

# Colt Technology Services Deploys Radisys' Integrated Conferencing Solution for Service Expansion and Growth in Europe

## Case Study

radisys®



### Industry/Market

Conferencing service providers (CSPs)

### The Challenge

The growing importance and usage of business conferencing and collaboration is challenging CSPs to deploy more economic and flexible platforms to support expansion of their customer base.

### The Business Environment

Many CSPs still deliver hosted conferencing based on legacy audio bridge equipment with trunk circuits to the network. These single-service proprietary conference and collaboration platforms are expensive to operate, squeeze profitability and lack integration flexibility.

### The Solution

Colt leveraged Radisys' Integrated Conferencing Solution, comprised of its SIPware™ Conferencing Application Software and Radisys Media Resource Function (MRF).

### The Benefits

Leveraging Radisys' integrated platform, Colt can offer its customers a seamless collaboration tool for video, web and audio conferencing, driving "minutes of use" growth and CapEx and OpEx savings

### Customer Profile

Colt is the information delivery platform that enables its customers to deliver, share, process and store their vital business information.

**Many conferencing service providers (CSPs) are still delivering** hosted conferencing based on legacy audio bridge equipment with trunk circuits to the network. In today's competitive marketplace, these single-service proprietary platforms are expensive to operate, which squeezes profitability, while lacking integration flexibility.

Colt took a different approach, by purchasing Radisys' Integration Conferencing Solution to support its VoIP-based audio conferencing service offerings, including the audio conference mixing associated with its Cisco Webex™ web conferencing solutions. This afforded Colt new growth opportunities throughout Europe, with a flexible platform that meets the needs of its customers. Functioning as the Application Server for VoIP collaboration, Radisys' SIPware Reservationless Conferencing Release 4.4 software features easy-to-use self-service portals, Cisco WebEx™ integration for web conferencing and Microsoft Outlook™ integration for simplified scheduling. Colt's implementation of this solution allows conference participants using traditional phones connected to the Public Switched Telephone Network (PSTN) to interconnect with the Radisys Integrated Conferencing Solution, using gateway equipment in the Colt network. This end-to-end support and flexibility generates increased service consumption and revenues for Colt.



*Conferencing and collaboration continue to grow in importance and usage with our business customers. This growth led to our search for an economic and flexible platform to continue expanding our business, and Radisys' solution met all of our requirements.*

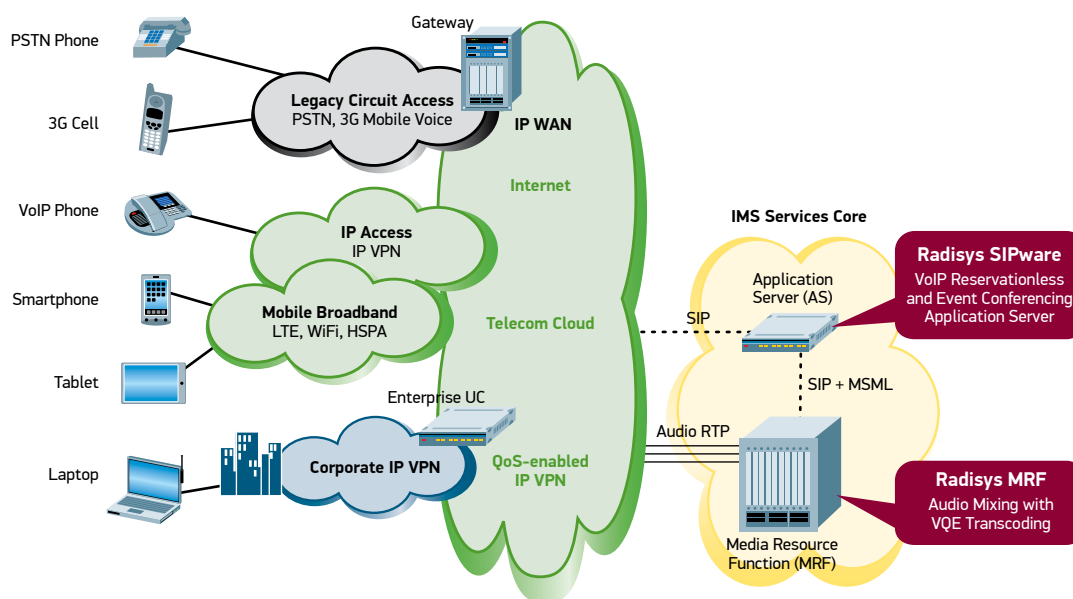
*We are confident that Radisys' Integrated Conferencing Solution will drive 'minutes of use' growth while delivering operational savings.*

**Luke Broome** Chief Technology Officer at Colt Technology Services



## **Radisys Integrated Conferencing Solution: Seamless Integration and Flexibility**

Based on Radisys' IP Multimedia Subsystem (IMS) architecture, Radisys' Integrated Conferencing Solution provides native support of any VoIP endpoint. It features Radisys' SIPware™ Conferencing Application Software and Radisys Media Resource Function (MRF). SIPware Reservationless Conferencing Release 4.4 software serves as the Application Server for VoIP and video collaboration services and comes pre-integrated with Radisys' IMS MRFs, offering a complete turnkey revenue-generating solution for CSPs and mobile operators. Radisys' cloud-ready conferencing solution provides many benefits to CSPs looking to drive down costs and introduce new capabilities, while managing growth.



**Figure 1.** IMS architecture delivering hosted VoIP audio conferencing with a media gateway for PSTN access.

This next-generation conferencing solution delivers crystal-clear, High-Definition (HD) capable audio conferencing services for both VoIP and TDM endpoints and devices. Improved economics are achieved by using a pure IP-based services platform, with SIP trunking through fiber connections with existing customer locations. The solution also adds important flexibilities, including web-based customer self-service portals and seamless integration with desktop productivity tools.

Support of SIP trunking interconnection with network providers and enterprise customers allows Radisys' Integrated Conferencing Solution to offer significant OpEx savings and interoperability benefits. Its multi-node geographically distributed architecture, along with hardware-level redundancy, delivers superior resiliency to achieve 'five-nines' availability. In addition, the solution supports HD voice codecs and automatic transcoding, as well as Voice Quality Enhancement including echo cancellation, noise reduction and packet loss concealment to provide superior VoIP audio quality for an improved conferencing experience.

*Radisys' SIPware Reservationless Conferencing Release 4.4 benefits include:*

- Improved web-based API designed for rapid integration with the conferencing provider's self-service portals
- Portal branding and localization, which lets CSPs personalize conferencing services to end customers or resellers
- Microsoft Outlook integration and plug-ins
- Secure support of hundreds of customers on the same platform
- Enhanced service creation environment by allowing CSPs maximum flexibility to customize call flows, IVR interactions, menu prompts and sequences in multiple languages



*Radisys is pleased to be selected for Colt's next-generation conferencing platform, and to see the deployment of our SIPware Reservationless Conferencing Release 4.4 to help Colt pursue new growth opportunities with a flexible solution to meet its customers' needs. Our Integrated Conferencing Solution offers superior economics and flexibility compared to any hosted carrier-class audio conferencing offering on the market, and comes with the added bonus of an IMS migration path to video conferencing services on the same platform.*

**Grant Henderson** Vice President, Marketing and Product Management at Radisys



To learn more about Radisys' IMS MRF architecture, click [here](#). For information about Radisys' SIPware Conferencing Application Software, visit the [product page](#). For more information about Radisys' Media Resource Function, visit the [product page](#).



Radisys is an Associate member of the Intel® Intelligent Systems Alliance. From modular components to market-ready systems, Intel and the 200+ global member companies of the Alliance provide the performance, connectivity, manageability, and security developers need to create smart, connected systems. Learn more at: [intel.com/go/intelligentsystems-alliance](http://intel.com/go/intelligentsystems-alliance).

The Radisys logo, consisting of the word "radisys" in a white, lowercase, sans-serif font on a dark red rectangular background.

#### Corporate Headquarters

5435 NE Dawson Creek Drive  
Hillsboro, OR 97124 USA  
503-615-1100 | Fax 503-615-1121  
Toll-Free: 800-950-0044  
[www.radisys.com](http://www.radisys.com) | [info@radisys.com](mailto:info@radisys.com)

©2014 Radisys Corporation.  
Radisys and Trillium are registered trademarks of Radisys Corporation.  
\*All other trademarks are the properties of their respective owners.  
April 2014