

RedNews

The newsletter of Redwood Technologies

Autumn 2012

Headlines



REDWOOD TECHNOLOGIES

Welcome to the Autumn 2012 edition of RedNews – a selection of Redwood’s recent top stories.

This edition features the exciting news that Redwood sister company, Content Guru, have been nominated for this year’s Thames Valley Business Awards.

In this issue, our client case study looks at TUI, the world’s largest holiday provider. TUI’s Specialist Holidays Group used solutions powered by Redwood technology to help it stay open for business during a facilities’ move during its busiest time of the year.

Technology Focus explores RedPBX™, Redwood’s powerful next-generation switching and Unified Communications platform.

In community news, Redwood extended its commitment to charitable causes in the local area with a £10,000 contribution to the Berkshire Community Foundation.

For further information on the articles in this edition of RedNews or any Redwood products, please contact our marketing team on:

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Content Guru Finalists for Thames Valley Business of the Year Award

Redwood’s sister company Content Guru has been shortlisted for Business of the Year in the 2012 Thames Valley Business Awards (TVBA).

Both Redwood and Content Guru are headquartered in the Thames Valley, Europe’s equivalent of Silicon Valley in the USA. International blue-chip enterprises such as Vodafone, Cisco, Microsoft, Dell, Panasonic, Adobe and last year’s winners, Symantec, all have UK or European headquarters in the region.

Each year, the TVBA are judged on criteria of profitability, innovation and employment practices, as well as contributions made to regional charities and the local community.

Content Guru is one of six finalists for Business of the Year, with the winners set to be announced at a gala awards night on Thursday 15th November at the Madejski Stadium, Reading.

Founded in Berkshire in 2005, Content Guru has grown rapidly. It won a Daily Express / CBI / HSBC

Start-Up Stars Award in 2008 and has now deployed solutions in over 20 countries.

Martin Taylor, Co-Founder and Director of Redwood, commented:

“We’re proud to have been based in the Thames Valley area since our business was founded, and the region has provided us with a huge amount of opportunity – in terms of forming local business and technical partnerships with global organisations, and for the rich seam of talented workers who live here.



10 of the top 50 global organisations are based in the Thames Valley

“We are delighted that Content Guru has been able to build on our strong local roots, and this recognition is a

testament to the commitment and hard work of the Content Guru team. It’s a fantastic milestone for the business and really reinforces the value of what it’s doing, both for the local community and its global customers.”

Sean Taylor, Co-Founder and Director of Content Guru, added:

“A strong reason for locating our businesses in the Thames Valley is that it’s Europe’s equivalent of Silicon Valley. With its good motorway and rail links and proximity to Heathrow airport and London, it’s an ideal place to be. It’s also excellent to have so many technology companies on our doorstep.

“Outside the global considerations of business, we’re also concerned that the area is a nice place to live, which is why we’ve always tried to do our bit for the local community. We’re naturally delighted to have had our efforts recognised with the Thames Valley Business Awards and hope we’ll be able to follow in Symantec’s footsteps at the awards night.”

storm takes off at the Aviodrome in Holland, Nov 1st

Redwood customers KPN Telecom and Content Guru formally launched their **storm@** Benelux platform on 1st November in Holland. This important event saw KPN’s **storm** Cloud Contact Centre service move to full availability and unveil of a number of exciting new capabilities.

The Aviodrome, a national aviation museum situated near Lelystad in the Netherlands, provided the venue.

A series of seminars explored how to improve the customer service experience, drive efficiency gains, take advantage of new multi-channel technologies and create IT synergy by leveraging existing IT assets. These were brought to life

with interactive live demonstrations showcasing many of **storm**’s capabilities.

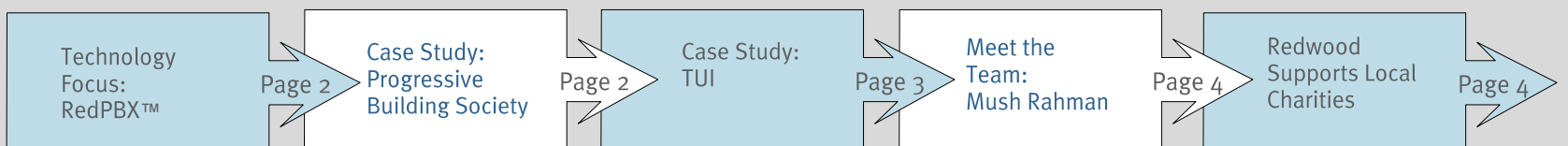
Senior speakers from both KPN and Content Guru were present, including the Director of Sales and Marketing for Collaboration and Communications from KPN, who defined the Dutch telco’s vision in the cloud and contact centre sectors.

Guest speeches were delivered by Scottish Power, one of the flagship customers on the **storm** UK platform, and Guido Thys, a well-known Dutch industry commentator.

“This is an important milestone for us in our relationship with KPN,” said



Sean Taylor, Director of Content Guru. “Redwood has been supplying hardware and software to KPN for over a decade, and now are delighted to be taking cloud services to market with them via Content Guru. The Aviodrome is the right place to be as Cloud Contact Centre is really taking off!”



Technology Focus: RedPBX—Next-generation switching and Unified Communications

RedPBX is the next-generation switching and Unified Communications (UC) product from Redwood Technologies, enabling any size of organisation to unify its communications estate through intelligent IP-PBX functionality based on industry-standard SIP technology.

RedPBX has the power to scale from small UC solutions through to carrier-grade, network-based platforms being shared by thousands of businesses. With the flexibility to be deployed as an on-premise product, through a cloud delivery model or as a hybrid solution bespoke to the client, it provides the user with an affordable solution that scales to individual usage without incurring charges for unused capacity.

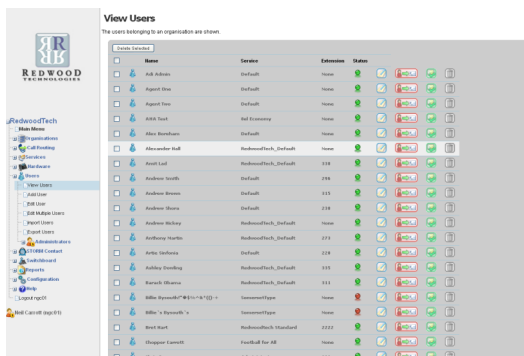
Through RTIntegrate™ APIs, RedPBX seamlessly layers over existing infrastructure to create IT synergy, providing additional functionality while eliminating the need to rip-and-replace existing equipment that is still fit-for-purpose.

RedPBX also works in tandem with RedContact™, Redwood's multi-channel contact centre offering, to provide an extensive range of features. This enables it to address the full spectrum of communications requirements, from simple office telephony through to highly customised collaboration and contact centre environments.

Integration with Redwood's intuitive graphical service creation application, RTFlow™, enables all ACD and IVR routing to be fully customised. Interoperation with a range of other Redwood products enables in-depth historical and real-

time reporting, compliant call recording, automated outbound dialling and a range of other advanced features which can be easily bolted on.

All RedPBX services can be managed from an intuitive portal, accessed securely from the web or a computer desktop. Administrators can assign users a wide range of privileges, from permissions to access personal call recordings, supervisor privileges including 'barge in' and 'listen in', or blended inbox rights, enabling users to receive SMS, web chat and voice communications in a single queue.



Editing User Privileges

The web portal also enables administrators to customise time-of-day routing, so callers can be automatically routed to pre-recorded messages for out-of-hours enquiries, with the optional feature for customers to leave voicemail that can then be accessed by any user with sufficient

rights.

RedPBX provides end-users with an intuitive iPath® soft phone or Desktop Transformation Assistant (DTA®) prompt, enabling calls to be made from any PC with an internet connection and providing advanced features such as presence with customisable agent states. Redwood's range of iPath hard phones can also be used in conjunction with the product, providing a flexible range of options in how RedPBX is deployed and utilised.

Kalpesh Patel, Senior Project Manager at Redwood, comments that:

“While there are now lots of products in the marketplace offering presence and soft client features, the challenge still remains to integrate these seamlessly with advanced multimedia capability and complex routing algorithms. RedPBX is not just an internal collaboration tool. It addresses requirements for increased efficiency and flexibility, using features such as computer telephony integration, one-click disaster recovery, one-number working, mobile twinning and pull-to-ground. But it can also help to improve customer service across different media, provide access to intelligent automated services and offer powerful real-time business analytics. RedPBX has been deployed from SMEs through to large enterprises because all businesses need those problems to be solved.”

storm® PBX in action: Progressive Building Society

The Progressive Building Society is one of the UK's ten largest building societies. As a mutual, it is owned by its members, so maintaining the trusted status of its brand and building strong relationships with its members are key priorities for the business.

Quality customer service is paramount, but at the same time, fierce competition from big banks means it's critical for the building society to keep its costs under control. Added to the mix are the needs to adhere to strict compliance regulations, and the pressures internally and externally to embrace new ways of communicating such as social media.

The first step in Progressive's journey was to overhaul its old phone network. It needed to rationalise its estate, but it had to uphold its brand and business ethos by retaining its well-established numbers and leveraging the local

expertise of its branch staff.

To reconcile the opposing needs of quality and cost, Progressive deployed the Redwood-built storm platform as its cloud-based Unified Communications and contact centre solution.



Enquiries can now be routed to skilled advisors at any branch, prioritising the ones with the most appropriate local knowledge to handle the call. Far from diminishing Progressive's brand values, the new system helped the company deliver on its commitment to high-quality customer service through dedicated local expertise.

Progressive is now at the next stage of its journey, using storm to make their website more interactive using facilities such as web chat and click to call, and exploring the best ways to leverage social media to provide a consistent, quality experience for customers across all channels. Tommy O' Neill, Head of IT for Progressive, comments:

“Of all the options we considered, storm was the only one with a single solution which addressed all of our communications requirements. storm has exceeded all our expectations, unifying what was a disparate telephony estate, while at the same time giving our branches complete control at a local level. In addition, our costs have also been considerably lower than we forecast. Looking forward, we are using storm as the vehicle for expanding our web and social media activities, which are becoming increasingly important to our business strategy.”

Redwood helps TUI stay open for business through an office relocation during its busiest time of the year

TUI, the world's largest holidays provider, has a Specialist Holiday Group (SHG) that manages its exotic and luxury brands. SHG had to move one of its two main office locations to a new site. Their phone numbers had to be relocated with them to ensure business continuity, but moving phone lines to a new location can take weeks.

A smooth and speedy transition was especially important for SHG as the move was scheduled to take place just before Christmas — the busiest time for ski bookings as people make plans for the Easter peak season. Pre-Christmas, SHG's usual 5,000 daily call volume can rise to 30,000. Any downtime would have led to missed revenue and customer dissatisfaction.

TUI's SHG unit had a relatively new IP PBX, which was already being shared across two of their existing offices. TUI wanted to leverage this prior investment to seamlessly absorb the well-established numbers from their old offices.

To achieve this, the travel group decided to replace its TDM (time division multiplexed) ISDN lines with SIP trunks. Cost and flexibility were key reasons behind this decision. SIP trunks are IP-based connections that replace circuit-switched connections. They can be considered as 'virtual wire lines' (or trunks) that represent simultaneous calls made over a data connection.

Dynamic organisations need a communications infrastructure that can be scaled to their needs. E1 ISDN lines are provided by default in blocks of 30 telephone channels. They can be sub-equipped, but every batch of 30 channels requires additional cabling to be delivered. In contrast, SIP lines are allocated through extra bandwidth and they can be provisioned on the same cable on a virtual line-by-line basis.

Further operational efficiencies are realised because, in a SIP environment, data and voice are carried across the same data network, meaning that one rather than two networks needs to be maintained.

With ISDN, capacity is wasted when phone lines are not in use, whereas a SIP Trunking solution can use the idle voice capacity for the transmission of other data. These efficiencies are why, according to leading IT consultancy firm Gartner, "Businesses report typical savings of more than 20% when replacing legacy TDM infrastructure with SIP trunks."¹

Once SHG's numbers were ported onto **storm**, they were routed to the new sites at the click of a mouse, ensuring business continuity during the Christmas rush and connecting their phones to a highly secure platform with 99.999% availability. As well as having greater resilience than an ISDN



for the capacity it uses.

"**storm** helped us deal with the logistical problem of moving offices while making sure that customers and agents could still get through on the phone during the Christmas rush," said Nigel Smith, IT Director, Specialist Holidays Group, TUI Travel. "We chose the platform because it gives us complete control over our telephony estate, enabling us to re-route our numbers at the click of a mouse. In addition, SIP Trunking has helped us achieve cost savings relative to our old ISDN infrastructure, as well as providing us with a platform for enhancing our communications with new IP capabilities going forward."

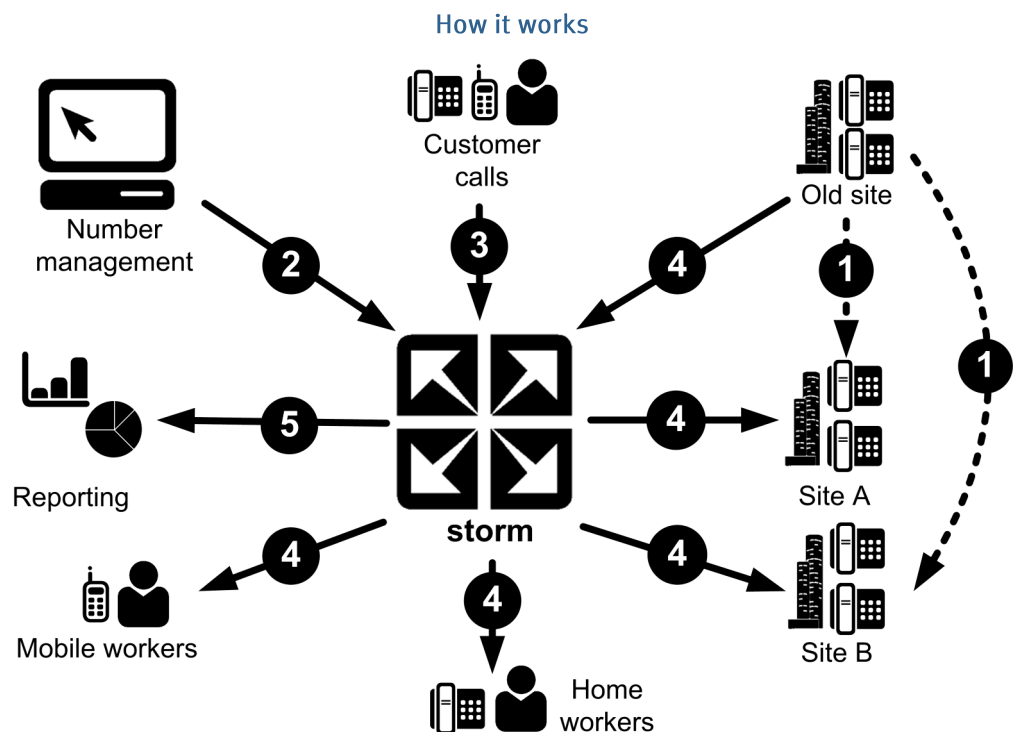
Just a few months into the **storm** service, TUI decided to add another 400Mbps of data to their SIP trunk capacity. According to Smith, "What started off as a cost-effective solution to a logistical problem has opened up a range of possibilities for improved working and interaction across our entire organisation."

network connection, **storm** allows secondary routing to other locations and tertiary routing to mobile numbers, ensuring that TUI staff are available even if travel or weather disruption prevents them from reaching a particular office.

The **storm** portal also allows TUI to manage their own numbers, freeing them from reliance on their service provider. They can rapidly provision routing plans and time-scheduled call paths.

Meanwhile, SIP gives the European leisure group a more scalable infrastructure. As SIP lines are provisioned on a line by line basis, TUI only pays

1. *Hype Cycle for Contact Center Infrastructure, 2012* by Drew Kraus. Gartner: 26 July 2012.



1. Redwood worked with TUI's Specialist Holiday Group to migrate their geographic and non-geographic numbers to the **storm** platform from an old site as staff were relocated to existing TUI offices in London.
2. Number routing plans, including secondary and tertiary routing for disaster recovery (DR) purposes, are provisioned via the online management portal. DR plans can be activated quickly and easily.
3. Customer calls flow through the **storm** platform.
4. Routing rules provisioned by TUI managers direct calls to either of the two offices, or to home phones and mobile numbers if necessary.
5. The **storm** Desktop dashboard shows real-time and historical statistics on all communications.



The Redwood Team – An interview with Mushfaqr Rahman, Redwood Project Manager



Mush joined Redwood's graduate scheme after completing a BEng in Electronics and Electrical Engineering at University College London and then an MSc in Telecoms at King's College, London. He shares his thoughts on the challenges and rewards of his job.

What does your role involve?

I started off in Redwood's Engineering Services

team, supporting clients around the world and then moved into the Project Management group, where I work today, delivering projects globally.

My job involves ensuring that deployments of on-premise and cloud-based solutions happen smoothly and on time. My particular area of focus is auditor cash processes, which means I design the mechanisms that our partners use to monetise the services we provide. I also do a lot of work for our channel-focused services suite, NGware, ensuring that roadmap items are completed to schedule.

What is the most rewarding aspect of your role?

The best part of my job by far is seeing a project develop from an idea into a fully operational solution, generating revenue for our partners or helping our customers reap tangible benefits.

I love working with my team of project managers, listening to a customer's requirements, producing the software specifications and finally guiding our developers through a series of deadlines and milestones, while liaising with customers and setting their expectations. For example, I recently helped

deliver a solution for a private hospital, one of our Vodafone Ireland customers. We helped their cardiology department record calls made by nurses and consultants even when transferring them from a mobile. Our know-how in communications integration allowed us to deliver the solution on time and under budget, and ensure that the hospital filled in this compliance loophole and could deliver optimal care to its patients.

Where do you see the future for Redwood?

I can see Redwood continuing its expansion around the world. In addition to further growth from its existing bases in India, America and Europe, we are exploring lots of new opportunities in the Middle East and Northern Africa region, as well as central Africa. I recently returned from a trade show in Dubai and I look forward to implementing some of the solutions we discussed there.

On the development side, I think we will continue to expand our mobility solutions with iPhone and Android apps that can allow customers to access storm[®] functionality from handheld devices.

Redwood furthers commitment to local charity

Redwood Technologies has continued its longstanding commitment to charitable work with another donation to the Berkshire Community Foundation (BCF). On the 25th of October, directors Sean and Martin Taylor met with Joanne Stokes and Chris Barrett of the BCF at the company headquarters in Bracknell to present the organisation with a cheque for £10,000.

It was the latest in a series of contributions to the foundation on behalf of Redwood since the establishment of the Redwood Technologies Grassroots Fund in June 2010.

The BCF is committed to providing assistance to a diverse range of at-risk groups in the Berkshire community. Since their foundation in 1985, the BCF has supported a wide range of local causes with provision of advice and grants to local causes, such as improving facilities for young people and offering help to the elderly.

Under the terms of the Community First Programme, the UK government will match Redwood's latest donation for one pound in every two, taking the value of the primary Redwood Technologies fund to £75,000.

"Redwood Technologies has been operating out of Berkshire for nearly twenty years and we are very proud to be able to continue supporting our community with the help of the Berkshire Community Foundation", said Sean Taylor, Director of Redwood Technologies.

"Even in relatively affluent areas like ours, there are those who need extra help. We are committed to helping these people and our work at a grassroots level allows us to get funding to those who really need it."

For more information, visit the BCF website at www.berkshirecommunityfoundation.org.uk.



Martin Taylor (far right) and Sean Taylor (second from right), co-directors of Redwood Technologies, present Chris Barrett (left) and Joanne Stokes (second from left) of the BCF with a cheque for £10,000

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