



CORPORATE PRESENTATION · 2026

Interactive Powers

The video layer for the contact center.

We build the voice and video platforms that let contact centers meet their customers face to face — added to the platform you already run, or delivered as a complete stack. Engineering and operations from Madrid and Miami since 2015.

400K+

video calls per month

4M+

video minutes per month

15+

CC platforms integrated

2

regions · Madrid & Miami

Short edition · Streamline your business communications · [interactivepowers.com](https://www.interactivepowers.com)



Everyone says omnichannel. Almost nobody routes video.

For a decade contact centers added channels — chat, email, SMS, social, messaging apps — and every one of them took a person out of the conversation. Meanwhile the interactions that carry real risk moved onto a screen. Read the leading suites' own capability and pricing pages and the same four patterns appear.



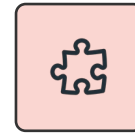
Missing from the channel list

Video does not appear among the routable interaction types. There is nothing to queue, nothing to staff, nothing to report on.



Priced as a paid add-on

Where video exists it sits outside the bundle, metered separately — which quietly discourages the teams who would use it most.



Delegated to a third party

Video arrives through a non-interoperable marketplace plug-in, with its own console, its own recording and its own support path.



A meetings tool, not a channel

What ships as “video” is a scheduled meeting product for internal use, not an inbound interaction a distributor owns.

Video is the only digital channel that puts a person back in the conversation

It is also the only one most contact center platforms still cannot queue, staff, supervise, record or report on. That gap is the company we built.

■ THE COMPANY

A software company that builds one thing properly

Interactive Powers, LLC designs, licenses and operates the voice and video platforms behind transactional contact centers — four platforms built in-house, run as a managed CPaaS on AWS or installed inside your own perimeter.

■ Software, not resale

IVR, real-time video, distribution and recording. One roadmap, one support line, one vendor.

■ Two regions, local follow-up

Madrid for Europe on CET, Miami for the Americas on EST, provisioned region by region.

■ Managed CPaaS on AWS

Dedicated nodes per customer that do not share access, with our own ITSM monitoring on top.

■ Standards, not lock-in

SIP, WebRTC, VoiceXML, SAML and SFTP — it connects to what you already run.

WHAT THE PLATFORMS CARRY, EVERY MONTH

400K+

video calls
per month

4M+

video minutes
per month

300K

video recordings
per month

600+ TB

recordings
archived, per year

1,000+

video agents
in production

99.9%

cloud uptime
across regions

2015 first platform in production · 5+ AWS regions · 4 platforms and 5 solutions · 70 businesses, 9 public bodies, 30 partners · Madrid & Miami

■ THE PROPOSITION

Two ways to put video in your contact center

Both run on the same media engine, so the decision is commercial and architectural — not a bet on a technology you cannot leave.



PATH A

Add video to the CCaaS platform you already run today

Video RTC connects to your existing contact center or CCaaS suite over the SPLIT protocol. Your queues, your agents, your reporting — with a video channel that behaves like a phone call.

- No re-platforming and no second agent desktop
- Standard SIP trunking plus WebRTC, nothing proprietary at the edge
- Already running next to 15 contact center platforms
- Recording included through Video REC, on the same trail



PATH B

Run the whole video contact center on our stack

Smart IVR answers, Web ACD distributes, Video RTC carries the media, Video REC archives it. One vendor, one licence model, one support line, one roadmap.

- IVR to archive under a single integration project
- Cloud, on-premises, virtualized or hybrid — your choice
- Per-port and per-seat subscription. Licences you own.
- In production in banks, insurers and public agencies

The path is reversible

Start by adding the channel to the platform you have. If the video volume grows enough to justify owning the stack, the same media engine is already underneath — so moving to Path B is a licensing decision, not a migration project.

■ THE SUITE

Four platforms, and five ways in

Each platform stands alone and speaks standard protocols — but bought together they behave as one system, with no integration project in between.



Smart IVR

AUTOMATION LAYER

v2.x

Carrier-grade VoiceXML IVR with your choice of ASR, TTS and NLU engines.



Web ACD

DISTRIBUTION LAYER

v1.x

Queues, routes and distributes voice and video, and runs the agent desktop.

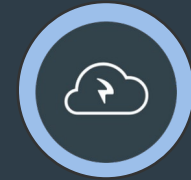


Video RTC

MEDIA GATEWAY

v6.x

Hybrid SIP + WebRTC gateway for browsers, mobile devices and kiosks.



Video REC

RECORDING LAYER

v2.x

HD recording, storage and deep archive, with export for analytics and compliance.



Remote Viewer

A visual layer on a phone call.



CoBrowsing

Browse the site with the customer.



Web Caller

A browser phone in any website.



Field Service

Video calling for field technicians.



Kiosk Manager

Kiosks as a video entry point.

Every entry point arrives in the same queue, is supervised in the same panel and appears in the same report.

The contact center platforms already running our video

Video RTC links SIP and WebRTC synchronously through a protocol called SPLIT — a standards-based hybrid connection compatible with most contact centers and CCaaS platforms. Adding the channel has never required replacing the platform.



SPLIT, in three modes

Forward for inbound video, Reverse for agent-initiated calls, and Scheduled with an expiry date on the link.

The same records and logs

A SPLIT video call produces the same records, recordings and logs as a telephone call. Reporting does not fork in two.

Genesys AppFoundry Premium Partner

Video RTC has been listed on the Genesys Marketplace since 2019, alongside integrations with 14 more platforms.

Where it runs, and who can see it

Video is the heaviest, most personal and most regulated payload a contact center handles — a recorded face is biometric-adjacent personal data in most jurisdictions. Two answers follow: you choose where it lives, and it is encrypted and monitored wherever that is.



Cloud

Hosted and managed on AWS, with none of the infrastructure of your own to run.



On-premises

Packaged for Linux Debian 64-bit on your hardware, inside your own perimeter.



Virtualized

Licensed for Amazon EC2, VMware, Proxmox and Xen.



Hybrid

Agents in the cloud, recording and archive kept on your premises.



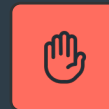
End-to-end encryption

100% encrypted with standard protocols, WebRTC and hybrid transcoding alike.



256-bit AES certificates

Minimum 256-bit length, private activation and automatic renewal.



Recording under your control

Never on by default — you decide what is recorded, service by service.



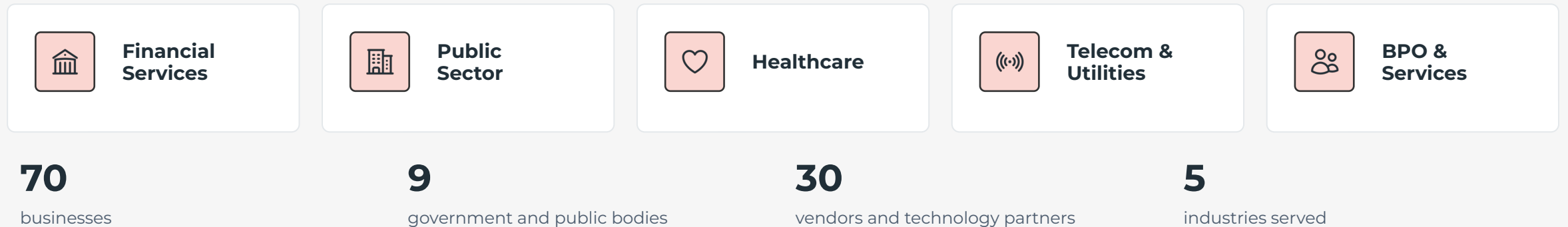
ITSM monitoring

Our own monitoring layer above AWS, by region, node and service.

Built on AWS infrastructure independently certified to ISO 27001 (information security), ISO 27017 (security controls for cloud services) and ISO 27018 (protection of personal information in the cloud), with 99.9% uptime for your services.

Where our platforms are already answering

Public agencies, banks, insurers, health providers, utilities, transport operators and BPOs across Europe, Latin America and the Middle East.



Where we part company with the suites

	A typical CCaaS suite	Interactive Powers
Video as a channel	Absent, add-on priced, or a marketplace plug-in	Routed by the same distributor as voice
Video recording	Usually a separate product or partner	Video REC, integrated in the same suite
Deployment	Vendor cloud only, in most cases	Cloud, on-premises, virtualized or hybrid
Where video data lives	The vendor's region, by architecture	Wherever you want to operate or install it
Commercial model	Per agent, per month, indefinitely	Subscription or licences
Vendors in the stack	Platform, plus video partner, plus recorder	One vendor for IVR, ACD, video and recording



Perpetual licence

Per port for Smart IVR and Video RTC, per seat for Web ACD. One time for life, plus annual maintenance.



Cloud subscription

Channel, agent and storage fees, plus customizations and value-added services on dedicated nodes.



Evaluation licence

Complete, unrestricted functionality with limited capacity and duration, to prove it before you buy it.

“A typical CCaaS suite” summarises patterns published on the capability and pricing pages of leading platforms, August 2026.

INTERACTIVE POWERS · CORPORATE PRESENTATION 2026

Add the channel your platform is missing.

Let us show you a video call that queues, routes, records and reports exactly like a phone call — on your own platform, with a full-function evaluation licence and no capacity games.

[Talk to Sales](#)

[Request a Demo](#)



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