



Cloud Infrastructures and Processes: Hosted Fax & Cisco UCC

You do not need to operate your own costly in-house fax infrastructure in order to utilize complex workflow environments. By integrating their established processes with a cloud provider, this Fortune 1,000 customer was able to preserve the functionality of their on-premise fax server environment while migrating its document delivery process to the cloud. With Retarus' Faxolution for Desktops, this healthcare company was not only able to procure a reliable and robust high capacity fax solution to support their business needs, but also benefited from significant cost savings.

The Big Picture

Healthcare Process Saves Lives

With over 1 million members, and a network of over 50,000 providers this Fortune 1,000 Company connects doctors, hospitals, pharmacies and insurance providers to the community ensuring free or low cost coverage to those who qualify. To provide the best and quickest level of service and affordable healthcare, the organization established a series of complicated queuing, workflow and auditing components in their high volume fax environment.

The Objective

Reduce Cost, Maintain Functionality

As the volume grew, the capacity of the original in-house fax server was quickly depleted. After adding components to support the previous environment, costs quickly skyrocketed. Considering the continued high costs associated with maintaining the on premise fax infrastructure, including a necessary forklift upgrade of the entire fax platform, the company decided to move its fax processing to the cloud. As the already built queuing, workflow, and auditing components were central to their business processes, any migration required that all of the on-site server functionality was retained.

The Solution

Leverage Retarus Faxolution for Desktops® with Cisco UCC

After contacting Retarus, it was quickly established that the standard desktop fax integration would not suffice. With the multiple business processes tightly interwoven to their existing fax solution, a standard Fax-to-E-mail process within Exchange would simply not fulfil the project requirements. After consulting with the client, it was determined that the Cisco Contact Center Agent E-mail feature, which was already in use in the customer's support and call center environments, provided the access management, workflow and auditing capabilities required.

The Cisco Contact Center Agent E-mail is an email queuing system, designed specifically for Cisco Agent Desktop, a user interface for the Cisco Unified Contact Center platform. Agent E-Mail is integrated into the agent's desktop embedded browser, with controls built into the toolbar and display. This enables contact centers to queue and route email messages to staff and skilled agents. Retarus' standard Fax-to-Email was used to provide the ability to receive and transmit faxes, as a PDF, to the email addresses associated with the Cisco Agent E-mail queues.

Complex "Built-to-Order" Processes

No Process Changes

To leverage this interface for the purpose of managing inbound fax messages, Retarus directed the customer to create email addresses within the Cisco environment that would serve as queues for the receipt of Fax-to-E-mail messages. Retarus associated the customer's existing fax numbers with these email queues and ported the client's existing numbers to Retarus. Once completed, the inbound fax messages were directed to the e-mail address which then queued the messages within the Cisco user interface for designated agents to pull and work in real-time. By providing this simple solution, Retarus was able to work within the client's existing processes to successfully fulfil the requirements of the project, and ensure no functionality was removed.

Return on Investment

Cost Savings through outsourcing

As Retarus' Faxolution for Desktops required no on premise fax infrastructure, personnel, development or resources, a strong ROI was achieved quickly. Since the functionality of the on premise hardware was preserved, no changes needed to be made to the client's configuration. Additionally, the client benefited from heightened security features, complete message tracking and unlimited capacity, all of which were upgrades over the existing environment. Bottom line, the migration to a cloud provider with a direct interface into Cisco saved the customer more than **\$1 Million** over three years, when compared to maintaining the on premise fax servers.

Technology box:

Direct Interface into Cisco UCC

Improved deliverability without sacrificing functionality

Unlimited capacity and total cost transparency

Secure and reliable transmission

Rapid ROI with no capital CAPEX

Quick implementation, high flexibility and scalability

Detailed transmission reports

No process changes

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