

RedNews

The newsletter of Redwood Technologies

Winter-Spring 2012-13

Headlines



REDWOOD
TECHNOLOGIES

Welcome to the Winter-Spring 2012-13 edition of RedNews—a selection of Redwood's recent top stories.

This issue sees the launch of Redwood and sister company Content Guru's new business unit in Holland, with the appointment of Michael van den Brink, former KPN Sales Director, as Country Manager.

This edition also includes two client case studies. The first explores a cloud-based multi-channel cash ordering system for G4S, the world's largest security firm. The second, extended case study looks at Rightmove, the UK's biggest property portal, and how Redwood is helping them take new mobile services to market.

Technology Focus investigates Redwood's social media integration capabilities, using the RTIntegrate toolkit and RedView reporting dashboard, and in community news, Redwood has donated to British Red Cross to help fund relief efforts around the world.

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

T: +[44] (0) 1 344 304 344
E: marketing@redwoodtech.com
W: www.redwoodtech.com

Former KPN Sales Director to head up new Netherlands-based Redwood team

On the 1st of March 2013, Redwood Technologies stepped up its presence in the Benelux with the opening of a new regional head office in the Netherlands. Redwood Technologies BV is to spearhead the company's operations in the region in partnership with telecoms incumbent, KPN, and newly founded sister company, Content Guru BV.

Operating out of a new head office in The Hague, close to KPN headquarters, Redwood Technologies BV is to focus on the development of new technology, including that used to underpin the recently launched **storm**® Benelux platform. Sister company Content Guru is KPN's exclusive partner for cloud contact centre services, and is set to disrupt the market using the new office as its base of operations. The new team will be led by Country Manager, Michael van den Brink. Van den Brink joins Redwood BV from KPN, bringing with him more than a decade of telecommunications industry experience.

Asked about his new Country Manager role, van den Brink commented: "I'm very excited at the opportunity to work for Redwood. I have a strong belief in the company and the **storm** platform, and I am confident that we have a unique proposition that will continue to be successful throughout not only the

Benelux, but also the other global **storm** markets. I have already been made to feel very welcome and it's clear that my colleagues really enjoy working for the company, which creates a very positive atmosphere.



Michael van den Brink brings over 10 years of experience to his Country Manager role.

"Because of the flexibility of **storm**, we're able to offer a wide range of solutions to address very real concerns throughout the Benelux market. One of the key differentiators of the platform is the ability to provide not only packaged products for simple business needs, but also complex, fully integrated solutions for complicated, large-scale requirements - there's something for everyone. I look forward to using my experience in the Benelux market to help develop the strategies that take **storm** to new heights across the continent."

With the 7th largest population and the 6th largest economy in the EU, the Netherlands is a highly important European market. The foundation of the two companies represents the next major step in their global strategy, as Redwood seeks to build on its foundations in the region and consolidate its European footprint. Working closely with key regional partner, KPN, Redwood Technologies BV's specialist engineers will be responsible for maintaining the Holland-based platform, guaranteeing the highest quality of service for **storm**'s increasing number of European customers.

"This is a critical market for us and the success of **storm** Benelux is key to our ongoing European strategy," explained Sean Taylor, Managing Director of Redwood Technologies. "Given the importance of the region, it was vital that we appointed a truly exceptional individual to lead our new Netherlands team as our operations in the Benelux enter a crucial stage of development."

Taylor continued: "Michael's managerial credentials and close ties to our key regional partner made him the ideal candidate for the role. We are delighted to welcome Michael to the business, and I have every confidence that Redwood Technologies BV will flourish under his stewardship."

World's largest security firm chooses storm

G4S, the largest security provider in the world, has chosen the Redwood-built **storm** platform to provide a cloud-based multi-channel cash ordering system, with bespoke integration into its back-end systems.



G4S is the biggest employer on the London Stock Exchange, with over 657,000 employees and operations in more than 125 countries. One of the many strands of its business is its "cash solutions". The company operates a fleet of high-security vehicles to transport, protect, count and reconcile thousands of pounds of cash with customer accounts.

Before using Redwood's technology,

if a G4S customer wanted to request a delivery of cash for their business, they had to call up and submit the order to an agent over the phone. This allowed for the possibility of human error and took up the time of valuable staff. In addition, access to order details is granted only on a "need-to-know" basis, but agents who were not involved in the delivery had to process the orders.

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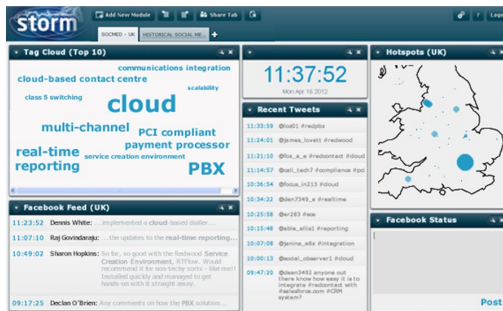
Technology Focus: Social Media Integration — helping organisations react to trends before anyone else

RTIntegrate™:Social Media is a subset of the RTIntegrate family of flexible Application Programming Interfaces (APIs) which enables users to gain instant visibility over how their brands, products and services are represented across social networks. By continuously mining social media data in real time, RTIntegrate feeds a stream of raw information into Redwood's in-depth RedView™ reporting application, enabling organisations to view a range of reports providing enhanced insight.

Interoperation with RTDataManagement enables users to rapidly construct keyword dictionaries and expression lists, which identify critical phrases or words for RTIntegrate to query. In this way, users gain complete control over what they search for, whether individual words such as product names or phrases either condemning or praising the business. Priority users can also be tracked, enabling organisations to enhance service levels for loyal customers. The flexibility of RTDataManagement also enables users to dynamically change search criteria when new products are released or new trends identified.

RTIntegrate:Facebook leverages the existing HTTP-based Graph API to perform regular searches based on the predefined keywords and expressions, including posts and comments, and can also be used to gather data on the number of 'likes' attained by certain content. This enables organisations to see their more popular products, comments and customer engagement outreach, enabling them to optimise marketing

strategies. Combined with keyword and expression information, this also enables organisations to gain new insight into the quality and success of their products.



RedView Social Media Dashboard

The complementary module, RTIntegrate:Twitter, utilises Twitter's existing HTTP-based REST APIs to establish the data feed. Through the Streaming API, hundreds of keywords can be tracked in real time, enabling any new tweets containing these words to be fed into the RedView reporting suite and monitored alongside Facebook trends.

Customisable filters enable users to rapidly switch between Keyword Dictionaries and Expression Lists, enabling administrators to produce and share reports with multiple users for different purposes – one group could investigate feedback around a particular product set, while another could analyse the activities of VIP customers.

RedView provides a variety of display methods, including real-time feed displays for Twitter and Facebook and a tag cloud to indicate which keywords and expressions are used most commonly. Additionally, through integration with Google Maps, RedView visually plots geographical locations on a map, enabling users to analyse where particular keywords and expressions are being used.

Richard Manthorpe, Project Manager at Redwood, comments: "Social media is becoming an increasingly important communications channel, presenting unprecedented opportunities to enhance both customer service and marketing. Information spreads faster through social media than through any other medium, and with over a billion people now interacting regularly through these networks, for the first time businesses can see what their customers think, as soon as they say it.

"However, to make sense of such a massive volume of information is extremely technically demanding. The open architecture that underlies all Redwood technology, and the power of DNX hardware, gives enterprises the platform they need to distil the data which matters. Although the APIs provided by the social networks only allow historical searches for a certain time window, RTIntegrate automatically stores all queries, so users can perform historical queries just as easily as they can view live information. This gives organisations a vital advantage in analysing trends and gives them the opportunity to respond ahead of their competitors."

storm provides secure ordering for G4S cash deliveries

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As the world leaders in security, G4S needed to optimise both the confidentiality and the efficiency of this process, without causing disruption to its operations.

Redwood's sister company Content Guru provided a three-phased solution to fully automate their cash ordering system, designed to complement G4S' existing processes and ensure a smooth deployment and migration.

For phase 1 of the service, an Interactive Voice Response (IVR) menu, built using RTFlow™, was provided to allow G4S customers to place their orders over a secure phone line. They select the cash they need in the denomination they require (from pennies to £50 notes) via a simple series of touchtone inputs. This triggered emails to G4S agents, who manually uploaded the details into their CRM system. This enabled customers to order quickly and safely.

The second phase of the project enabled G4S staff to process orders using a secure web portal instead of email. Order information, including the date, reference number, delivery date, and quantities, is now instead automatically posted to an order database in the cloud.

G4S' CRM system automatically pulls the latest information from this database on a regular basis using storm's secure integration capability. This further tightens the efficiency of the process, and ensures that the security firm can keep track of all requests from customers from end to end.

The final stage will see the introduction of a custom-built web form to allow G4S customers to order cash via web as well as by IVR, providing a fully automated service which is both convenient and secure.

storm will utilise a secure "handshake" with

G4S's web server to ensure that the data is transmitted into the cloud safely.

Michael McDermott, IT Project Manager for G4S Cash Solutions, commented on the solution:

"As the world's biggest security brand, it's critical to G4S' operations that it continually optimises its processes, since any leak of confidential information could put large sums of money, and even lives, at risk.

"However, such a massive business also needs to operate efficiently. storm's three-phased solution gave G4S the flexibility to migrate to a cloud model for cash ordering. Its carrier-grade data centres and ISO27001 and PCI accredited operations mean we can be comfortable allowing the platform to interface securely with our own systems, eliminating human error and accelerating the entire process."

Redwood supports Rightmove as it seeks to launch new mobile services

The UK's leading property portal, Rightmove, has signed an exclusive 4-year communications services contract with Redwood Technologies. The deal will see Redwood support the web giant as it launches its next generation of mobile-oriented services.

Rightmove is the number one online property service in the UK, with more than 10 million unique users passing through its website every month. Since 2007, Rightmove's membership has covered more than 90% of all UK estate agents and the website lists properties on behalf of tens of thousands of agency offices and new homes developers nationwide.

In addition to being the UK's most visited property site, Rightmove ranks as one of the top 20 most popular websites overall in the UK.

The heart of Rightmove's business is its ability to create leads for thousands of agency offices and new homes developers across the UK each day. However, prior to using Redwood's technology, it was proving difficult for Rightmove to relay call information to their customers in a timely manner.

Migration of the business communications estate to the Redwood-built **storm**® platform has enabled Rightmove not only to demonstrate the number of leads that its website generates for its members, but also to provide exclusive value-added services that actively assist its customers in converting these leads into sales.

The powerful Redwood-driven platform provides Rightmove customers with automated daily telephone lead reports, showing customers precisely how many calls came from Rightmove phone numbers, displaying their return on investment in real terms. Phone-based management information is integrated with statistical data for other media sources such as email. Meanwhile, **storm**'s intuitive service management interfaces have enabled Rightmove to administer core system functions more efficiently, with a 97% reduction in turnaround times on service modifications since implementation.

Additional automated alerts via email and SMS prompt agents to follow up on missed calls and requests for valuations, ensuring that no hot leads are wasted. This is particularly important, since in many cases the first agent to provide a valuation is the one who wins the opportunity to market a property.

Crucially, the adoption of Redwood technology has enabled Rightmove to enhance its service by giving its members on-demand access to previously unavailable features such as call recording, which enables on-the-job training of sales negotiators.

Localised knowledge is of critical importance in the property market, and as such estate agents typically operate numerous dispersed branches to maximise their area-specific knowledge. However, this set-up traditionally acted as a barrier to investment in infrastructure such as call recording equipment, due to the capital cost of rolling out such capabilities across numerous branches.

Using cloud deployments of Redwood technology, Rightmove has been able to provide its members with access to call recording services and storage for all agency and new homes sites without incurring additional capital costs. Incoming enquiries can be recorded and then stored centrally in the cloud, allowing

we would risk allowing our competitors to catch up."

Redwood's experience with multi-channel technology delivers further potential to enhance the mobile experience for all users. Knowledge of customer preferences and interaction history can be shared across multiple channels, providing the consumer with a seamless search and transaction experience. Property hunters will be able to begin a search on the move using a mobile device, return home, and continue precisely from the point they left off, via their computer.

Martin Taylor, Director of Redwood Technologies, said of the new contract:



In addition to being the UK's most visited property site, Rightmove ranks as one of the top 20 most popular websites overall in the UK.

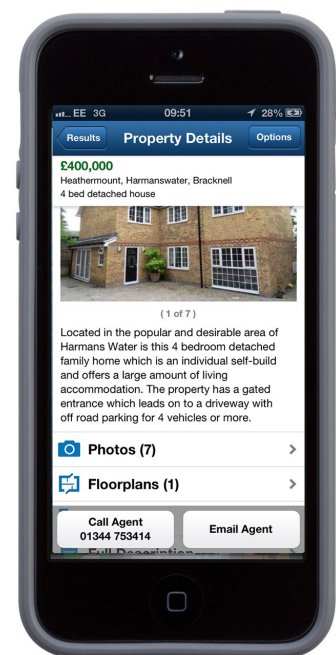
Rightmove members to retrieve and review voice recordings from any location via the web portal. Members are thus able to enjoy the quality control benefits of call recording services without any of the heavy capital outlay ordinarily required.

The conclusion of this latest contract between Rightmove and Redwood represents the beginning of a new stage in the relationship between the two organisations. The coming months will see Redwood develop and deliver exciting new products and facilities for Rightmove as the property portal launches its new generation of mobile services, enabling the company to offer even greater value through its website and mobile apps.

Miles Shipside, Commercial Director for Rightmove, comments, "As an online business dealing in an intensely competitive market in a challenging economic climate, we have to make sure the experience we offer to users is always at the leading edge. The modern consumer wants instant service and information, anytime, anywhere, and on the device of their choice."

"Redwood's expertise across the full spectrum of communications technologies, including web, mobile data and voice, makes it the perfect partner to help us build on our established roots and enrich our portfolio with next-generation communications services. This will be fundamental for Rightmove in developing its market share. If we stopped innovating, or even slowed our rate of technical advancement, then

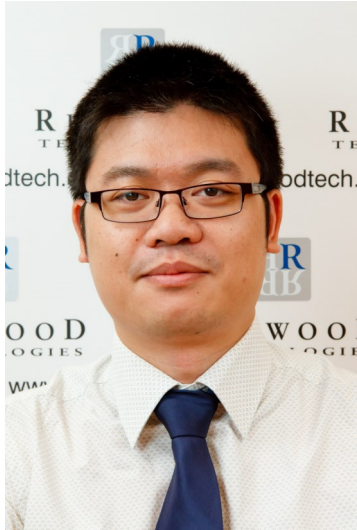
"Rightmove is the clear leader in its field, and we are delighted to be working with a consumer-facing customer of this calibre. We look forward to supporting Rightmove through this exciting period of innovation and helping our customer to maintain its dominance in the online property sector for years to come."



Rightmove's mobile interface, enabling users to rapidly access Redwood's call routing capabilities.



The Redwood Team—An interview with Michael Wong, Applications Engineer



Michael Wong joined Redwood five years ago in 2008, after graduating from Imperial College London with an MSc in Computer Science. In this issue of RedNews, he shares his thoughts on the challenges for the business and rewards of his job.

I am part of a team that is responsible for all aspects of the billing process at Redwood Technologies. As an Applications Engineer, it is

my job to develop cutting-edge in-house technologies that produce fast, highly scalable billing solutions for all Redwood deployments, as well as the **storm** platform. As part of my role at Redwood, I work on challenging projects to develop new billing applications for all our systems across the business.

In addition to being responsible for the development of new technology, I am also heavily involved with the day-to-day maintenance of our billing processes. As a part of these duties, I work closely with the Redwood billing management team at the end of each month to ensure that we produce the correct invoices and reports for all our clients. Due to the size of the customers we deal with, some of which might handle millions of interactions every day, as well as the sensitive nature of the financial data involved, this is no small responsibility!

I have a natural passion for technology, and I am always looking for opportunities to stretch myself. No single day at Redwood is the same, and as part of my team I am able to get stuck in and apply my knowledge to tackling problems across a wide range of technical areas.

My role at Redwood is the perfect outlet for my

interest in anything technology-related, allowing me to get involved in the development of truly best-in-class software and applications. Our industry moves at such a fast pace, and I am always thinking of new ways to improve our billing processes and systems to ensure that we maintain an edge over our competitors. My job not only enables me to keep track of industry trends, but take an active part in driving them forward.

Our business has expanded rapidly in recent years and that process is only going to accelerate over the coming years. Over the last five years, I've seen Redwood deploy solutions all around the world, and upcoming cloud deployments of our technology in Asia and the Americas look set to increase our global presence even further.

One of our upcoming projects involves the development of a billing system for the USA, which will be very challenging. As our overseas business expands and the way in which people communicate becomes increasingly open and diverse, I anticipate us taking on more complex tasks of this nature and dealing with ever greater volumes of communication. The business can only get bigger, and it is an exciting time to be part of the Redwood team!

Redwood helps British Red Cross support communities

Redwood Technologies has extended its support for the British Red Cross with a charitable donation of £10,000 to the organisation.

Since its founding charter was first drawn up in 1863, the Red Cross has grown to develop a worldwide presence. Today, the non-profit organisation is one of the globe's most recognisable institutions, and its emblem is synonymous with the face of international charity.

Over the years, the Red Cross has put its support behind a range of noble causes, on both a local and international scale. In recent times, the charity has been at the forefront of organising relief efforts to massive humanitarian disasters, such as the Japanese Tsunami of 2011 and the ongoing crisis in Syria.



BritishRedCross

Redwood's contribution to the Red Cross will be used by the organisation to benefit causes that will have a direct and positive impact, and help at-risk groups right down to a local level. Community causes supported by the charity which stand to benefit from Redwood's money include day care services for the elderly, and essential door-to-door transport services which will give independence to people with reduced mobility.

"This donation is worth a serious amount to us," said Annie Burton, Community Fund Raising Manager for the Red Cross. "In these times of austerity, when spending on welfare is on the decline, it is more important than ever that we are able to get support to those in the community who need it. This money will allow us to continue supporting our amazing team of dedicated volunteers and staff as they deliver invaluable services to the local community."

"We are pleased to be able to continue to support the Red Cross," said Sean Taylor, Redwood Director. "The span of their support work, covering local through to international disasters and the desire, not just to provide short-term relief, but to help people get themselves back on their feet for the long term are qualities that we admire greatly."

Redwood Technologies
The Redwood Building
Broad Lane
Bracknell
Berkshire, RG12 9GU, UK
T: +[44] (0) 1 344 304 344
F: +[44] (0) 1 344 304 345
E. sales@redwoodtech.com

Redwood Technologies
Friedrichstr. 90
D-10117
Berlin
Germany
T: +[49] (0) 30 44055 435
F: +[49] (0) 30 44055 436
E. sales@redwoodtech.com

Redwood CTO Inc
1901 South Bascom Ave
Suite 1100
Campbell
CA 95008, USA
T: +[1] 408 559 3988
F: +[1] 408 559 3977
E. sales@redwoodtech.com

Redwood Technologies Sdn Bhd
15th Floor West Block, Wisma
Selangor Dredging, 142C Jalan
Ampang, 50450, Kuala Lumpur,
Malaysia
T: +[60] (3) 2168 4495
F: +[60] (3) 2168 4201
E. sales@redwoodtech.com

Redwood Technologies BV
J.P. Coenstraat 7
2595 WP The Hague
The Netherlands
T: +[31] (0) 707 111 500
F: +[31] (0) 707 111 399
E. sales@redwoodtech.com