

RADVISION-POWERED COLLAB VIDEO CONTACT CENTER HELPS DRIVE VODAFONE PORTUGAL 3G VIDEO TELEPHONY SERVICE

The Mission

With the initial launch of its *Vodafone Live! with 3G* video calling service, Vodafone Portugal wanted to quickly achieve a critical mass of active users, and enlist users to demonstrate the benefits of the new service to others. Vodafone Portugal recognized that a 3G video contact center would be a powerful solution to “jump-start” and grow market adoption momentum and enable others who had not yet subscribed or purchased 3G handsets to experience video calling.



The Challenge

Lisbon-based COLLAB was chosen to deploy its One Contact IP-3G Contact Center—a full service, high standard contact center solution with complete call control, including conferencing, extension, transfer, skills-based routing and queues and bi-directional video capabilities. One Contact IP-3G Contact Center is based on SIP architecture that integrates 3G, SIP, VoIP and video. COLLAB needed a completely interoperable, scalable gateway that would ensure the highest standards of video quality, while leveraging all the power and functionality of its comprehensive offering.

The Solution

RADVISION's **SCOPIA 3G Video Gateway** was selected for its superior interoperability of multimedia—including video calling, video messaging, video mail and video streaming—between 3G mobile and IP LAN/WAN/PC networks. RADVISION developed advanced SIP functionalities, using the very latest standards, to support COLLAB's requirements for IVR, transfer, conferencing, same agent routing, multi-site/single-queuing and other sophisticated call routing mechanisms. By providing the pivotal role of transcoding between the video and audio on the end-user's mobile handset, and the video and audio on the contact center agent's PC, the **SCOPIA 3G Video Gateway** delivers preeminent multimedia interoperability to 3G service provider networks.

The Result

In less than 4 months, COLLAB and RADVISION deployed the world's first fully operational 3G video contact center at Vodafone Portugal and enabled the customer to meet its aggressive schedule for rolling out video calling services. Mr. Antonio Carrapatoso, Chairman of Vodafone Portugal: “A year after Vodafone Portugal's decision to invest in a 3G roll-out based on quality, diversity and innovation in our 3G products and services, we are delighted that the interest shown by our customers has exceeded our expectations.” Vodafone Portugal's 3G video contact center is not only providing exceptional video calling experience to *its Vodafone live! with 3G* customers; it is also enabling every 3G customer to be a demo-equipped “evangelist” for the service.

“When COLLAB was looking for a technology partner for 3G to IP multimedia gateways, RADVISION was not only the clear leader in this cutting edge area—they were the only company with years of experience in production deployments with major carriers.”

Joaquim Rodrigues, COLLAB CTO and co-founder

Looking Forward

Vodafone Portugal remains ambitious about 3G video service growth. As demand for 3G products and services grows, the video contact center is expected to grow with it. The 3G contact center's architecture is ideal for geographically distributed callers, contact center agents and subscribers, from the start, not only to support growth on a worldwide basis but also to support outsourced contact center services and work-from-home contact center agents. As Vodafone Portugal's partners in this growth, the COLLAB-RADVISION collaboration will continue play an vital role.

The **SCOPIA 3G Gateway** is part of RADVISION's SCOPIA line of products that enable service providers to offer innovative revenue generating multimedia services. Other components of the SCOPIA product line include video-conferencing bridges, an interactive streaming video platform and an element management system.