



## **BCS Global launches PSVN (Public Switched Video Network), an initiative to provide a framework for inter-connecting Business to Business (B2B) Video Networks**

**Toronto, Canada, February 18, 2010** - [BCS Global Networks Limited](http://www.bcsglobal.com) (www.bcsglobal.com), a leading worldwide managed service provider of videoconferencing and telepresence solutions, today announced that it has launched the PSVN (Public Switched Video Network) initiative, a framework aimed at facilitating videoconferencing service providers and carriers to seamlessly inter-connect their B2B Video Exchanges to a Public Global B2B Video Network.

As enterprises begin to increasingly use videoconferencing as an intra-company collaboration tool, the need for inter-company collaboration with their customers, suppliers and partners, which was more of a latent need earlier, is beginning to surface as a requirement in their collaboration strategy. Now, enterprises no longer want to be restricted to separate islands, but want to cross the boundaries and be part of an ecosystem where irrespective of the type of video equipment, network or service provider, they can seamlessly and securely establish inter-company video connections. This situation creates a unique opportunity to create a B2B Video Exchange capable of delivering inter-company connectivity with flexible service deployment models, instead of inter-connecting through standard ISDN and Internet technologies; both of which present difficulties in deployment due to issues around cost, scalability and performance.

With a growing demand in the marketplace for inter-company B2B connectivity, BCS Global has launched the PSVN initiative as a first step to recognize the need for a Public Global B2B Video Exchange within the industry. As part of the initiative, BCS Global aims to bring different managed videoconferencing service providers and carriers together from across the globe to create a collaborative effort in defining a Public Global B2B Video Exchange, and to develop a standard set of best practices, value added applications, processes and infrastructure that are required to inter-connect seamlessly.

BCS Global believes that this trend in the videoconferencing world is similar to the telephony industry, where the PSVN, just like PSTN (Public Switched Telephone Network), will create a framework to allow disparate B2B video exchanges to inter-connect and facilitate video end-point communication to any other video end-point irrespective of the type of video equipment, network or service provider, time of day or geography.

The benefits of the proposed PSVN are three-fold:

- **User Community:** The PSVN framework will provide the ability for users to connect via video to anyone, anywhere, anytime and via any network or video device, enabling true global presence for their business.
- **Service Provider Community:** Disparate service providers will be able to build a set of governing rules and regulations, best practices, ratify architecture and tariffs, to deliver a high-quality video service that is easy to connect to, cost-effective and always on.
- **Videoconferencing Industry:** By making inter-company connectivity easier for both the service providers and the end-users, the PSVN framework will facilitate increased usage of video communications by end-users for various applications resulting in mass adoption of videoconferencing technology for both intra-company and inter-company communications.

### **Executive quotes:**

*"Today's announcement marks a significant milestone for BCS Global in leading the thought leadership in the marketplace around making videoconferencing an easy-to-use and an effective visual collaboration tool, and in further extending this to businesses who can now harness the new B2B capability to connect to virtually any video end-point irrespective of the service provider. I am confident that this capability will provide a win-win situation for both the managed videoconferencing service providers and their customers."*

**Clive Sawkins,**  
CEO, [BCS Global](http://www.bcsglobal.com)

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*"We are excited to see customers resolving their enterprise video communication challenges through procurement of managed services, building it themselves or a combination of the two. As these organizations continue to sanction video communications as a fully supported I.T. application, the industry needs to prepare for the next set of requirements that will drive demand for B2B video communication services in support of supply chain, customer and business partnership applications. We are excited to work with industry leaders in shaping this new paradigm in video communications and establishing a state-of-the-art B2B Global Video Exchange that ultimately offers end-users with a flexible inter-company video communications capability."*

**Dan Tanel,**  
CTO, [BCS Global](#)

*"Being part of a next generation B2B Video Network is a key differentiator in providing a comprehensive video collaboration solution. We are delighted to partner with BCS Global in building a public B2B Video Network that would enable our customers to take advantage of the inter-company video collaboration capabilities and help them maximize their ROI"*

**Scott Allen,**  
CEO, [Iformata](#)

*"We are glad to hear about BCS Global's PSVN initiative in advocating the need for building a public B2B Video Network, and strongly support this initiative. We aim to provide our customers with a high-quality video collaboration experience which delivers the full business case benefits of reduced travel and improved efficiency across enterprise borders"*

**Tim Ryan,**  
Product Manager, [Cable & Wireless Communications](#)

*"The ability of enterprises to connect with partners, vendors, and customers for effective inter-company business collaboration improves the utility of telepresence and videoconferencing investments, and increases the ROI as more organizations can be easily reached with a high-quality natural experience globally. The Inter-connection of telepresence and effective visual collaboration networks is the future of global business and initiatives like BCS Global's PSVN are driving inter-connection."*

**Howard S. Lichtman,**  
President of the Independent Telepresence Consultancy [Human Productivity Lab](#)  
and Publisher of [Telepresence Options](#)

*"There's no doubt that telepresence and video conferencing have value for internal enterprise applications. The really exciting and valuable applications however, occur in the inter-company environment where users currently confront the interoperability, performance and security challenges that our research has consistently uncovered. The greatest impact on the business occurs in the inter-company space where customers, partners and suppliers live. Initiatives like the PSVN are welcome since they work to bridge the gap,"*

**Peter Brockmann,**  
President of [Brockmann & Company](#), Market Analyst and Consultant

**Whitepaper: PSVN - Evolving towards a Global B2B Video Network:**  
[http://www.bcsglobal.com/BCS Global WP Evolving towards a Global B2B Video Network.pdf](http://www.bcsglobal.com/BCS%20Global%20WP%20Evolving%20towards%20a%20Global%20B2B%20Video%20Network.pdf)

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