsginc.biz>.



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