

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.



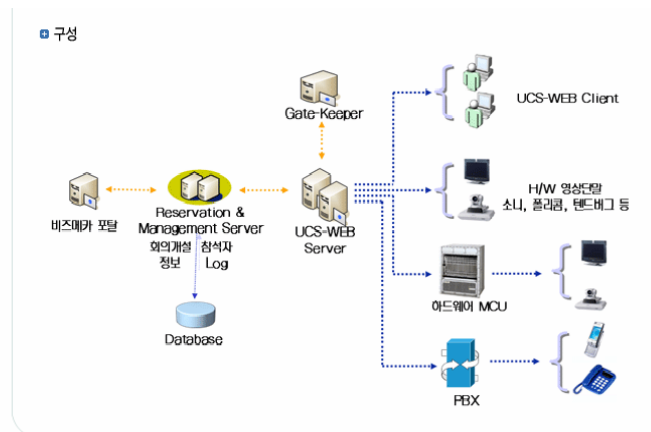
The Solution

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.



The screenshot shows the 'Let's KT' website interface. At the top, there are navigation tabs for '서비스소개' (Service Introduction), '제품소개' (Product Introduction), '신청안내' (Application Guide), '상담견적요청' (Request for Consultation/Quote), and '고객지원' (Customer Support). Below these are links for '관리자' (Admin), 'RM/AM' (Reseller/Account Manager), and '대리점' (Agent). A 'Login' section is visible on the left with fields for ID and PW. The main content area features a large banner with the text '대화가 즐거워 졌다' (Conversation became fun) and '기업과 일상생활의 커뮤니케이션 방식의 변화 필요하다면 언제라도 대화하고 결정한다' (If you need a change in communication methods for business and daily life, talk and decide whenever you want). Below the banner, there's a section titled '기업 영상의회의' (Enterprise Video Conferencing) with a sub-header '시간이 경쟁력이다' (Time is a competitive advantage). The text describes how KT Bizmecca UCS provides geographically dispersed video conferencing services, allowing for efficient meetings and decision-making. A sidebar on the right contains a '바로가기' (Quick Links) section with '365콜센터' (365 Call Center) and '온라인 상담' (Online Consultation) options.

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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