



CASE STUDY

ARNALL GOLDEN GREGORY LAW FIRM

XM FAX ON-PREMISES FOR THE LEGAL INDUSTRY



Law firm AGG switches to XM Fax™ On-Premises and saves thousands of dollars

AGG set out to find a fax server solution that would:

- › Truly leverage their Cisco VoIP environment and integrate directly with Call Manager
- › Offer reliability, scalability and easy-to-use administration tools
- › Save them as much money as possible while still delivering a best-of-breed solution
- › Be a software-only system featuring the same or even more functionality than the outdated RightFax software
- › Not be dependent on analog technology (e.g., fax boards/cards, modems, hardware, etc.)
- › Be implemented with minimal downtime while the old system was replaced
- › Be transparent to end-users, who were already sending and receiving faxes via their Microsoft Outlook/Exchange

Since 2002, XMedius' boardless FoIP fax server solutions have consistently delivered substantial cost savings and enhanced bottom-line results. Customers such as AGG exemplify how a company can save thousands of dollars. They will enjoy savings of almost \$22,000 annually by eliminating an expensive fax board, a fax trunk line and maintenance contracts.

Arnall Golden Gregory LLP says that the field-proven XM Fax "has performed well and the cost savings we have seen by removing RightFax from our environment have more than paid for this application!"

THE CLIENT

As one of the top Atlanta law firms, Arnall Golden Gregory (AGG) has helped many growing enterprises turn legal challenges into business opportunities with guidance on mergers and acquisitions, capital markets financing, joint ventures, litigation, and other legal services.

Electronic communications and data exchange are critical to the firm's ability to serve its clients effectively. AGG employees send and receive hundreds of faxes a day.

THE CHALLENGE

Legal contracts and agreements are critical to AGG. Nearly 200 staff members rely on faxing to transmit these documents quickly, securely and confidentially.

AGG had recently replaced a legacy analog phone system with a state-of-the-art Cisco VoIP system. This meant that their Captaris RightFax server was not compatible with their new VoIP phone system.

AGG looked into upgrading RightFax, but soon learned that would be costly. They would have needed to purchase new hardware and software, and then reimplement their fax server system, and yet it still wouldn't leverage their VoIP implementation.

THE SOLUTION

AGG briefly considered an eFax-like service, but it was too expensive based on AGG's anticipated fax throughput. Turning to XMedius, AGG was very impressed with the XM Fax T.38 Fax over IP (FoIP) solution. "XM Fax leveraged our current Cisco VoIP infrastructure," said Paul Grulke, Director of Information Services at AGG.

Another factor that drove the decision to implement XM Fax was price. Grulke noted, "The cost was far better than RightFax, and we were able to eliminate one of our trunks by removing the Brooktrout board. XM Fax enabled us to share PRI circuits between voice and fax traffic, allowing us to minimize our telecom expenditures."

After running XM Fax through its paces with a small test group, AGG was ready to move the test server into production. To accomplish this, AGG simply replaced the RightFax Microsoft Exchange connector with the XM Fax connector. Grulke noted, "there was minimal downtime" during the transition. Now fax traffic comes directly into AGG's PRI routers and is forwarded to the XM Fax server utilizing the T.38 protocol.

RESULTS AND BENEFITS

AGG is guaranteed significant ROI with its XM Fax investment, since it no longer requires an expensive fax board and a dedicated fax trunk line. As well, XM Fax requires less administration, saving AGG labour costs. In fact, AGG estimates that terminating RightFax maintenance contracts and removing its PRI line will save nearly \$22,000 a year.

AGG users were already used to faxing through Microsoft Exchange, so very little product training was necessary. However, they were particularly impressed with several new features that XM Fax provided, such as:

- › HTML email notification, which displays the first page of each incoming fax. This saves time because it allows AGG employees to quickly search for and identify specific faxes directly in the Microsoft Outlook preview pane.
- › Superb fax image quality
- › Easy-to-use interface featuring custom
- › Microsoft Outlook forms

"The greatest benefit with XM Fax is the cost savings and the ability to leverage our current infrastructure. The quality of the fax image is superb and the interface is very easy to use. By removing the maintenance contracts with RightFax™, and with the removal of one PRI line, we are able to realize a savings of nearly \$22,000 a year."

*—Paul Grulke, Director of Information Services,
Arnall Golden Gregory LLP, www.agg.com*