Multimedia Conferencing Solutions

radisys®

Fixed users are migrating to... Mobile

Audio users are migrating to... Video

CSPs are migrating to... Radisys

ECONOMICAL

FLEXIBLE

RELIABLE

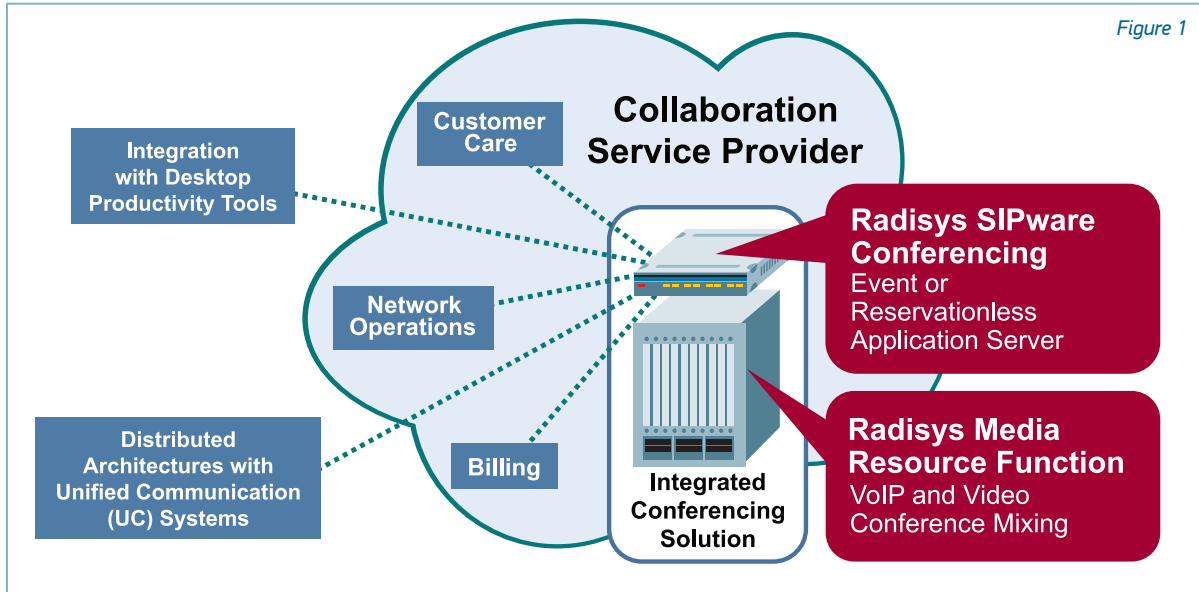*DIFFERENTIATED*

INTEGRATED

SCALABLE

The conferencing industry continues to evolve.

- Minutes of use continue to grow as businesses embrace conferencing rather than travel for group meetings.

- Audio conferencing users are using video and the web more often; mobile and Unified Communication (UC) clients are more common.

- Social networking , desktop tools, instant messaging, web and video conferencing will shape the future of group communications.

NOW is the time to position your conferencing business for the future of IP-based audio and visual collaboration.

Radisys SIPware Conferencing
Integrated Event & Reservationless Conferencing Solutions

Figure 1

For CSPs looking for a turnkey conferencing platform, Radisys® now offers the SIPware™ Conferencing Application Server completely integrated with Radisys Media Resource Function

Economical

SIPware is designed to allow Collaboration Service Providers (CSPs) to support conferencing services for a fraction of the size, space, power, and capital compared to traditional audio bridge or Video MCU equivalents. Being IP-based, SIPware supports SIP trunking, minimizing interconnection costs to reduce total cost of ownership (TCO). SIPware customers typically enjoy a return on investment in less than 9 months!

Flexible

CSPs need flexibility to adapt to their enterprise customer environments and new business models. SIPware's IP-based architecture facilitates integration with web-based GUIs, UC clients, Webex™ web conferencing services, Outlook™ desktop calendaring and productivity tools, as well as existing network management and customer care systems. Leverage detailed session records in the format you require for existing billing systems.

Reliable

SIPware conferencing was designed from the outset for multi-site, distributed architectures to facilitate fault recovery without session disruption if any single solution component or geo location might fail.

Differentiated

Customize your end customers' user experience with a GUI-based Service Creation Environment. Using integrated VQE, only Radisys can offer audio mixing, noise reduction, and echo cancellation on a SIP-based platform. With cascaded conferencing, the platform also facilitates cost-efficient global conferencing with 1000s of participants in a single call.

Integrated

SIPware conferencing is integrated with Radisys Media Resource Function (MRF) – with open interfaces designed for rapid integration with existing and operations and administration systems. Coupled with our professional services and ongoing support, Radisys can deploy SIPware into a CSP environment and get you generating revenue – fast.

Scalable   *(See Figure 3 next page)*

SIPware solutions can be deployed in single-server COTS platforms with Radisys Software MRF, to virtualized compute platforms in the telecom cloud, up to large multi-site configurations supporting hundreds of thousands of ports using Radisys MPX-12000 Broadband MRF.
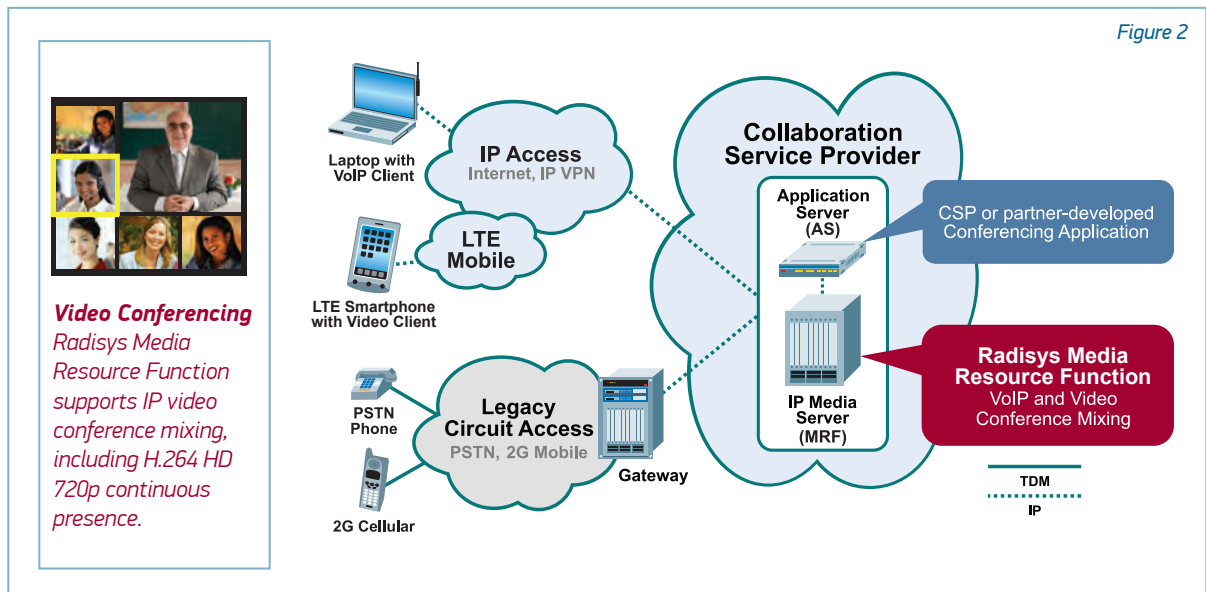
Voice Quality Enhancement (VQE)
Only Radisys offers IP-based VQE, including echo cancellation and noise reduction, which improves the audio quality and user experience for VoIP and mobile connections.

Radisys Media Resource Function
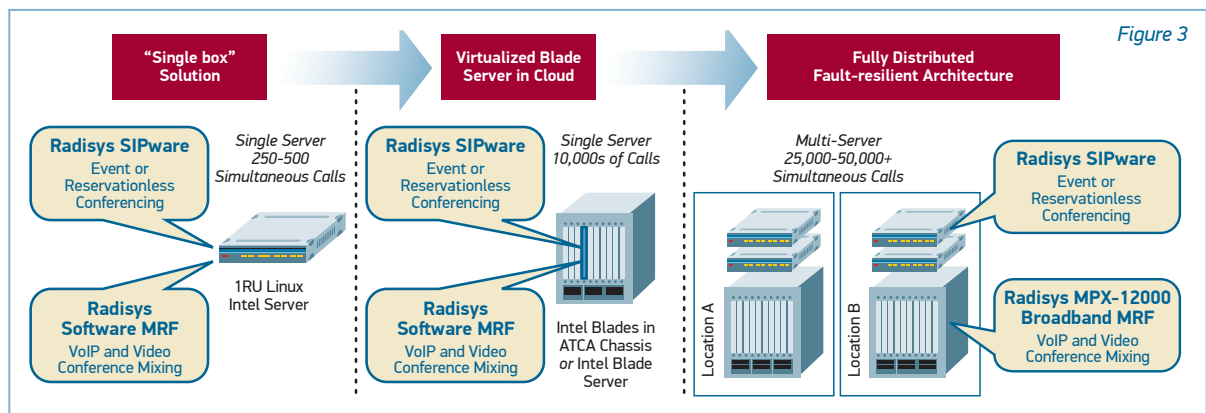## IP-based Multimedia Conference Mixing

Radisys has been a pioneer in introducing IP-based cost efficiencies and enhanced capabilities to the conferencing industry. Leading CSPs with their own conferencing application development teams have integrated and deployed millions of Radisys Media Resource Function (MRF) ports in their networks.

Radisys also works with independent application developers and enterprise collaboration vendors to provide differentiated, economical IP-based audio and video[1] conference media mixing for their solutions.

Radisys is the Industry's #1 Choice for IP-based Conferencing Solutions

#1

Figure 2

Video Conferencing
Radisys Media Resource Function supports IP video conference mixing, including H.264 HD 720p continuous presence.

Radisys supports IP Multimedia Subsystem (IMS) communication architectures and SIP trunking, allowing seamless integration with all future (and growing) packet-based access networks – including LTE mobile video[1] – while supporting legacy circuit access networks using 3rd party gateway technologies…either in the CSP datacenter or hosted by your InterExchange Carrier (IXC).

Figure 3

[1] *Radisys MRF support H.264 HD 720p Voice-activated Video Switching (VAS) and Continuous Presence (CP) video conferencing today. SIPware Video Conferencing – application support available 2H 2013.*

Radisys Conferencing Solutions

Application Highlights
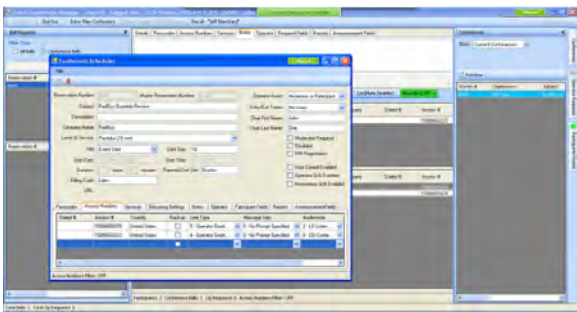
Reservationless and Meet-Me Conferences

Subscribers can set up conference calls dynamically in reservationless mode acting as an "always on" meeting number or URI – or schedule a traditional meet-me conference call at a specific time. Subscriber PINs and Passwords allow easy, instant access to services.

Unattended or Assisted Conference Calls

Conference call moderators and participants can use the service without the need for operator assistance, reducing service provider costs. For premium offerings, the service also supports the use of customer service representatives for "high touch" events.

Powerful Conference Control on One Screen

The Radisys Event Conference Manager (ECM) is a sophisticated, PC-based conference management software program for operators handling large-scale conferences, allowing operators to easily provision and manage conferences, handle operator requests and participant arrivals, and assist participants during Q&A sessions.

Conference Scheduler GUI

Web-based Portals

SIPware real-time API supports development of customized self-service portal, allowing end users (subscribers and administrators) to manage accounts through web interface. Configurable banners and color schemes facilitate self-service portal branding designed to increase consumption of conferencing minutes.

Real-time API Supports Customizable Web-based Self-Service Portal

WebEx Integration

CSPs can offer Webex™ web conferencing client, while using economical Radisys conferencing solution for VoIP audio conferencing.
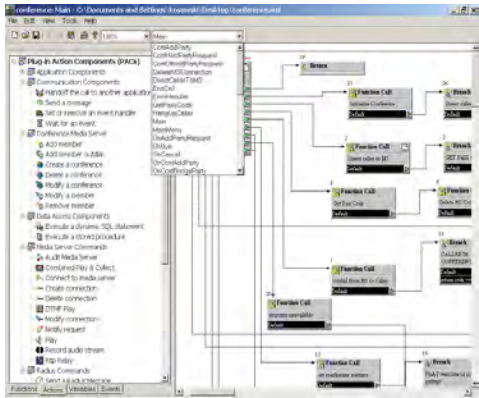
Microsoft Outlook Integration with Plug-ins

Users of Microsoft Outlook™ can schedule conference calls through Outlook calendar interface. Implementation includes addition of Outlook Ribbon bar controls, along with auto-population of login details, access phone numbers, and conference passcodes with Outlook meeting invites.

Radisys Conferencing Solutions (continued)

Service Creation Environment

Our SCE is unique for a conferencing platform. Service providers can readily specify call flow changes, including IVR logic and associated prompts, in order to meet specific market and even individual customer needs. Customization can range from small tweaks to an entire service replacement.

Service Creation Environment (SCE)

Multi-tenancy

Many enterprise-class UC systems and video MCU products are designed for a single enterprise. Radisys conferencing solutions can support multiple resellers, with many customers, made up of employees rolled up into department accounts for usage reporting and billing purposes.

Platform Benefits

SIP Trunking

Radisys Conferencing solution supports economic SIP trunking interconnection with network service providers and enterprise customers, delivering ongoing OPEX cost savings.

One solution for HD voice and HD video conferencing

Economically support any mix of PSTN audio, HD audio conferencing, or H.264 HD 720p video conferencing in a single conference mix, with automatic transcoding and transrating as required.

Extensive Failover and Recovery Schemes

Redundant components eliminate single points of failure throughout the architecture. SIPware Application Servers can be configured either N+1 or in high availability models. In the event of component failure, conference state and calls are maintained without any service interruption to the participants.

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