

## Interwoven Improves Employee Communications and Efficiency With RADVISION Videoconferencing Solution

### Highlights:

Client:	Interwoven Inc.
Product:	RADVISION <i>via</i> IP Multipoint Conferencing Unit (MCU) RADVISION Data Collaboration Server (DCS) RADVISION Enhanced Communications Server (ECS) RADVISION Gateway
Number of sites:	Eight locations: Bethesda, Md., Boston, Chicago, New York, San Francisco, Sunnyvale, Calif., Singapore and in the United Kingdom.
Application:	Interwoven uses a videoconferencing network to improve employee and enterprise communications, boost productivity and efficiencies between domestic and international offices and improve customer communications.

### Why Interwoven Chose RADVISION:

The first videoconferencing solution Interwoven deployed did not meet their needs for data collaboration. The RADVISION solution did. It was critical to Interwoven that the conference bridge would facilitate the inclusion of PowerPoint presentation simultaneously during the videoconference meeting. In addition, they wanted to ensure that the system would be as reliable and available as any other critical business system in the company. RADVISION met these requirements in feature set, product quality and reliability at an attractive price.

### Introduction:

Founded in 1995 by Peng Ong, Interwoven is a leader in enterprise content management software. Its product, the Interwoven 5 platform, is a complete rich-media content solution, allowing support from content processing, management and preparation for deployment to Web browsers, PDAs, print, wireless devices and enterprise application. The platform is capable of managing all types of content such as XML/HTML, rich media, database content and Web application code. The Interwoven solution is used by more than 1,000 global organizations. They include, but are not limited to, British Airways, Cisco Systems, General Electric, General Motors and Singapore Airlines.



In 2001, Interwoven saw a 53% increase over the previous year in revenue. The rapid growth forced the Sunnyvale, California based company to expand the number of employees and offices. The company now employs more than 700 in offices across the United States and in 18 different countries. With such a large number of employees conducting business in a variety of locations, Interwoven needed a cost-effective solution that would allow geographically dispersed team members to work together efficiently and effectively. It turned to videoconferencing.

**Challenge:**

When Interwoven implemented a competitors videoconferencing technology, the product did not meet all of the company’s needs. It was critical that Interwoven had the capability to provide data collaboration (the sharing of applications and documents in a working session with remote parties) while conducting its videoconferencing. According to Robert A. Muir, senior telecom technician at Interwoven, data collaboration is very important to the company and it is the primary reason Interwoven selected RADVISION’s technology.

By using the RADVISION Multipoint Conferencing Unit and Data Collaboration Server to connect the company’s employees in Bethesda, Md., Boston, Chicago, New York, San Francisco, Sunnyvale, Calif., Singapore and the United Kingdom, meetings and working sessions with PowerPoint or other business applications can be viewed by participants during the videoconference. “By improving the quality of information that can now be shared in our meetings, this technology allows for the kind of open communications that is a hallmark of the Interwoven culture,” Muir said. “Since moving to RADVISION’s solution, our productivity and efficiency have improved greatly.”

**viaIP Multipoint Conferencing Unit** - Renown for its high-density, unlimited scalability, and its proven performance, the viaIP MCU bridges conferences for voice, video and data between three or more endpoints.

**Data Collaboration Server** – The DCS is a dynamic and scalable solution for data collaboration enhancing conference capabilities by enabling application sharing based on the T.120 standard.

**viaIP Gateway** –The RADVISION viaIP Gateway provides connectivity between IP and ISDN networks. The Gateway allows organizations with legacy ISDN-based videoconferencing systems to communicate with IP-based systems for voice, video or data communications.

The RADVISION solution provided Interwoven with its office-to-office communication and opened the door to improved customer communications. Using a RADVISION Gateway, for connectivity between IP and ISDN networks, Interwoven is able to conduct videoconferences with clients all over the world who have videoconferencing systems of their own. This gives Interwoven’s clients more direct, personal communication and an ability to tap the knowledge base of remote Interwoven experts when necessary.



Interwoven also selected the RADVISION Enhanced Communication Server (ECS) to manage the network and monitor usage and traffic flow throughout the system. This management application with advanced gatekeeper functionality keeps the communication network running smoothly and allows a single administrator to update settings and rules from one central location to all of the systems in the videoconferencing network.

**Enhanced Communication Server (ECS)** – The RADVISION ECS is an advanced management application with H.323 gatekeeper functionality that is essential for the management of IP telephony and multimedia communication networks. The ECS can set policies and control network resources, such as bandwidth usage and traffic direction, to ensure optimal performance.

**Results:**

The RADVISION solution provided the vehicle for the open communication that is essential to Interwoven's success and company culture. It replaced the need for a significant amount of inter-company travel, saving the company valuable employee time and expenses.

“RADVISION's technology provides the executive team with an effective, reliable communications channel. It is a tool that has increased the quantity and improved the quality of information that can be shared with each and every employee,” said Mercedes De Luca, Vice President, Information Systems at Interwoven.

**About RADVISION:**

RADVISION (Nasdaq: RVSN) is the industry's leading provider of high quality, scalable and easy-to-use products and technologies for videoconferencing, video telephony, and the development of converged voice, video and data over IP and 3G networks. RADVISION has two distinct business units. RADVISION's Networking Business Unit (NBU) offers one of the broadest and most complete set of videoconferencing network solutions for IP- and ISDN-based networks, supporting all end points in the industry. The company also provide businesses and service providers with integrated solutions that deliver converged IP-based video telephony applications to employee computer desktops and residential broadband homes worldwide. The Company's Technology Business Unit (TBU) provides protocol development tools and platforms, enabling equipment vendors and service providers to develop and deploy new converged networks, services, and technologies. For more information please visit our website at [www.radvision.com](http://www.radvision.com).

For more information on Interwoven, please visit [www.interwoven.com](http://www.interwoven.com)

