

# GENBAND Partners with Radisys for Media Processing and Cloud Conferencing Solutions

## Case Study

radisys®



### Industry/Market

Communication network solutions for service provider and enterprise customers.

### The Challenge

The growing demand for cloud-based deployments requires the enablement of virtualized media processing.

### The Business Environment

To meet the increasing demand for cloud-based deployments, operators must provide their customers with flexible service offerings that they can quickly take to market.

### The Solution

GENBAND leveraged Radisys' Software Media Resource Function (MRF) to provide the IP media processing for GENBAND's EXPERIUS™ application server and CONTINUUM™ call session controllers.

### The Benefits

By offering these software components in a virtualized cloud deployment model, GENBAND can provide its service provider and enterprise customers with flexible service offerings that they can quickly take to market.

### Customer Profile

GENBAND is a global leader in smart networking solutions from the Core to the Edge to the Experience for service providers and enterprises in more than 80 countries.

Enterprise customers are increasingly utilizing cloud-based telecommunication services, providing improved economics with increased flexibility. Telecom Equipment Manufacturers (TEMs) need to respond by providing their service provider customers with service delivery architectures specifically designed for cloud deployments, allowing service providers to offer multi-tenant cloud communication solutions to their enterprise customers.

More than ever, TEMs now require customizable, open, standards-based MRF products to deliver virtualized media processing and cloud conferencing solutions. To meet this specific demand while minimizing investment, GENBAND leveraged Radisys' Software Media Resource Function (MRF) to provide real-time VoIP and video media processing for GENBAND's EXPERiUS™ application server and CONTiNUUM™ call session controllers.

## IMS MRF Solutions for GENBAND

IP Multimedia  
Processing for



Call Session  
Controllers

EXPERiUS



Application  
Servers

H.264 to VP8  
Transcoding for



WebRTC  
Gateway

Multimedia  
Conferencing for



Cloud  
Services



*The full integration of the Radisys Software MRF with our EXPERiUS application server and CONTiNUUM call session controllers allows GENBAND to continually enhance and focus resources on our market-leading application and session control solutions programs, resulting in accelerated time to market. Our EXPERiUS and CONTiNUUM solutions, integrated with Radisys' MRF, are shipping to our service provider and enterprise customers today.*

**BG Kumar** President, Multimedia Business Unit, GENBAND



## Radisys' Software MRF: A Cloud-Ready Solution

The Software MRF provides extensive, high capacity IP audio and media processing capabilities, including simple conference mixing, messaging and IVR feature control for the Unified Communications needs of GENBAND's EXPERiUS application server, while supporting multimedia network announcements, digit collection and lawful intercept for the CONTiNUUM call session controllers.

## Overcoming Media Processing Challenges in Virtual Machines

Virtualization is commonly discussed in the context of cloud computing. Virtualization gives cloud service providers far more flexibility to add and remove services and features on the fly. This is because the software modules providing services or features run on multiple virtual machines that can be deployed and later released while the server is running. However, caution is needed when using virtualization for real-time applications like an MRF, since virtualization technology can slow down systems, as well as introduce unpredictable behavior that negatively impacts real-time performance, especially under high load.

GENBAND required a Software MRF for virtualized deployments and turned to Radisys. Radisys' engineers responded by improving and optimizing the company's Software MRF to perform in a Kernel-based Virtual Machine (KVM) environment. The resulting solution delivered comparable QoS levels with minimized capacity impact when compared to a Software MRF running on dedicated hardware.



*Our collaboration with GENBAND is enabling Radisys to play an expanded role in key markets such as SIP Trunking, Unified Communications, HD voice and Voice and Video over LTE. Our cloud-ready Software MRF has made major strides in functionality and virtualization to meet GENBAND's exacting requirements. Our advances in virtualization support are enabling cloud deployments with impeccable audio and video quality and outstanding capacity—an important and significant achievement for real-time-sensitive IP media processing.*

**Denis Bouffard** Director Product Management, Radisys



## Radisys' Market-Leading MRF Solutions

Radisys is the leading supplier of carrier-class MRF products, with the highest capacity MRF solutions in the industry, providing high-density DSP-based platforms and software-based platforms for virtualized environments in the telecom cloud. With a proven track record of supporting IP-based media processing, Radisys' MRF solutions are already working in several IMS deployments. Building upon its understanding of the complexities of 4G/LTE networks, Radisys delivers a multitude of new solutions and applications, like cloud services delivered over 4G/LTE access networks.

Radisys' MRF solution enables TEMS to:

- Deliver VoIP and video media processing in virtualized environments
- Maintain impeccable audio and video quality with integrated Voice Quality Enhancement (VQE)
- Accelerate time-to-market
- Provide broad codec support
- Customize to specific requirements
- Enhance real-time-sensitive IP media processing
- Utilize industry-leading scalability



The flagship of Radisys' MRF solutions—the MPX-12000—features the advanced, scalable IP media processing required for Voice and Video over LTE (VoLTE), HD audio and video, and mobile VAS, combined with specialized media QoS processing services, such as VQE or IP-IP audio and video transcoding.



*Radisys is pleased to have been selected as a trusted IP media processing technology supplier to GENBAND. This customer win is a great example of how Radisys can provide open, standards-based MRF products and conferencing solutions, yet customize them to meet a leading TEM's specific requirements. We look forward to a long and commercially successful relationship based on our collaboration and technology innovation.*

**Amit Agarwal** Vice President and General Manager, Software Solutions, Radisys



For additional information about Radisys' MRF solutions, 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.

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May 2013