

IBM contacts lead to expanded business for RADVISION

RADVISION is the industry's leading provider of products and technologies for unified visual communications over IP, 3G and emerging IMS/Next Generation networks - enabling high definition video-conferencing, converged video telephony services, and scalable desktop-based visual communications. RADVISION's SCOPIA Unified Communications offering is a robust video platform, delivering the scalability and seamless device support needed by enterprises to protect current standards-based conferencing investments.

RADVISION has its international headquarters based in Israel, which gives them local access to several key IBM® benefits, the Global Technology Unit (GTU) and the IBM Innovation Center. IBM established the GTU in Israel to promote worldwide business for IBM with Israeli-based technology companies. An integral part of the GTU is the IBM Innovation Center, which provides customized technical assistance and also access to marketing, sales and collaboration resources through the global network of 40+ IBM Innovation Centers.

RADVISION's collaboration with the GTU began in 2005, when Boaz Raviv was appointed RADVISION's CEO. Raviv recognized the many benefits to be gained by working with IBM and identified joint value propositions in two industries: Enterprise and Telecom.

Since then, the IBM Innovation Center has helped RADVISION port their solution to Linux on System x® and IBM BladeCenter® blade servers, as well as integrate their solution with WebSphere® XML Document Management Server (XDMS) and WebSphere Presence Server for the Telecom industry and Lotus® Sametime® for the Enterprise industry. This support included participation in the Lotus Sametime workshop 'Building solutions for the communication and collaboration platform'. From a business planning perspective, the GTU worked with RADVISION to build joint annual business plans, which has led to several significant wins. The GTU has also connected RADVISION with IBM executives and field coverage teams, leading to participation in key IBM roadshows, and conferences.

Boaz Raviv, Chief Executive Officer of RADVISION, comments "RADVISION's partnership and collaboration with the GTU has proven to be instrumental in both companies unified communications strategies. Integrating the SCOPIA video conferencing solution to IBM WebSphere and Lotus Sametime has created an offering the market is looking for. This, complemented by the alliance with the IBM Innovation Center, brought to the surface an IBM/RADVISION solution that is drawing constantly new opportunities to both companies"



RADVISION <http://www.radvision.com>

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