

Korea Telecom Customers Enjoy Real-Time Desktop Multiparty Video & Audio Collaboration

case study

The Mission

Enhance Bizmeka's (Korea Telecom) hosted video services and the company's video network infrastructure product line with a tightly integrated desktop video conferencing solution.

The Challenge

This Division of Korea Telecom sought a single solution that would answer the needs of both its hosted service business, and its reseller activities as a supplier of a full line of video network infrastructure and endpoints.



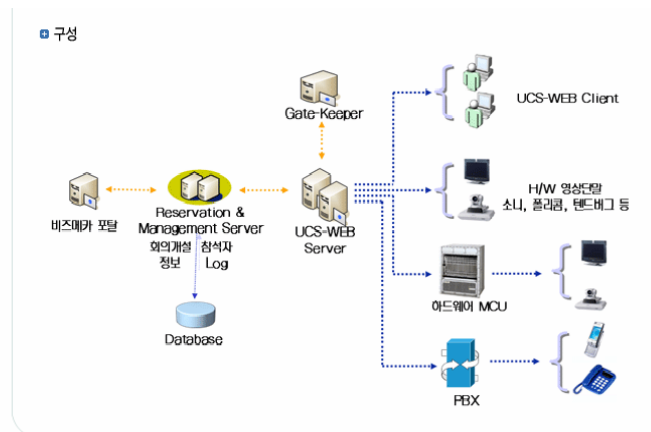
The Solution

The Bizmeka Division caters to small and medium-sized businesses and government agencies looking for end-to-end video and conferencing solutions. The Ubiquitous Conference System (UCS) programs target this market niche, and are available in two models: UCS-Web, a hosted Web conferencing service based on an ASP model; and UCS, a full-fledged video conferencing solution that is sold with broadband Internet service, and includes MCUs, codecs, software and endpoints.

[Click to Meet®](#) proved to be the ideal solution for both the UCS programs. The intuitive software integration in the Web-based ASP model delivered a flexible, highly customizable service which was important to Bizmeka's customers. Bizmeka's channel partners carry a wide range of endpoint and MCUs. Endpoint-agnostic Click to Meet platform is one of the few solutions on the market that is interoperable with all types of infrastructure equipment and devices. For both models, Click to Meet ensured that customers received top quality audio and video.

"The Click to Meet solution is ideal for large-scale hosted services, because of its scalability, ease of use, and low cost of ownership."
Jong Jin, Chae,
Bizmeka's VP

Click to Meet delivers the solution for Bizmeka customers to take the leap into the formerly inaccessible world of video conferencing, with an application that is well-integrated with familiar workflow applications used every day, and required a minimal investment.



Let's KT

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대화가 즐거워 졌다
기업과 일상생활의 커뮤니케이션 방식의 변화
필요하다면 언제라도 대화하고 결정한다

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기업 영상의회의

"시간이 경쟁력이다"
기업의 글로벌화, 사업장의 분산화로 기업의 빠른 의사 결정을 할수 있는 화상 회의가 최첨단 커뮤니케이션의 선택 일니다.

KT비즈메카UCS가 제공하는 기업영상회의는 지리적으로 멀리 위치한 지역간 영상, 음성 및 자료를 교환하여 마치 같은 회의실에서 회의하는 것처럼 자연스럽게 의견을 나누도록 해 주는 새로운 회의 방식입니다.

사업장간 신속한 정보교환이 가능하고 다자간 실시간 회의를 진행함으로써 비용절감의 효과를 극대화시켜 대내,외적으로 경쟁력을 확보 할 수 있는 솔루션입니다.

기업의 글로벌화, 사업장의 분산화는 필연적으로 화상회의의 활성화를 가져왔으며, 그 동안 직접 대면회의를 선호하던 국내 기업들도 업무 효율성, 기업 경쟁력 강화의 측면에서 속속 도입하고 있는 추세 입니다.

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The Result

In the first week the service was launched, 50 enterprises customers signed up for the UCS-Web service and it has grown steadily ever since. The initial 100 port deployment has now expanded to an approximately 300-port service platform. The service has already reached beyond the scope of business conferencing to the world of online education and medical training.

The market is clearly interested in [desktop-based video communications](#), and is willing to pay for this pay-as-you-go service model. In addition, Korea Telecom's pioneering venture into the reseller market has proven itself a commercial success as more channel partners show an interest in the lucrative video network infrastructure market.

Looking Forward

Deploying Click to Meet is part of Korea Telecom's focus on key growth service segments. "We anticipate expanding video capabilities for Korea Telecom's messenger customers, as well as integrating Click to Meet with Bizmeka hosted ERP services," says Jong Jin, Chae, Bizmeka's VP. "To provide the ultimate ubiquitous environment, we plan to offer interactive video services that communicate with every endpoint - whether IP phone, Messenger client, 3G mobile and PSTN."

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