

Fax over IP

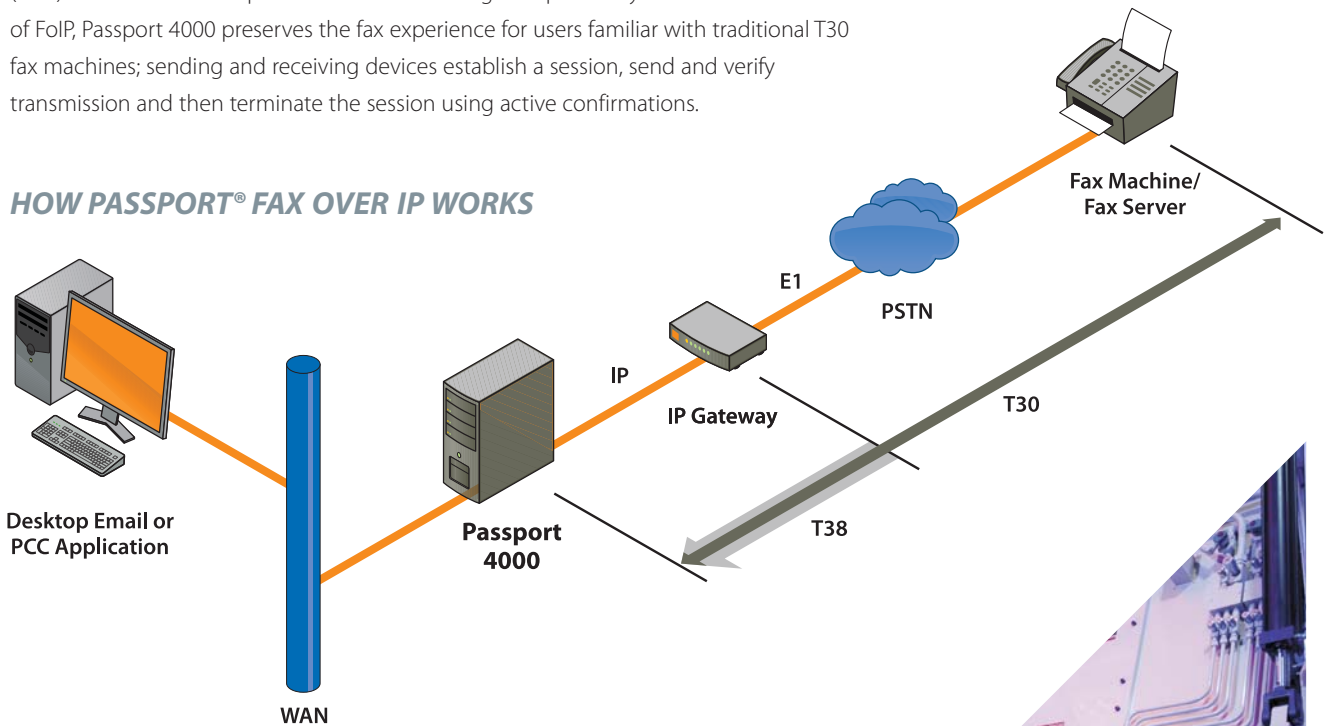
Completing the Unified Communications Picture

Excellent unified communications platforms such as Avaya Aura go beyond existing telephony and data communications networks to bring together voice, messaging, e-mail and voice-mail. In the drive to unify communications, however, fax has been somewhat overlooked, despite its business-critical role for many major international organisations. Lane's Passport 4000 fax server plays a pivotal role in fully automating and integrating all aspects of the communications infrastructure; seamlessly and securely exchanging documents and business information throughout the entire organisation and interfacing with familiar desktop applications and back-office systems.

Bringing fax into a single converged network

Where fax is managed within an enterprise, the next logical progression is to move fax communications fully onto the IP network through the introduction of Fax over IP (FoIP). Based on the T.38 protocol which was designed specifically for the transmission of FoIP, Passport 4000 preserves the fax experience for users familiar with traditional T30 fax machines; sending and receiving devices establish a session, send and verify transmission and then terminate the session using active confirmations.

HOW PASSPORT® FAX OVER IP WORKS



Fully Unified Communications

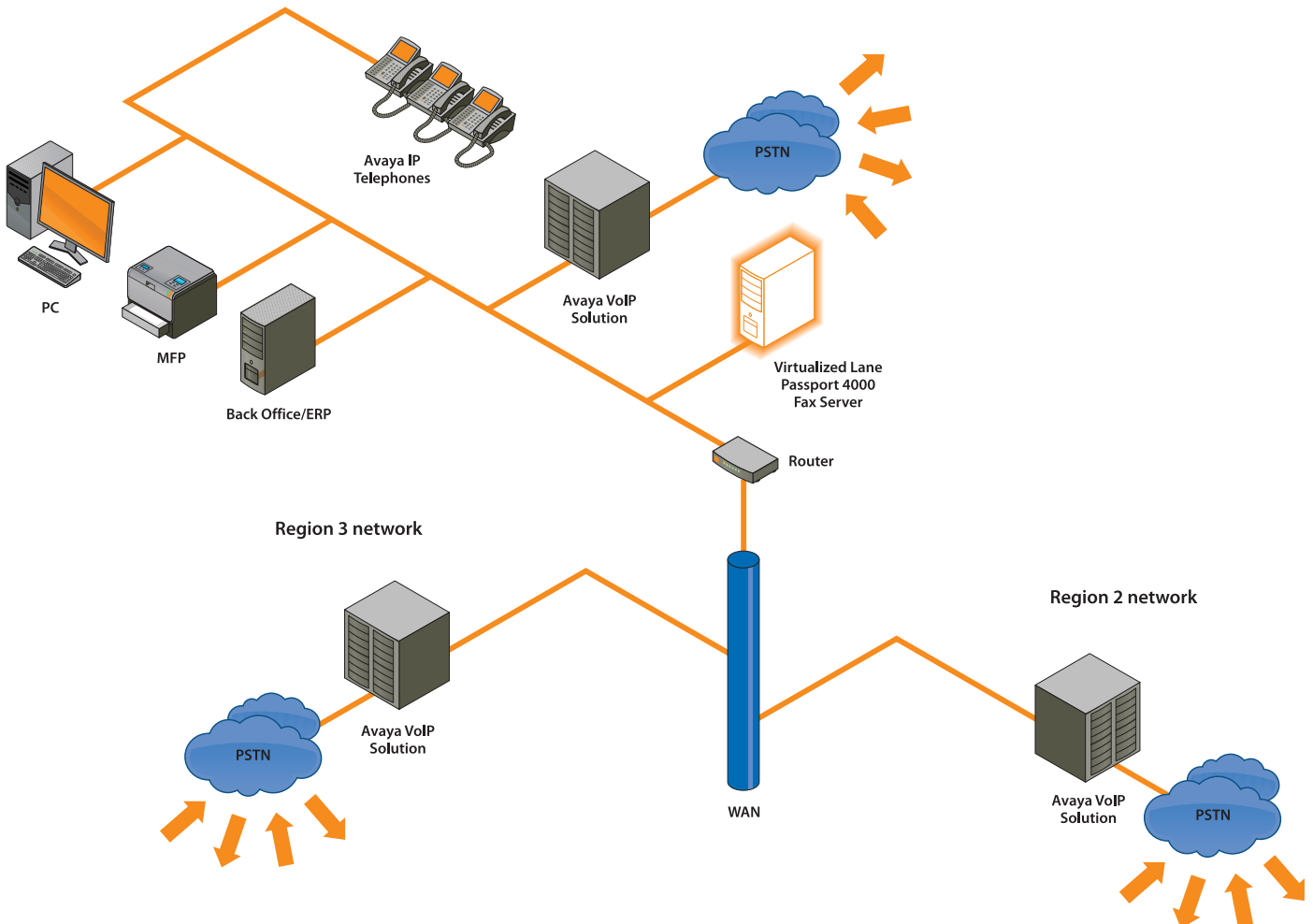
Organisations that have or are considering installing a VoIP platform such as Avaya's Aura Communication Manager can leverage their investment and take advantage of the Fax over IP capabilities of Lane's Passport fax server. Benefits of the Lane Passport fax server include:

- **Lower maintenance costs:** Maintenance contract costs are greatly reduced as fax traffic enters the IP environment via a gateway rather than through the PBX.



- **Lower operating costs:** Integration of data, voice and fax communications over the IP network allows support resources and personnel to be focused on the data network which reduces costs.
- **Easier deployment and maintenance:** In VoIP/FoIP environments the location of the IP fax server is independent of the PSTN network access point. The fax processing resources simply need access to a data network, LAN or WAN where the gateway resides.
- **Better disaster readiness:** Fax server deployment can be reduced to one or two strategically located data centres so rapid response support is significantly reduced and the fax servers can be located in the most secure and stable environments.
- **Least cost routing:** Companies can route calls and faxes across their WAN so avoiding any long distance call charges and improve customer service by using local fax numbers in each country.

This organisation has an Avaya VoIP solution in place linking its multiple international offices and has implemented FoIP with a virtualised Lane Passport 4000 fax server.





- **Enhanced business productivity:** Investment in FoIP solutions provides an opportunity to integrate communications and document management more fully into corporate workflows, and to fully integrate Multi-functional Peripherals.
- **Virtualisation:** Software only FoIP solutions that are compliant with leading manufacturers of virtualisation software, such as Lane's Passport Fax Server, can co-exist in a virtualised environment so reducing energy costs and expensive data centre rack space.

Avaya Compliant

Lane's Passport 4000 Fax Server is Avaya compliant tested to work with Aura Communications Manager™, Aura System Manager, Session Manager, Servers and Media Gateway to deliver a fully integrated fax over IP solution. As an Avaya DevConnect Gold Partner, Lane provides support to Avaya channel partners and direct to end users to ensure seamless integration of its Fax over IP systems.

About Lane

Lane has been at the forefront of messaging communications for over 30 years and is now recognized internationally as a leader in fax integration across the financial, healthcare, manufacturing and transport industries. Based in the UK, US and Singapore, Lane has implemented systems across 50 countries and provided professional services in all time zones. Lane offers the very best solutions for integrating fax servers as a part of wider communications networks. Lane delivers fax and messaging systems across entire organizations and into consolidated data networks, across one site, many sites or across borders. Please visit www.lanetelecom.com for more information on Lane solutions.

About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centres, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit www.avaya.com. For more information on the Avaya DevConnect program, visit www.avaya.com/devconnect.



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