IntPowers

INTEROPERABILITY

Video for your contact center platform

Transactional video calls routed by the ACD you already run — through the hybrid SPLIT protocol.



11
Contact center platforms and PBXs

2016
First release in production

SIP + WebRTC
Hybrid protocol, no plugins

Cloud · On-prem
Deployment your way

THE STARTING POINT

Video stopped being the question. Who routes it is the question.

Any platform can show a face. Almost none can treat it as an interaction it owns: queued, measured and transferable.

	Video lives outside	The agent, in two places	Compliance falls in the gap	The channel cannot be run
THE SYMPTOM what you can see	A room in someone else's cloud.	One window for the contact center, another for video.	The recording sits in a different system.	No skills, no priorities, no overflow, no supervision.
WHAT IT COSTS YOU in the operation	Your ACD cannot queue it or staff for it.	Context is copied by hand; the wrap-up never matches.	Another retention, another jurisdiction, another auditor.	What cannot be routed cannot be managed.

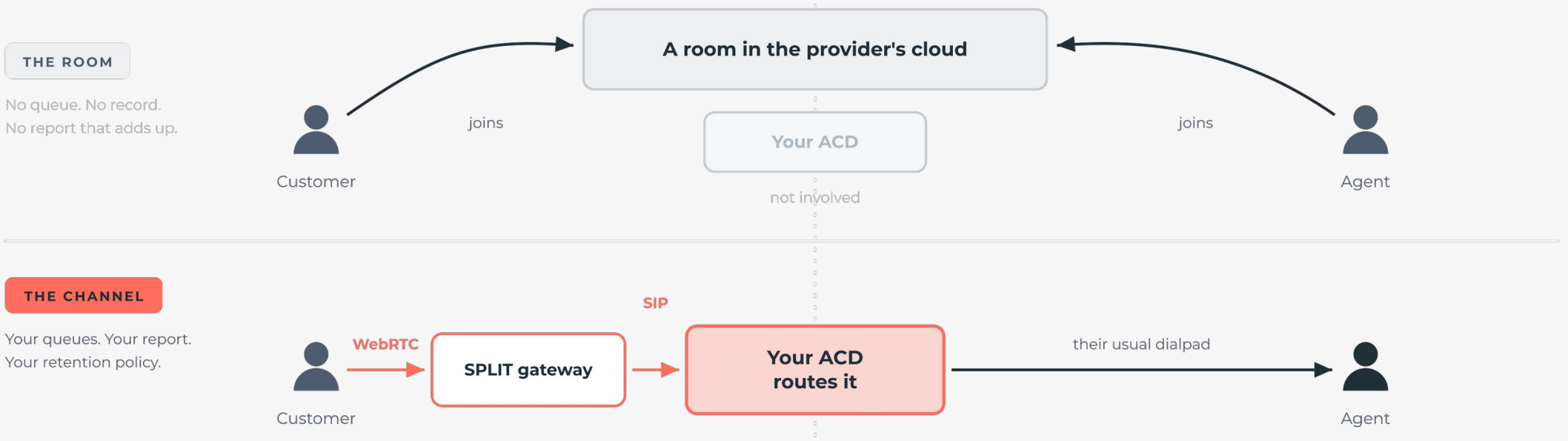
A video channel that your distributor does not route is not a channel. It is a second contact center running in parallel.

Every symptom on the top lane has a concrete cost on the bottom one.

THE CHOICE

There are two ways to add video. They are not variations of the same thing.

The difference is not picture quality or codecs. It is who owns the session.



Video is not a room you take your agent to. It is a call your own distributor routes.

The same drawing with one box changed: who sits on top decides everything else.

THE PROTOCOL

SPLIT: SIP for control, WebRTC for reach

SPLIT separates the media path of the agent from the media path of the customer by design. The control leg speaks SIP to your platform; the customer leg speaks WebRTC to any modern browser — with no app, no download and no plugin.

CUSTOMER LEG

WebRTC · their media

WHO IT TALKS TO
The customer's browser.

WHAT IT CARRIES
Real-time video and audio.

WHAT THE ENDPOINT NEEDS
A modern browser. No app, no plugin.

WHAT YOUR PLATFORM SEES
Nothing: that media never passes through it.

CONTROL LEG

SIP · into your platform

WHO IT TALKS TO
Your contact center platform.

WHAT IT CARRIES
Signalling and the session context.

WHAT THE ENDPOINT NEEDS
The SIP trunk you already know how to configure.

WHAT YOUR PLATFORM SEES
A call: queue, skills, agent state and reporting.

That is why integration is configuration: only one of the two legs touches your platform.

SPLIT Forward | **SPLIT Reverse** | **SPLIT Scheduled** | **SPLIT Messaging & WhatsApp** | **SPLIT Remote Viewer**

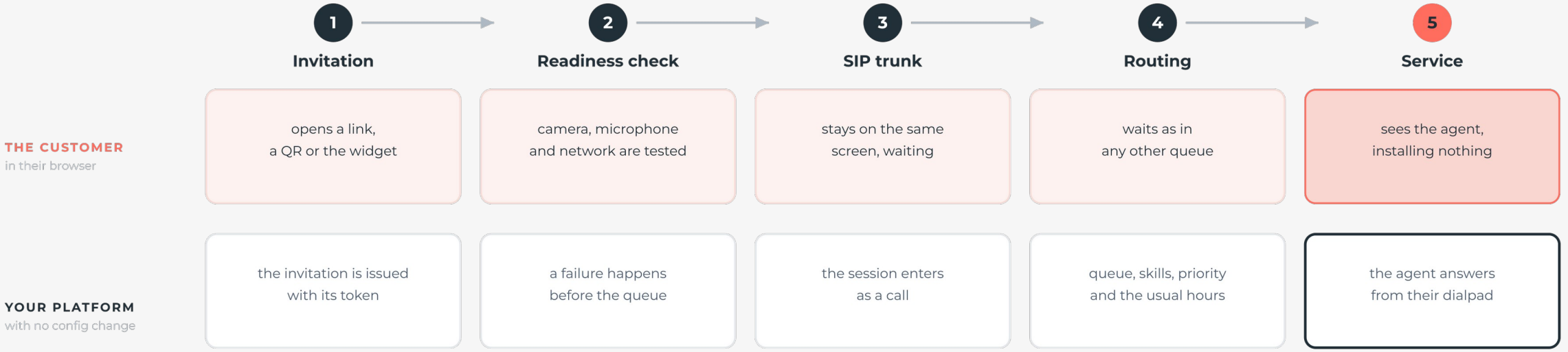
Additional modes documented on the Video RTC for Genesys solution page.

One session, two media legs. Only the control leg enters your platform.

HOW IT WORKS

From a link on a web page to a queued interaction, in five steps

None of these steps asks you to change how your contact center is configured. They ask you to configure it once more.



Not one rule of your contact center changes. It is configured once more.

The five steps, from invitation to a queued interaction.

INTEGRATION MAP

Seven points of contact with your platform — and nothing else

This is the whole surface of the integration. It is deliberately small: what is small is what gets approved by an architecture board.

Point	What happens	Status
1 · SIP trunk	The video session is presented as a standard SIP call.	Documented
2 · ACD routing	Your existing queues, skills and rules — unchanged.	Documented
3 · Agent control	Pickup, hold, transfer and hang up from the native dialpad.	Documented
4 · Embedded video panel	VideoRTC.js with the browserEvents iframe API.	Documented
5 · Session invitation	SPLIT Forward, Reverse and Scheduled; link, QR, SMS, chat.	Documented
6 · Recording	SPLIT capture into Video REC, with export and long-term archive.	Capability
7 · Context and reporting	Variables over the SIP leg; recording ID and metadata returned.	To validate

Documented — a step-by-step integration guide exists. Capability — delivered in production, not yet written up against this platform. To validate — confirm with engineering before committing.

IN THE SESSION

What the agent gets. What the customer never installs.

Everything below runs in a browser tab. No app, no download, no registration — on desktop, on iOS and on Android.



Dual screen sharing

Agent and customer can share at the same time — a window, a tab or the whole desktop.

File sharing

Documents exchanged inside the session, without leaving it for email.

Snapshot

Bi-directional capture of an image or a video frame — a meter, a document, a signature.

Picture-in-Picture

The agent keeps the customer visible while working in the CRM.

CoBrowsing

Guided navigation over the same page, for forms and approvals that stall on the phone.

Live chat

Text alongside the video for references, links and anything easier read than heard.

Virtual backgrounds

Per-service backgrounds set by the service, not by the agent, so the brand stays constant.

Flip camera

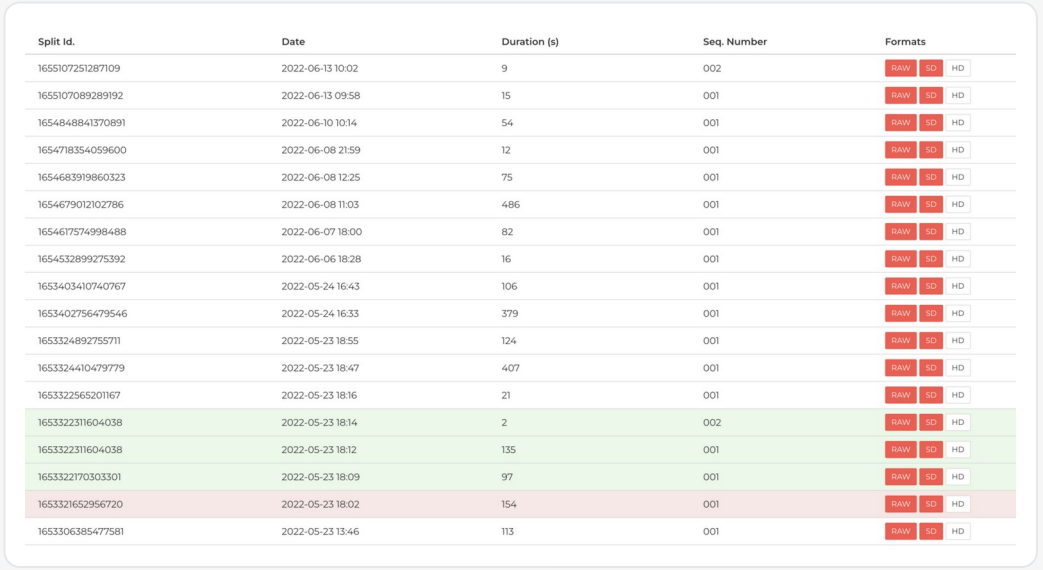
The customer switches to the rear camera to show what they are talking about.

RECORDING AND COMPLIANCE

The recording belongs to a recording platform, not to a desktop

Video REC captures the SPLIT session and keeps it as evidence: exportable, indexed and retrievable years later.

- **Automatic export** — with metadata, so a recording can be found by interaction, agent, service or date rather than by filename.
- **Long-term archive** — any recording in the historical archive is retrievable in a single click.
- **Customer-owned storage** — the client's own S3 buckets, operable from Video REC, with SSO.
- **Voice and video together** — voice recording is covered by Web ACD; Video REC covers the video sessions.



Split Id.	Date	Duration (s)	Seq. Number	Formats
1655107251287109	2022-06-13 10:02	9	002	RAW SD HD
1655107089289192	2022-06-13 09:58	15	001	RAW SD HD
1654848841370891	2022-06-10 10:14	54	001	RAW SD HD
1654718354059600	2022-06-08 21:59	12	001	RAW SD HD
1654683919860323	2022-06-08 12:25	75	001	RAW SD HD
1654679012102786	2022-06-08 11:03	486	001	RAW SD HD
1654617574998488	2022-06-07 18:00	82	001	RAW SD HD
1654532899275392	2022-06-06 18:28	16	001	RAW SD HD
1653403410740767	2022-05-24 16:43	106	001	RAW SD HD
1653402756479546	2022-05-24 16:33	379	001	RAW SD HD
1653324892755711	2022-05-23 18:55	124	001	RAW SD HD
1653324410479779	2022-05-23 18:47	407	001	RAW SD HD
1653322565201167	2022-05-23 18:16	21	001	RAW SD HD
1653322311604038	2022-05-23 18:14	2	002	RAW SD HD
1653322311604038	2022-05-23 18:12	135	001	RAW SD HD
1653322170303301	2022-05-23 18:09	97	001	RAW SD HD
1653321652956720	2022-05-23 18:02	154	001	RAW SD HD
1653306385477581	2022-05-23 13:46	113	001	RAW SD HD

Video REC: every SPLIT session indexed by id, date and duration, exportable as RAW, SD or HD.

Retention set per service

Jurisdiction chosen by deployment

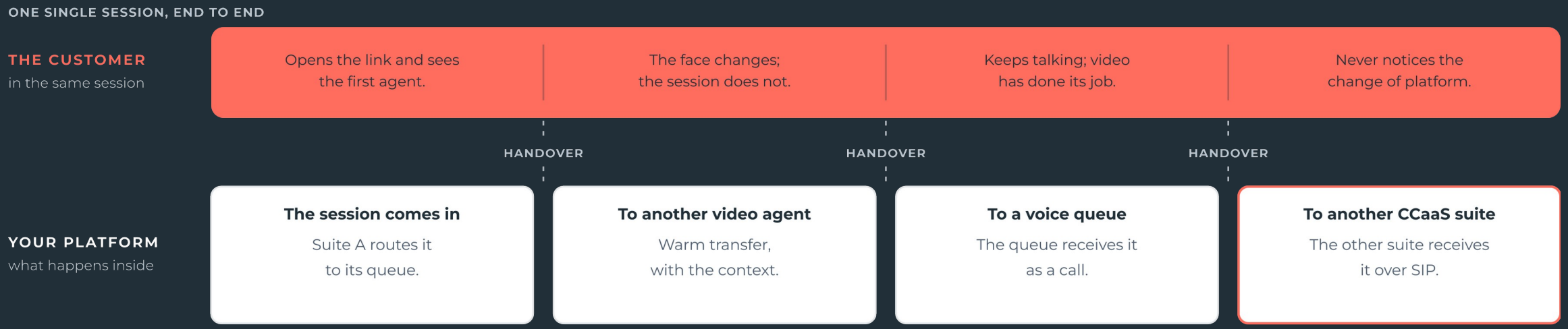
Evidence exportable for audit

Retrieval in one click

BETWEEN PLATFORMS

A video call that can be transferred out of the platform it started in

No equivalent in a video room: the session is SIP, so it moves the way a call moves.



Interoperability is not a feature that had to be built: it is what the protocol already is.

Cross-suite transfer is an architecture capability of the protocol. Confirm the specific pair of platforms with engineering before committing it in a proposal.

COMPATIBILITY

Where Video RTC already fits

Listed by what actually backs each one, not by logo count.

CERTIFIED AND DOCUMENTED

Marketplace listing or step-by-step integration guide.

GENESYS

GoContact

DECLARED INTEGRATION

Published integration with named platform detail; confirm scope per project.

talkdesk

Five9

cisco

AVAYA

Enghouse Interactive

VOCALCOM

inconcert

ICR EVOLUTION

3CX

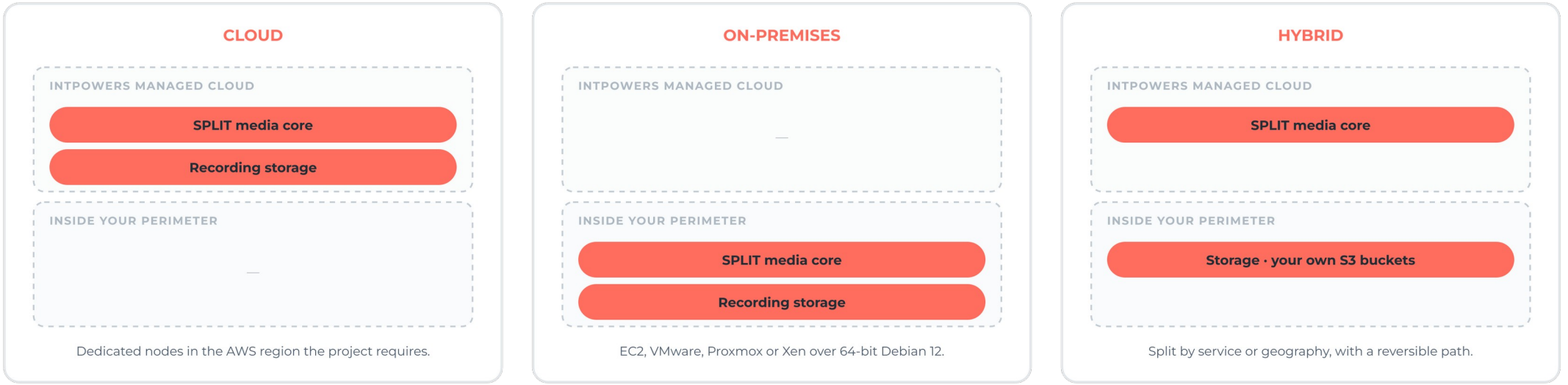
CRM integration (Salesforce, Zendesk and Microsoft Dynamics 365) also brings video into the record where the agent already works.

Genesys AppFoundry listing: Video RTC, by Interactive Powers. · Genesys — Cloud CX, Cloud EX, PureConnect, PureEngage

DEPLOYMENT

The media core can run where your data has to stay

A recorded face is personal data of the most sensitive kind: where it is processed decides the project.



120–480
concurrent ports per server

Debian 12
v6.0.0, July 2024

SSO
over your own S3 buckets

The same architecture, three different places it can live.

SECURITY

What is encrypted, what is attested, and by whom

Stated at the level it can be evidenced. Anything an auditor cannot be shown does not belong on this slide.

In transit

TLS for signaling, SRTP and DTLS-SRTP for media. 256-bit AES over SSL.

Session access

Tokenized sessions with a limited lifetime; no registration and no persistent account for the customer.

Infrastructure

AWS hosted and managed. ISO 27001, 27017 and 27018 are certifications of the AWS infrastructure.

Attestations

GDPR, HIPAA and ISO 27001, as attested on the Genesys AppFoundry listing.

STUN is configurable in the gateway; TURN is provided per deployment.

COMPARISON

Three ways to put a face on a contact center

	A video API / CPaaS	A marketplace plug-in	Interactive Powers
Who routes the session	Their cloud. Your ACD is not involved.	Your ACD, on one platform.	Your ACD, on any of the supported platforms.
Where the media core runs	Cloud only.	Cloud only.	Cloud, on-premises, virtualized or hybrid.
Coverage	Any app you build yourself.	The one platform it was written for.	11 contact center platforms and PBXs, plus CRM.
Recording	A file you store yourself.	Usually the platform's native recording.	A recording platform with export, metadata and archive.
Scope of supply	A video building block.	A video widget.	IVR, ACD, video and recording from one vendor.
Commercial model	Metered per participant-minute.	Per seat, per month.	Subscription by capacity; perpetual license where required.

Generic columns, not a named-vendor comparison. Positions verified August–September 2026 from public documentation.

The question is not which one shows the better picture. It is which one your operation can still manage at nine in the morning on a Monday.

COMMERCIAL

Subscription on any deployment model

What you contract is capacity to serve, not a named license per person. The deployment model does not change the commercial model.

SUBSCRIPTION

Cloud, on-premises or hybrid

- **Per port** — concurrent video capacity, which is what actually sizes the service.
- **Per seat** — for the agent positions that operate it.
- **Storage** — for recording, retention and archive.
- **Owned license** — perpetual purchase plus annual maintenance, for public sector and regulated environments.

WHAT IS QUOTED SEPARATELY

On-premises and hybrid

Sized and quoted per project.

Customization

Widgets, flows and integrations beyond the standard.

Value added

Onboarding, enablement and managed operation.

Prove it before you commit — full-function evaluation license, limited in capacity and duration.

PROOF

What a thirty-day proof of concept actually looks like

Not a demo. One real service, on your platform, with your rules.

Week 1 — Connect

SIP trunk, one queue, one skill and the widget on a test page. Nothing else is touched.

Weeks 2–3 — Operate

A small agent group takes real sessions. Supervision, transfer and recording exercised end to end.

Week 4 — Decide

Volumes, handling times and recording evidence reviewed against the rules you set at the start.

You set the success criteria in week zero, in writing. If they are not met, the trunk comes down and nothing about your platform has changed.

FOR THE CHANNEL

Three ways to take this to your customers

The video layer is ours to maintain. The customer relationship stays yours.

Referral

You introduce the opportunity and earn a commission; our sales team carries it.

Technology partner

Cross-selling as complementary technology, with joint architecture work on the account.

Reseller

You resell and keep recurring revenue, with evaluation licenses, sales and marketing support.

Agreements are written without exit conditions. A partner who cannot leave is not a partner.

IntPowers

Give the contact center a face — without changing the platform that runs it.

Talk to us with the architecture on the table. The first conversation is a technical one.



Talk to Sales | **Request a Demo**

Madrid · Miami
Support hours in CET and EST

interactivepowers.com
Platform and solution documentation

30-day proof of concept
With success criteria agreed in writing

Evaluation licenses
Full function, limited capacity and duration

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