



CASE STUDY

THE ENERGY SECTOR

XM FAX ON-PREMISES

XM Fax™ a powerful fax solution! XMedius was instrumental in significantly reducing the cost of a 1,720 Multifunction Printers (MFPs) fleet upgrade at one of the major electric power supply companies in the U.S. Thinking outside the box Xerox® recommended XM Fax on-premises fax server solution to significantly reduce costs.

CUSTOMER PROFILE

The customer is one of the largest electric utility supply in the U.S., serving over 5 million customers in 11 states.

The company owns:

- › Nearly 38,000 megawatts of generating capacity.
- › More than 40,000-miles of electricity transmission network – the largest in the nation.
- › More 765 kilovolt extra-high voltage transmission lines than all other U.S. transmission systems combined.

THE CHALLENGE

In today's competitive business environment and challenging economy, businesses must meet budget requirements in order to stay competitive and achieve company objectives. The customer was faced with this challenge as they decided to upgrade their existing 1,720 MFPs fleet.

Xerox® was the preferred choice but it was up against internal cost cutting measures in the organization that would not allow the customer to pay a premium for Xerox® MFPs.

After Xerox® presented its best and final price to the customer, they were still 10% higher than competition when only comparing the cost of the MFPs.

THE SOLUTION

The Xerox® analyst who had recently learned about XM Fax on-premises software solution came up with the idea of replacing all of the desktop fax devices and eliminating all of the analog fax lines at the customer's location. The customer had already made an investment in a VoIP phone system and it made perfect sense to leverage that investment by implementing a Fax-over-IP (FoIP) solution. XM Fax solution would allow Xerox® to reduce their equipment cost by taking out 1,720 unneeded fax kits. The customer was excited to see the powerful additional features that were enabled on the Xerox® MFPs by adding XM Fax Xerox® Extensible Interface Platform (EIP) connector to each of the devices.

THE RESULTS

The implementation of the XM Fax on-premises fax server solution was just the right fit for the power supply company. With the elimination of 1,720 fax kit accessories, Xerox® was able to cut out approximately \$1M in costs from their solution and pass those savings along to the customer.

The truly remarkable part of the total solution offering from Xerox® was that the additional cost savings to the customer from a telecommunications perspective exceeded \$4M over the 5 year contract. Xerox® was able to far exceed the 10% MFP premium they held by thinking outside the box and bringing this valuable business idea to the customer's attention. Although initially a fax server solution was not considered but once the customer saw the potential savings they added this requirement to the RFP. The result was a win-win for both Xerox® and the power supply company.

BENEFITS AT A GLANCE

- › Reduced Total Cost of Ownership
- › Integration with the Xerox® MFP's with our EIP connector offering full faxing functionality at the MFP device
- › Faxing from the desktop was also enabled increasing productivity of sending faxes
- › Built-in security features helped with regulatory compliance

SOLUTION SPECIFICATIONS

XEROX® PRODUCTS SUPPORTED

- › A wide variety of EIP compatible Xerox® MFPs

SOFTWARE

- › XM Fax On-Premises software
- › XM Fax Xerox® EIP Connector

APPLICATIONS SUPPORTED

- › MS Office 2013/2010/2007/2003/XP
- › OpenOffice.org 4.1/3.0/2.0
- › XM Fax SendFAX client for advanced fax composition
- › Any SMTP mail client (i.e. Outlook Express, Eudora and Mozilla)
- › Microsoft Office Internet Fax Service Integration