



## Cultivating the Next Generation

With the advent of next-generation networks and multimedia services based on the IP Multimedia Subsystem (IMS), it became important for ECT to find a way to develop such services economically, i.e. without investing in our own IMS core.

In 2007, we expanded our sales cooperation with Ericsson to include joint product development. Ericsson is the worldwide leading vendor of IMS solutions and today we are their exclusive partner in the area of multimedia services. Our [INteIIECT®](#) platform is integrated into the Ericsson IMS laboratory, tested and certified by Ericsson, with joint ECT- Ericsson development in a number of areas, such as [Multimedia Ring Back](#), Interactive Multimedia Response and [Multimedia Advertising](#).

In addition to our cooperation with Ericsson, we also implemented many proprietary SIP variants needed for other vendor's softswitches and IMS solutions and proved our interoperability with many vendors as a member of the Multiservice Forum (MSF).

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