

Nestlé Picks RADVISION IP/ISDN Video Conferencing Solution for their Global Video Network and Begins Migrating to Voice and Video Over IP

Highlights:

- Client:** Nestlé, the world's largest food and beverage company
- Product:** RADVISION ViaIP 400 Chassis with dual Power Supply
 RADVISION ViaIP MCU 60 Multipoint Control Unit (60 Port IP MCU),
 RADVISION ViaIP VPS (Video Processing Server)
 RADVISION ViaIP GW20 (Dual PRI Gateway)
 RADVISION ECS 100 Gatekeeper
 RADVISION DCS 30 T.120 Data Collaboration Server
 RADVISION VCS Video conferencing Scheduling Solution using SQL Database
- Number of sites:** Nestlé, with operations in almost every country on the globe, has numerous buildings in Vevey, Switzerland, and over 500 factories worldwide. All these sites and field staff are connected with Nestlé headquarters with a modern, reliable and effective communications infrastructure.
- Application:** RADVISION equipment enables video and audio conferencing over IP as well as ISDN and POTS at Nestlé headquarters; replaces an old ATM-based video MCU and gateway; and allows the company to conduct many more simultaneous multipoint voice and video conferences.

Nestlé, founded 1866 and headquartered in Vevey, Switzerland, is the world's largest food and beverage company. With sales of 84.7 billion CHF (Swiss Francs) and a net profit of CHF 7.6 billion, Nestlé employed 254,000 people and ran 508 factories worldwide at the end of 2002.

Nestlé has made a number of large acquisitions in the last six years, inheriting different IT infrastructures in the process. These include six video conferencing systems in Vevey headquarters and 90 more worldwide. At present, all of these connect on ISDN. In choosing a vendor to satisfy the company's short- and long-term video conferencing goals, Nestlé needed to select one with full interoperability with legacy, ISDN-based systems, while also designed to handle IP traffic.

For the short term, Nestlé wanted to use voice and video over IP (Internet Protocol) on their own corporate network. For the long term, Nestlé intends to link up video and voice connections over IP end-to-end, throughout its world-wide installations.

Daniel Dufour, Head of Telecommunications at Nestlé's Headquarters and Michel Ducommun, Manager of Video conferencing, discussed their plans with RECOS AG of Pfaeffikon, Switzerland, a systems integrator for voice and video conferencing as well as unified messaging.



RADVISION Chosen from Several Contenders

Nestlé was offered video conferencing solutions from several equipment vendors, and chose RADVISION for several reasons. RADVISION equipment provides full interoperability with legacy ISDN-based systems, and has been designed to handle IP traffic as well. Equally important, RADVISION's IP H.323 protocol stack, essential component software, is the most widely adopted among all video conferencing vendors, enabling its conferencing bridges and software to operate with more of the existing equipment in Nestlé's far-flung offices.

RECOS completed the first pilot phase of the project in April 2003. During this phase, RADVISION's MCU handled more simultaneous meetings than other contenders and exceeded expectations by handling simultaneous audio conferences as well. Conference scheduling and set up were web-based and automated. RADVISION's response to an early request for technical support was immediate, gaining additional support from Nestlé, which likes direct relationships with suppliers of its mission-critical infrastructure.

Extends Immediate Automation Benefit to ISDN Endpoints

Said Nestlé's Dufour, "We decided that video conferencing should migrate to IP over a period of time. We required an IP infrastructure that would make this possible, starting in the first phase with video conferencing at our headquarters in Vevey. The solution designed by RECOS, using RADVISION equipment, appeared to fit our needs now for video conferencing using IP within headquarters, and using ISDN to go outside to the rest of the world. It also gives us the potential, at a later date, to make IP end-to-end connections."

"The other feature we liked about the RADVISION equipment," said Dufour, "was that it was designed for IP audio and video conferencing from the ground up. We understood that the RADVISION H.323 protocol is the most widely used by manufacturers of both audio and video conferencing over IP equipment. Having installed the RADVISION equipment, we found that it had other rich benefits; it allowed us to conduct multipoint audio-only conferences over the internal IP network from callers enabled for Voice over IP (VoIP)."

Fills Demand For Web, Audio Conferencing, Too

Ducommun continued, "During the initial pilot phase, we handled 10 multipoint video conferences per week and 70 audio conferences on the RADVISION MCU. The huge demand for audio conferences was a surprise for us. To respond to it, we doubled the size of the RADVISION MCU from 30 to 60 ports. We are able to include application sharing and fulfill other data conferencing requirements, thanks to the installation of a RADVISION DCS 30 T.120 Data Collaboration Server."

"We regarded the first phase as a pilot scheme and in that sense, a test of how well the equipment vendor would cooperate with us. Nestlé likes to have a very close direct relationship with its equipment suppliers. RADVISION exceeded our expectations. When we had a minor problem with the initial installation, we telephoned RECOS and they brought a RADVISION expert from Israel to the site the very next day. Their response has been immediate on later



occasions as well. Our requirement at Nestlé is to have an extremely reliable infrastructure for communications worldwide. We feel safe and secure as a result of RADVISION's prompt and effective support."

Ducommun continued, "We were keen to introduce a solution based on the new IP infrastructure. One of the things it supported for us, for the first time, was the RADVISION Video Conferencing Scheduling Solution, based on an SQL database. The whole video and audio conferencing service is now run by two operators, who program the booking of multipoint conferences. Once calls are booked, the VCS sets up each conference automatically."

Nestlé appreciates the RADVISION MCU's flexibility in organizing many different audio conferences at the same time. Their former system could handle 1000 callers, but in only eight different simultaneous conferences. A RADVISION MCU with 60 ports allows 20 simultaneous video conferences with three users and 15 conferences with four users (even more for audio-only callers). Nestlé also liked RADVISION's scalability, allowing it to accept a further 60 or 90 ports to the solution as demand grows.

Nestlé's Long-Term Plans Envisage A Migration To IP End-To-End

Nestlé has a modern, reliable and effective communications infrastructure. There are three interconnected centralized data centers located in Europe, Australia and North America, all linked to Nestlé headquarters. While reserved for data at present, Nestlé envisages that this worldwide virtual private network (VPN) will carry a lot of VoIP traffic. Nestlé is planning a worldwide rollout of the IP infrastructure for conferencing, but realizes this will take time.

On the LAN, meanwhile, Nestlé has created a virtual network -- a VLAN -- solely for video conferencing across the buildings of the Vevey campus, guaranteeing bandwidth availability for video connections. The same approach is likely to be followed at the regional level, later on.

In addition to using IP for internal video and audio conferencing, the first phase of Nestlé's video conferencing installation also includes a RADVISION IP/ISDN gateway, which connects the internal VLAN, over ISDN, to Nestlé's 80-plus video conferencing systems outside Switzerland. This has realized the following benefits:

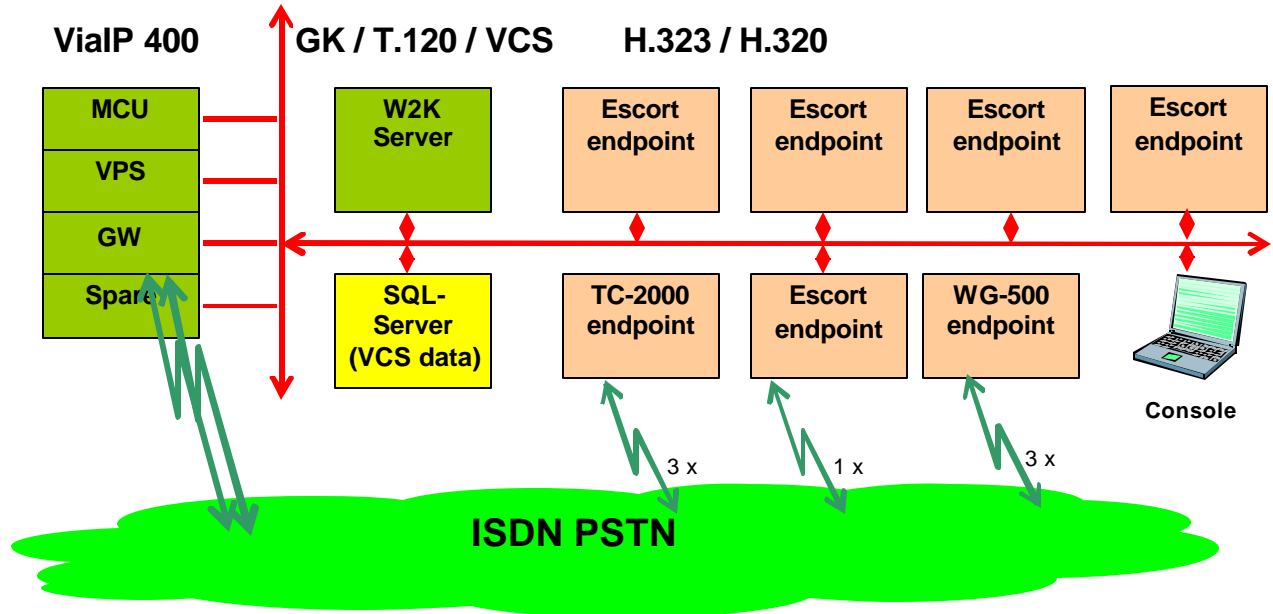
lower costs for using the public telecommunications network; a much enhanced capacity to deliver audio and video conferences; the capability to include data sharing in these conferences; the convenience of online conference scheduling by Nestlé management and staff; and automated conference setup, at a lower running cost.

An added benefit: Nestlé now can handle an almost unlimited number of simultaneous multipoint VoIP calls; these can include data sharing applications using the T.120 Data Collaboration Server. This audio and web conferencing facility has proven very popular, enhancing the value that Nestlé has gained from the installation planned for video.



The RADVISION IP infrastructure now installed at Vevey includes:

- ViaIP 400 Chassis with dual Power Supply
- ViaIP MCU 60 Multipoint Control Unit (60 Port IP MCU)
- ViaIP VPS (Video Processing Server)
- ViaIP GW20 (Dual-PRI Gateway)
- ECS 100 Gatekeeper
- DCS 30 T.120 Data Collaboration Server
- VCS Video conferencing Scheduling Solution based on a SQL Database



Nestlé’s Dufour summed up: “We are very pleased with the flexibility and reliability of the RADVISION ViaIP solution, which provides a basis for a gradual migration to IP while continuing to use ISDN until end-to-end IP connections are feasible worldwide. When they are feasible, we are ready with our RADVISION equipment.”

Added Michel Ducommun, Manager of Video conferencing: “With our RADVISION scheduling solution and data collaboration server, we are seeing an even greater readiness among Nestlé staff to make effective use of audio and video conferencing. The potential benefits to the company in terms of speedier decision-making and travel cost savings are enormous.”

About RADVISION

RADVISION (Nasdaq: RVSN) is the industry’s leading provider of high quality, scalable and easy-to-use products and technologies for video conferencing, 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 video conferencing network solutions for IP- and ISDN-based networks, supporting all end points in the industry. The company also provides 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.