

# SCOPIA IVP for Cisco Unified CVP 7.0

## Video-Enable Your CVP Contact Center

### Experience the power of visual communications

Enhance Cisco's Unified Customer Voice Portal (CVP) 7.0 with rich video-enabled capabilities using RADVISION's Video Software Package (VSP).

Integrated with Cisco Unified CVP, RADVISION's VSP runs on Cisco media processing hardware allowing your Cisco-based contact center to offer callers a unique video telephony user experience, streamline your operations, boost service levels and slash expenses.

### 3G Mobile and video Kiosks - expanding CVP's customer reach

RADVISION's VSP supports multiple video-enabled customer touch points, including video-enabled mobile devices through RADVISION SCOPIA 3G GW and video kiosks expanding customer reach and contact center accessibility.



### Video-enabling Cisco CVP offers the following benefits:

**Video Menus:** Customers can easily navigate self-service menus, presented either as pre-recorded or live/streamed video clips, or slides; providing a user-friendly experience that is faster and more efficient than an audio-only service system while cutting service provider operational expenses.

**Video Queuing:** allows the contact center Service provider to push relevant information or advertising to callers while queuing for an agent, offering them a more educational, productive and enjoyable experience.

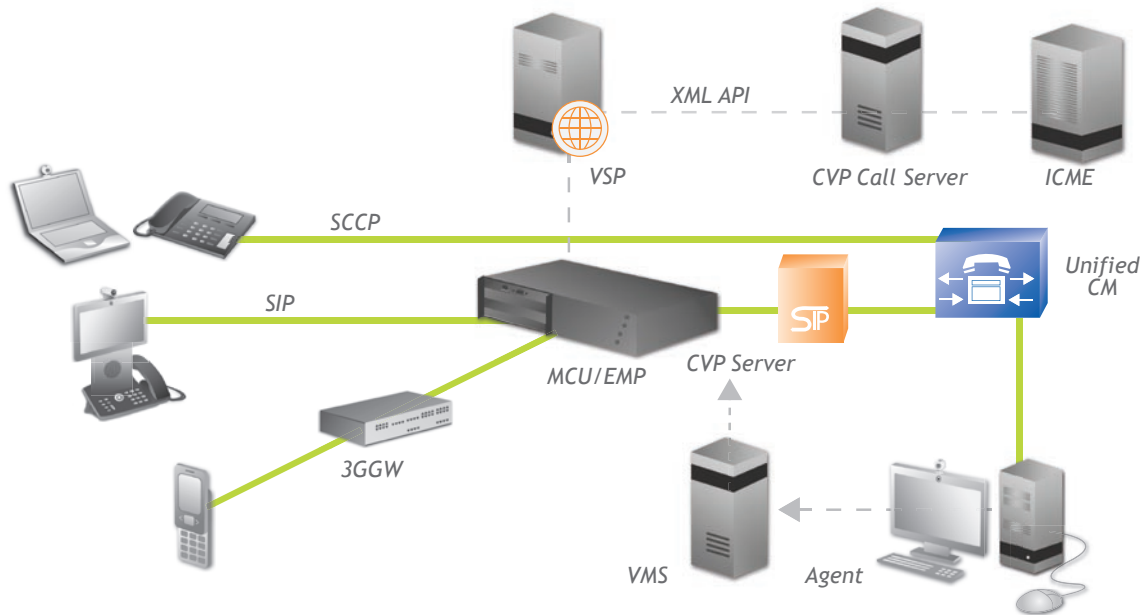
**Informational:** can display the user's place in queue or estimated time remaining for being connected to the agent.

**Video Agent:** One-way (agent with camera to a customer without camera) or two-way (customer and agent both with cameras) video sessions offer customers a more personal service experience and can enable "show-me" and other collaborative experiences not possible with audio alone.

**Video Transfer:** Transfer to supervisor for escalation or to an expert for consultations as required for customer service.

**Video Push:** Agents can select relevant / session, context-based videos to be played to the caller. The customer can view an agent's video and video pushed out to the customer by the agent in a split screen or Picture-In-Picture (PIP) configuration layout.

**Video Recording:** Sessions can be recorded for retrieval or legal record retention purposes.



All 3 RADVISION VSP components (IVP, iCONTACT and MSP) may run on a single server as illustrated in the above diagram.

## Solution Architecture

### RADVISION VSP includes:

- **SCOPIA IVP** - An Interactive Video Platform software solution featuring "active standby" redundancy.
- **iCONTACT** - a contact center video-enabling application, iCONTACT allows integrators to develop, implement and add visual communication services to new and existing voice or video contact center operations.
- **Media Streaming Proxy (MSP)** - For playing, streaming and recording video content.

RADVISION's optional SCOPIA 3G Video Gateway enables 3G video access to Cisco Unified Customer Voice Portal and can be ordered separately from the VSP solution suite.

### Supported Clients:

- CUVA With SCCP Telephones
- 7985G Phone (built-in video)
- "CVP compatible" Kiosks
- 3G Mobile Video Phones (through optional 3G Video Gateway)

### Scalability and licensing:

- RADVISION VSP ships with a license for 100 concurrent sessions, allowing for any combinations of customers in a queue, connected to an agent, or watching videos, or obtaining self service thru navigating video content.
- CVP full video solution can scale beyond 100 concurrent video calls by configuring CVP to support multiple RADVISION VSP instances up to 750 calls.
- Licenses include IVP-redundancy and allow MSP software to be installed on up to four additional servers.
- The number of corresponding hardware ports to be ordered from Cisco depends on the use scenarios employed by the service provider, such as predefined Use Scenarios (video pushed by agent, session being recorded) and video resolution in use.

**Resolution:** CIF/QCIF

**Connection Protocols:** SIP, SCCP

RADVISION VSP should be installed on a Linux-based (RedHat Linux Enterprise ES Version 4 Update 5) server provided by the customer. The server spec should be equivalent at a minimum to HP DL380 Xeon, with at least 1 GB of RAM, 72 GB disk, CD Rom and a NIC card.

To fully utilize the RADVISION software package redundancy, an additional server should be provided by the customer and used to install the stand-by IVP software.

### Ordering information:

Part number: 55890-00016

- "Lab / Demo" system comes with a license for up to 10 seats (concurrent calls), no redundancy, installation limited to run on a single server and restricted to Lab/Demo production use only.

#### Includes:

- iContact
- MSP software for IVP
- SCOPIA IVP controller software

Part number: 55890-00015

- Software license for up to 100 users, in queue or connected to agents. May be used for production.

#### Includes:

- iContact
- MSP software for IVP
- SCOPIA IVP controller software
- SCOPIA IVP controller software redundant

RADVISION software for video enhancing Cisco CVP can be obtained through Cisco CVP-certified channels worldwide.

For more detailed information concerning the RADVISION VSP for Customer Voice Portal 7.0 package please refer to the comprehensive documentation provided by RADVISION; For more information about Cisco Unified Customer Voice Portal, please contact Cisco or go to: <http://www.cisco.com/go/cvp>