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Cisco AXP–XMediusFAX FoIP Solution Gains Market Momentum

Sagem-Interstar's XMediusFAX™ AXP Edition Fax over IP (FoIP) server software, the world's first fax solution to run inside a Cisco Integrated Services Router (ISR), is gaining market momentum with several new customer wins spanning sectors such as healthcare, government, and financial services.

Barcelona, Spain, -- (Marketwire - January 26, 2009) – Sagem-Interstar Inc. ([Sagem Communications](http://www.sagem-interstar.com)), the global leader in advanced fax solutions for IP networks (<http://www.sagem-interstar.com>), announced today that its recent R&D investments in the open-architecture [Cisco Application Extension Platform \(AXP\)](#) are driving increased market momentum with many new customer deployments. The Cisco AXP plays a prominent branch application integration role in the rapidly expanding global installed base of more than 5 million Cisco ISRs.

XMediusFAX™ at Cisco Networkers in Barcelona

The latest release of the [Cisco AXP–XMediusFAX Fax over IP \(FoIP\) server solution](#) is being launched and showcased at the [Cisco Networkers event in Barcelona](#) (January 26-29, 2009) at the Sagem Communications booth (E-14). Visitors may also visit Cisco's main booth to learn more about the Cisco AXP platform, and witness Sagem-Interstar's XMediusFAX FoIP running on a Cisco AXP module with Call Manager Express and Cisco Unity Express.

Spurred by requirements for greener, cost-optimized and virtualized IP and Unified Communications (UC) infrastructures, the Cisco AXP–XMediusFAX FoIP solution remains the industry's only IP fax server solution supported on the widely deployed Cisco ISRs. It offers more extensive application coverage of the Cisco ISR 28xx and 38xx series and associated modules (NME 302/502/522).

"Despite current challenging global macroeconomic circumstances, we are witnessing a growing demand for the Cisco AXP–XMediusFAX FoIP solution since it helps organizations reduce costs. IT spending is being driven by emerging UC, ECM and MFP deployments, and IP fax has become a key productivity and ROI enhancement solution in those deployments," said Christian Larocque, Director of Business Development at Sagem-Interstar.

"Our accelerating Cisco AXP-XMediusFAX FoIP customer deployments reinforce Sagem-Interstar's strong global Cisco partnership. Since redefining the market in 2002 with our innovative software solutions, we have been aggressively growing our revenues beyond market averages. We are gaining market share largely at the expense of leading competitors offering more traditional and costly "boarded" solutions. With solid support from our parent company, Sagem Communications, we remain committed to a future of strategic and timely investments that will empower our

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customers and partners with cost-effective solutions to help fulfill the compelling promise of UC” said Jean Champagne, General Manager of Sagem-Interstar.

Customer Quotes

Below are a few customer testimonials from the healthcare, financial services, and utility sectors which highlight the clear economic benefits of the Cisco AXP–XMediusFAX FoIP solution:

*Daryl Schweiger, Information Systems Manager, **The Cardiovascular Group, P.C.***

"Cisco AXP-XMediusFAX FoIP is a green solution, since it integrates directly into our existing ISR, 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."

*Luis Suarez, Director of Information Technology, **H.I.G. Capital***

"The IP fax solution on Cisco AXP provides us with access to fax documents anywhere anytime, no matter where our people are in the world, allowing us to secure multi-million-dollar transactions, while maintaining an audit trail for our records management requirements. This is critical to our business."

*Ron Rathjens, Senior Network Engineer, **Van Meter Industrial***

"We have been using the XMediusFAX solution for over 3 years. During the past year we have experienced some WAN issues (i.e. over-subscribed bandwidth) and needed a 'quick fix' so we could continue receiving faxes while our WAN was being upgraded. We selected the XMediusFAX AXP solution because it gave us that 'quick fix' we were looking for. It also provided us with a robust, redundant system that easily integrated into our existing infrastructure. The AXP integration was easy to install by simply plugging the NME module into our existing Cisco ISR router and configuring the software."

About the Cisco AXP–XMediusFAX FoIP Solution

The Cisco AXP–XMediusFAX FoIP solution contributes considerably to streamlining costs, improving document communication, collaboration, and productivity, while providing more value to Cisco ISRs deployed worldwide in enterprises today.

The solution offers fundamental benefits such as:

- Highly secure fax communication within the Cisco ISR environment
- A distributed redundant fax architecture with central Web management
- Elimination of traditional faxing costs (i.e., printing, paper, toner, maintenance, dedicated analog lines, fax hardware)
- Reduction of hardware footprint in the enterprise branch, eliminating single-purpose server hardware, thereby decreasing energy consumption – a green initiative

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- Lower Total Cost of Ownership (TCO) with the XMediusFAX FoIP software-only solution (no expensive fax boards or third-party integration required)

For details on ordering the AXP platform and the Cisco AXP–XMediusFAX FoIP solution, please contact your local Cisco Reseller. For more information, please visit www.cisco.com/go/axp.

For more information on the XMediusFAX FoIP solution, visit Sagem-Interstar:
http://www.sagem-interstar.com/fax-server-software/xmediusfax/cisco_axp_e.htm

Supporting Resources:

Cisco Blog: "Fax-over-IP, anyone?"
http://blogs.cisco.com/innovation/comments/fax_over_ip_anyone

Cisco Application Extension Platform: Sagem Solutions
<http://www.cisco.com/en/US/prod/routers/ps9701/sagem.html>

Sagem-Interstar – A Cisco AXP solution partner perspective
<http://www.youtube.com/watch?v=unqk2s51qms>

Sagem-Interstar provides tips to Application developers
<http://www.youtube.com/watch?v=2QsuPvEfxA>

Watch Sagem-Interstar walkthrough their Fax-over-IP solution at Cisco Live!
<http://www.youtube.com/watch?v=OTv5UrbPK3M>

Cisco AXP XMediusFAX Fax over IP deployment at HIGCapital
http://www.youtube.com/watch?v=LN_IWgCF5fA

The Cardiovascular Group case study
http://www.cisco.com/en/US/prod/collateral/routers/ps9701/case_study_c36_502356.pdf

Cisco AXP: Your Open Developer Platform - Cisco Live in Second Life TechChat
http://blogs.cisco.com/virtualworlds/comments/axp_second_life_techchat/

Podcast on "Optimizing Branch Office Value with Cisco AXP Fax over IP (Sagem-Interstar)":
<http://lippisreport.com/2008/08/optimizing-branch-office-operations-with-cisco%e2%80%99s-axp/>

Podcast on "H.I.G Capital puts Cisco AXP to Work and Creates Business Value in the Process":
<http://lippisreport.com/2008/08/hig-puts-cisco%e2%80%99s-axp-to-work-and-creates-business-value-in-the-process/>

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LinkedIn Group: *Sagem-Interstar XMediusFAX FoIP*

About Sagem-Interstar Inc.

Sagem-Interstar Inc. is the global leader in advanced fax server solutions for IP networks. Its field-proven XMediusFAX™ leverages IP telephony and Unified Communications (UC) systems to enhance productivity, collaboration, and ROI by integrating fax on the desktop. Deployed worldwide in enterprises and service provider sites since 2002, XMediusFAX is the most mature T.38 Fax over IP (FoIP) software on the market. As the North American subsidiary of Sagem Communications, Sagem-Interstar, with its globally recognized excellence in delivering scalable, secure and survivable FoIP solutions, is empowering businesses to fulfill the compelling promise of UC.

About Sagem Communications

French, international scale, high technology company, Sagem Communications specialises in broadband communications and convergence in particular in the following areas: printing terminals, digital TV set-top boxes, broadband and residential terminals, communicating energy management solutions and telecom systems and partnerships. The company is in a leadership position in these sectors thanks to its proven capacity for innovation. Sagem Communications aims to become a world leader in convergence and broadband terminals. With a turnover of almost 1.3 billion euros, Sagem Communications employs 6,600 people on five continents and is headquartered in Paris.

For more information: www.sagem-communications.com

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