



What Is the Value of the Cisco Lean Application Management—FAX Solution?

Fax communications continue to play a vital role in many financial services organizations. Fax may be used to process multimillion-dollar transactions, exchange time-sensitive orders and trades, transmit insurance claims and contracts containing confidential information, and much more. And yet, the conventional fax systems on which many financial institutions rely are inefficient, difficult to secure, and expensive to deploy and maintain.

The Cisco® Lean Application Management—FAX solution provides a complete, highly efficient fax solution for branch offices using the Cisco IP network you already have in place. By integrating an intelligent fax-over-IP (FoIP) solution into your existing Cisco Integrated Services Router (ISR), you can realize substantial savings compared to conventional fax machines and dedicated fax server solutions, improve the security of your fax communications, and ensure compliance with corporate and regulatory requirements. And, you can improve the overall productivity and efficiency of your workforce by empowering employees to send and receive faxes anywhere, anytime, using any IP-enabled device.

What Problems Does It Help Solve?

Today's financial services branch offices are challenged to:

- *Drive down costs:* Financial institutions are committed to fax as an important communications tool, but the cost of fax servers, fax boards, OS licenses, and analog fax circuits in branch offices continues to grow. These solutions also carry high ongoing operating costs for power, cooling, and maintenance.
- *Improve productivity:* Many financial institutions are striving to do more with less by helping branch employees work as efficiently as possible. Being tied to a shared fax machine, however, means that employees must frequently leave their desks to send and receive faxes.
- *Strengthen security:* With millions of dollars potentially depending on faxes being transmitted in a secure and time-sensitive manner, financial institutions

are searching for ways to apply modern encryption and identity services to fax communications, and reduce reliance on insecure, shared fax machines.

- *Comply with regulatory requirements and corporate mandates:* Growing compliance regulations such as the Sarbanes-Oxley Act, the Health Insurance Portability and Accountability Act (HIPAA), and the Payment Card Industry (PCI) standard are driving the need to strengthen protection of confidential fax communications and improve recordkeeping and audit trails.

Cisco Lean Application Management—FAX Solution

The Cisco Lean Application Management—FAX solution, part of the Cisco Connected Finance solution portfolio, integrates fax communications with your Cisco IP network to provide a highly efficient, cost-effective fax solution for branch offices. The solution is based on the unique integration of Sagem-Interstar XMediusFAX fax-over-IP (FoIP) technology with a Cisco Application Extension Platform (AXP) module for the Cisco Integrated Services Router.

The Cisco AXP module provides dedicated processing and storage resources to support the solution, and allows you to transmit, route, copy, and archive fax communications as easily as any other IP traffic traversing your network. Effectively, the Cisco Lean Application Management—FAX solution converges a highly intelligent fax server with the Cisco voice gateway you already have deployed in your branch office, providing a simple, elegant means of adding fax to your IP network without any additional dedicated hardware or integration.

What Are the Benefits of the Cisco Lean Application Management—FAX Solution?

The Cisco Lean Application Management—FAX solution:

- Eliminates the need for dedicated fax servers, reducing both the capital costs of server boxes, expensive fax boards, spares, and OS licenses; and ongoing power, cooling, and maintenance costs

- Reduces costs of dedicated analog fax circuits in branch offices, as well as the environmental waste, paper, toner, and maintenance costs associated with conventional fax machines
- Enhances productivity and responsiveness by allowing employees to send and receive faxes from their desks
- Empowers employees to send and receive mission-critical faxes anywhere, anytime, on any IP-enabled device, including smartphones and PDAs
- Boosts security by applying the same IP encryption and defense mechanisms that safeguard your data traffic to fax communications for the first time
- Fully integrates with your branch IP network, allowing you to route faxes directly to any recipient, multifunction printer, or third-party enterprise application
- Simplifies compliance with regulatory and corporate requirements by making it easy to archive all branch faxes to a centralized storage server

Why Cisco?

Cisco is a proven leader in converged communications solutions that power the largest financial institutions in the world. With a broad suite of intelligent, highly secure solutions for financial services organizations, Cisco can provide a comprehensive network solution that brings intelligence, efficiency, and enhanced service to every customer interaction.

Cisco financial services solutions are:

- Purpose-built to meet the unique business, regulatory, and security challenges of financial institutions
- Designed and engineered to unify all network and communications tools into a single, secure, converged network
- Built on open and evolving standards that can easily incorporate new and innovative business processes, applications, and devices
- Backed with world-class support through the award-winning Cisco Technical Assistance Center (TAC)
- Forward-looking solutions with extensive roadmaps to continually support your business as it evolves