

# Case Western Reserve University Accelerates Learning and Enhances the Quality of Life in Cleveland with RADVISION

## About



**Customer:** Case Western Reserve University  
**Country:** USA  
**Industry:** Education  
**Product:** RADVISION video conferencing infrastructure including Multipoint Conferencing capabilities (MCU) and the iVIEW management application.

### About Case Western Reserve University

Case Western Reserve University (widely referred to as "Case") is one of the United States' leading educational and research institutions. Case is distinguished for advancing technology-enhanced learning including video conferencing, distance-collaboration, video-streaming and video broadcasting. Located in Cleveland, Ohio, Case Western also provides leadership in the OneCleveland broadband initiative - one of the boldest community broadband initiatives in North America.

## The Mission

In addition to offering nationally recognized programs in the Arts and Sciences, Dental, Engineering, Law, Management, Medicine, Nursing, and Social Sciences, Case is deeply committed to applying innovative media and communications technologies to both university education and the civic, cultural and economic life of the greater Cleveland community. The university has deployed a gigabit network which is available to every classroom, meeting room and dorm room on campus and has been recognized by Intel by being listed in its top-tier of "Most Unwired College Campuses."

Case uses video conferencing and data collaboration to provide students with advanced academic technology courseware, virtual study groups and seminars, archived lectures, and even virtual office hours with Case professors,

librarians, and other academic resources. Several courses and seminars benefit from guest lecturers and participants who join by video conferencing and who are much more able and willing to accommodate Case's invitations because they do not need to travel. Case also uses video conferencing and data collaboration to provide faculty, staff and trustees with virtual meetings, and distance-collaboration. One example is the weekly Board of Trustees meeting that takes place by multipoint video conference and by which the business of the university is governed. Since the trustees reside in such diverse locations as Pittsburgh, New York City and Washington, D.C, in addition to the Cleveland metropolitan area, meeting by video conferencing enables them a much greater frequency and depth of involvement than would be possible if they always had to travel in order to meet.

## The Challenge

The challenges faced by Case Western Reserve's team was to rapidly deploy and drive the adoption of video conferencing and data collaboration across the university, extend its use to the other leading institutions of the University Circle, and prepare to make the platform available to serve the

needs of the greater Cleveland metropolitan community. University Circle is a section of Cleveland that is home to the University Hospitals of Cleveland, Ohio College of Pediatric Medicine, the Cleveland Psychoanalytic Institute, the Louis Stokes Veterans Administration Medical Center,

the Cleveland Museum of Natural History, The Cleveland Music School Settlement, the Cleveland Institute of Art, and the Martin Luther King Branch of the Cleveland Public Library, among other institutions. Additional challenges are to provide services to large numbers of end-users who

will demand high quality but who will generally be too busy to learn, or are not interested in learning about the behind-the-scenes technology that enables the high quality multimedia collaboration experience.

## The Solution

Case deployed approximately 100 classrooms, meeting rooms and faculty, staff, student and trustee endpoints for video conferencing and data collaboration. Case uses the RADVISION-based platform to provide video conferencing and collaboration for coursework, teamwork, consultations and meetings.

Case identified several reasons why they selected RADVISION as their partner and vendor. (1) RADVISION is clearly an industry leader. (2) RADVISION being standards-based, is

fully committed to interoperability and 'endpoint agnostic'. (3) The RADVISION system is end-user friendly, and the advanced capabilities of the system operate behind-the-scenes as far as the end-user is concerned. This is critical for aggressively deploying and driving adoption of video conferencing throughout the university. (4) The confidence that the Case team had in their selection of RADVISION was reinforced by RADVISION's deep association with Cisco - Case's technology partner for their network.

## The Benefits

- In less than six months, Case Western Reserve University built the first phase of a multipoint video conferencing, data conferencing and distance collaboration platform serving the needs of students, faculty, researchers, staff, administrators, officers, and board members. In parallel, Case began to leverage the platform to provide services for the OneCleveland community broadband initiative.
- Rapid deployment has been achieved thanks in large part to RADVISION's iVIEW, providing a central management interface for control, configuration and maintenance.
- High quality of experience is provided by the RADVISION MCU equipped with rate-matching and advanced Continuous Presence.
- Providing advanced services to end users too busy to learn, or are not interested in learning, about the behind-the-scenes technology has been achieved by the exceptionally end-user friendly features and graphic interfaces of RADVISION products. By using advanced video processing capabilities and enhanced Gatekeeper functionality for simplified dialing procedures, video conferencing couldn't be easier. Integration with familiar workflow applications such as Microsoft Outlook also enables video conferencing without the need to learn something new.

## Looking Forward

Case's roadmap focuses on three priorities: scale, reach and higher levels of integration. In terms of scale, they are growing the number of classroom, meeting room, and student, faculty and staff endpoints from hundreds to thousands, and will eventually support tens of thousands of endpoints. This, in turn requires expanding the infrastructure for multipoint. The priority on expanding reach involves extending video conferencing services to DSL and digital cable connected

residences and community facilities not directly served by Case's gigabit network. The priority on higher levels of integration focuses on combining video conferencing and stored / streamed video to enable virtual seminars and virtual faculty / student conferences that incorporate archived instructional materials and video libraries.

### About RADVISION

RADVISION (NASDAQ: RVSN) is the industry's leading provider of market-proven products and technologies for unified visual communications over IP and 3G networks. With its complete set of standards based video networking infrastructure and developer toolkits for voice, video, data and wireless communications, RADVISION is driving the unified communications evolution by combining the power of video, voice, data and wireless – for high definition video conferencing systems, innovative converged mobile services, and highly scalable video-enabled desktop platforms on IP, 3G and emerging next generation networks. For more information about RADVISION, visit [www.radvision.com](http://www.radvision.com)

USA/Americas  
T +1 201 689 6300  
F +1 201 689 6301  
[infoUSA@radvision.com](mailto:infoUSA@radvision.com)

EMEA  
T +44 20 3178 8685  
F +44 20 3178 5717  
[infoUK@radvision.com](mailto:infoUK@radvision.com)

APAC  
T +852 3472 4388  
F +852 2801 4071  
[infoAPAC@radvision.com](mailto:infoAPAC@radvision.com)