



Customer Success Story

Roytel

China



Customer Profile

Founded in 2002, Roytel is a leading R&D company, focusing on advanced communication products for the telecom and enterprise markets.

Based in Shenzhen, with offices in Beijing and Shanghai, Roytel enjoys significant footprint in the Chinese market. Roytel's systems are deployed in China Telecom, China Unicom and China Mobile.

Roytel's advanced technologies are also integrated into systems from Huawei, Siemens, Alcatel, Philips, Avaya and more.

Website: www.roytel.com.cn



Leading Chinese system provider **Roytel** expands portfolio to video communications, powered by the **SURF Engine**

Following its success with converged enterprise communication systems, Roytel decided to make a leap and enter the video communications era.

Roytel's office communication systems, dispatching solutions, and call center products, were to be ignited with video capabilities.

The SURF Engine was the ultimate solution for Roytel, offering all required elements for developing successful multimedia applications.

Within a few months Roytel developed new and exciting IVVR applications powered by the SURF Engine, ready for deployment, and demonstrating best video quality, richness of features, and competitive cost per session.

“SURF’s integration flexibility was a prime factor in the success of our winning product delivery”

Technology and innovation are Roytel’s prime values, driving the company’s success in the demanding telecom and enterprise markets.

Roytel identified a market opportunity in adding video capabilities on top of the voice systems. To capture this opportunity Roytel explored integration of ready-made video capabilities.

Keen on guaranteeing their technological leadership, Roytel tested existing solutions for feature richness, video quality, and product maturity.

SURF came first in all categories, offering:

- Support of all end-devices
- Quality optimizers
- Video enrichment
- Video mixing and dynamic layout
- Voice & video on a single platform

To achieve optimal time-to-market Roytel selected SURF’s **PCI Express board**, which plug into standard servers, offering quick integration and excellent density.

Following the successful integration, and quick application development, Roytel further optimized the system. Roytel integrated SURF’s chip-level solution, based on TI’s C6482.

SURF Communication Solutions Ltd
www.surf-com.com



SURF’s integration flexibility paid off – First in the quick software-level integration to achieve excellent time-to-market, and second in the hardware flexibility enabling optimal cost per session.

Roytel will continue and enjoy the SURF Engine, developing more and more application powered by a single multimedia infrastructure, and ensuring best-of-breed ever-evolving video power house.

Overview

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Customer Objective

Enrich product portfolio with innovative video capabilities

SURF’s Solution

SURF Engine, delivered on PCIe boards and C6482 chips, including advanced video building blocks

Customer Benefits

- Short time-to-market
- Versatile multimedia infrastructure
- Winning video quality
- Optimal cost-per-session
- Freedom to focus on differentiation