



RedNews

The newsletter of Redwood Technologies

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Headlines



**REDWOOD
TECHNOLOGIES**

While there is still plenty to debate about the economic outlook, business remains strong for Redwood Technologies. In many instances, customers are deploying Redwood-based solutions hosted in the cloud on the Content Guru STORM® platform. For example, THUS customers are introducing advanced new services without committing to substantial capital expenditure - a classic example of doing more with less.

The story in this issue of RedNews on Rightmove.co.uk, the UK's number one property website, demonstrates the advantages of cloud-based services. Rightmove is using sophisticated call recording, integrated with email alerting, to provide an enhanced service to its community of estate agents across the UK. It's a strong differentiator, adding measurable value to the Rightmove proposition.

Redwood's new Dashboard Designer, featured in this issue's Technology Focus, adds a new dimension of management and control to hosted services and services running on in-house equipment. Dashboard Designer allows you to build a graphical display of key statistics, from call traffic volumes to individual agent productivity figures, in real time.

We are also proud to feature two stories on our commitment to international aid and relief organisations. There is news of the latest clay pigeon shoot in support of the British Red Cross, as well as a story from the Democratic Republic of Congo, where a container load of supplies is providing everything from bicycles to beds for a medical charity.

For further information please visit the website www.redwoodtech.com or contact Joanne Williams on: +[44] (0) 1 344 304 344 or jmw@redwoodtech.com

THUS and Content Guru take the SME market by STORM

THUS, a Cable&Wireless Worldwide business, and hosting specialists Content Guru are now offering STORM®, Europe's largest mass interactive communications platform, to the SME market for the first time. With STORM, THUS customers can take advantage of the kind of sophisticated, multi-channel communications technologies that were previously only available to large enterprises or public sector organisations.



a Cable&Wireless business

"Advanced, integrated communication technologies can deliver real value to SMEs, with fast payback," says Philip Grannum, MD of THUS. "Conventional phones and email are now only small parts of a rich mix of communication technologies that businesses must be able to exploit if they want to remain competitive, including mobile, SMS, voice-over-IP, instant messaging and even social networks like LinkedIn or Facebook.

"STORM has the massive capacity and open, integrated architecture that brings these diverse technologies together, in a way that is easy to manage and cost-effective to use."

THUS services running on STORM are offered as solutions hosted in the cloud, allowing customers to introduce smart new communications solutions without having to make large capital investments. In addition, there is no management overhead wasted on maintaining the applications and solutions, and keeping them secure and up-to-date. STORM services are delivered optimised and on demand.

Services currently running on STORM include IP Contact Centre, IP Centrex, PCI-compliant secure automated payment, call recording, SMS appointment confirmation, intelligent routing and interactive voice response (IVR). Sean Taylor, Managing Director of Content Guru, which co-owns the STORM platform with Cable&Wireless Worldwide, explains that these technologies enable the kind of interaction with customers that is usually the preserve of dedicated contact centres.

"Even a relatively small organisation, with 50 or 100 users, needs a sophisticated communication infrastructure these days," he says. "Business

customers and consumers are used to getting fast access to services and information, and any organisation that cannot respond quickly when a customer makes contact - whether by phone, email, SMS or online - will lose competitive advantage to a company that has the technology in place.

"STORM can transform an SME's communications infrastructure without consuming precious capital, delivering efficiencies and innovations that enhance competitiveness and boost profit margins."

A variety of sector specific solutions are available preconfigured by THUS on the STORM platform. They include technologies for financial services, charities, public sector organisations, retail and contact centres. Each off-the-shelf service is also rapidly adaptable to address specific business challenges and opportunities, achieving fast return on investment.

"THUS is all about bringing businesses together with telecommunications solutions," concludes Philip Grannum. "STORM's unique capacity and versatility creates virtually limitless possibilities for our customers."



Technology Overview: RedView Dashboard Designer—real-time service statistics from any data source

A new dashboard interface has been introduced for Redwood's RedView™ management suite.

The RedView Dashboard Designer allows you to create fully customisable displays of real-time service statistics. Its instant reporting capability enables contact centre managers, customer relationship management teams, business process managers and others to oversee developing patterns of interaction as they occur, allowing them to take immediate action if any is required.

RedView's dashboard is a web interface which can be configured to report on all standard data sources, such as SQL and Oracle, as well as on proprietary or bespoke databases. Data from diverse siloes of information can be viewed through a single virtual console, giving managers a comprehensive real-time overview of the interaction channels under their control.

As a feature of RedView, the Dashboard Designer is integrated by default with all Redwood RedResponse® services and can be used to provide live statistical displays of events from



any Redwood RTSinfonia® application. Statistics can be updated almost instantaneously, with a refresh time of one second. This speed is especially valuable during periods of high volume traffic, such as mass televotes or approaching financial deadlines, when managers may need to take rapid action to prevent loss of service.

Drag-and-drop design

The Dashboard Designer features an intuitive drag-and-drop web interface which allows you to choose the combination of reporting statistics for display. You can design your own dashboard report pages by dragging and dropping components such as charts, gauges and tables from a menu to your dashboard.

You can also design multiple dashboards, displaying different combinations of statistics to accommodate different reporting requirements. Each display can be modified on a per-user basis or configured for use across the organisation. Displays can also be saved as locked or unlocked templates, to be shared among users.

Integration with the RedResponse suite of applications means that you can use the RedView Dashboard Designer to generate real-time reports from any stage within your call flow,

simply by pointing and clicking. For example, you can see how many callers have chosen a given call routing option within an IVR service, such as selecting an automated service, or speaking to a contact centre agent.

Monitoring this data can help to track performance and troubleshoot problems; for instance, the dashboard can show which IVR options have resulted in most lost calls. The Dashboard Designer can display a customisable combination of statistics from any call stage or event designed with the RedResponse Service Designer.

As more and more customer interaction channels become automated, the need to keep track of diverse siloes of communication – voice, SMS, mobile, the web, Twitter and more – is high on the agenda for many organisations. The channel integration capabilities of RedView Dashboard Designer help to transcend the technological barriers, allowing you to track all aspects of your crucial interactions – whether between people or devices – at a glance, in real time.



Redwood earns Microsoft Gold

Redwood Technologies has once again achieved Microsoft® Gold Certified Partner status. Gold Certified Partners have the closest working relationship with Microsoft and are recognised as having the highest level of competence and expertise with Microsoft technologies.

Microsoft describes its Gold Certified Partners as its elite business partners, with the knowledge, skills and commitment to help customers implement technology solutions that match their exact business needs. To gain accreditation and the right to use the official logo, all Gold Certified Partners must employ Microsoft Certified Professionals and have at least one Microsoft competency.

Open standards

The certification gives Redwood's partners and customers the assurance that the company has

the in-house skills to extract maximum value from Microsoft-based programs and applications. Redwood is committed to open standards, but it is essential for any technology company to demonstrate an expertise with Microsoft applications and operating systems.

Innovation

Gold Certified status gives Redwood a head start with the very latest innovations and developments from Microsoft. It also demonstrates to other dedicated Microsoft partners that Redwood brings the highest standards of knowledge and capability to shared projects, and that it has access to the best support and resources that Microsoft can provide.

At the same time, Gold Partner status, and specialist certifications such as ISV Software

Solutions competency, show that Redwood's open-standard services and applications will integrate seamlessly with Microsoft-based solutions.



Sean Taylor, Managing Director for Redwood Technologies, commented: "Our Microsoft Gold Certified Partner status is a true vote of confidence from a world-wide industry leader. It demonstrates our continued commitment to technical excellence and innovation."



STORM RECORDER is the correct choice for Rightmove

The UK's number one property website has chosen Redwood-based call recording technology to provide a powerful new service for its community of estate agents across the UK. Rightmove.co.uk uses STORM® RECORDER™ to provide a hosted call recording service, giving estate agents an invaluable resource and added benefit of advertising with Rightmove.

Rightmove provides a marketing service for estate agents, enabling them to promote properties for sale or let, through a single, highly successful property portal. Rightmove is the market leader in the UK, with more users, more advertising members and more properties than any other property website.

Lead management

STORM RECORDER has been introduced to support Rightmove's lead generation and follow-up system for estate agents. Each participating agent is assigned a unique non-geographic (0843) number, which allows the number of telephone leads generated by Rightmove to be stored and measured. The numbers are key indicators of the value delivered by Rightmove to its customers.

It is important for member agents that calls are handled professionally and promptly. Rightmove identified an opportunity to help by delivering a solution to monitor missed calls and how connected calls were handled.

Email alerts

Agents are alerted by an automatically generated email if a call is not answered. Where details of the caller have been captured, they are included in the email.

Estate agents can also use RECORDER's functions to record customer calls and track how well their representatives are handling sales enquiries and managing transactions. This facility gives estate agents access to industry-leading call recording technology, which would usually be outside their budgets.



Caller profiling

RECORDER tracks comprehensive details of each call, such as the geographical source of the enquiry. Agents can build profiles of prospects and assess the value of advertising and promotional activity. They can also create and analyse their own call traffic reports through the Rightmove portal, helping them to plan staffing levels in keeping with likely peaks and troughs in call traffic.

Rightmove routes approximately 30,000 calls per day to its estate agents; 5% of agents listen to call recordings and 15% regularly check the Rightmove Telephone Lead Report.

Inbound and outbound

STORM RECORDER is an intelligent and versatile contact centre recording system for inbound and outbound calls. It is a hosted service, which can be integrated with existing contact centre systems, or operated as part of a complete STORM CONTACT™ hosted contact centre deployment. RECORDER is suitable for all call recording needs, including dispute resolution,

training and regulatory compliance. As a hosted service, it can operate across an entire corporate estate, encompassing branch offices, overseas sites and home workers.

Recording in the cloud

With STORM RECORDER, Rightmove has deployed multimedia, multi-channel recording through a single hosted platform with massive capacity. High levels of availability are maintained and higher volumes of calls can be accommodated, so that no opportunities are missed.

As a solution hosted in the cloud on the Redwood-based STORM platform, RECORDER was deployed without the need for capital investment and the simple fee structure allows for easier budgeting.

STORM's integrated architecture and intuitive graphical interface enables detailed, near real-time reporting, easy management and rapid archiving and retrieval. When managers need to review a sequence of calls, recordings can be downloaded as audio files, or streamed directly from the network.

Bernard Phillips, Business Analyst for Rightmove plc, explains that STORM RECORDER is a strong differentiator for Rightmove, contributing directly to its competitive advantage: "Estate agency is a fiercely competitive market," he says. "STORM RECORDER has allowed us to introduce a unique solution that helps our clients to deliver a better service, and win more sales."

Redwood untangles red tape to deliver the goods in Africa

Redwood's integrated communication solutions are often designed to overcome problems of bureaucracy and logistics. But the company was able to take a more direct route to overcoming the red tape and rough terrain that characterises life in central Africa, when it helped to negotiate customs for a container load of humanitarian aid destined for the Uvira District in the Democratic Republic of Congo.

The charity Mission in Health Care and Development (MHCD) was struggling to pay the duties and arrange transport for a container of urgently needed supplies when Redwood stepped in. Redwood employees have helped the organisation in the past - a book sale helped to fund a roof for a school - and their prompt response was welcomed by the people on the front line.

Clothes, bikes and computers

"In the villages, we distributed clothes to the children, babies and pupils," said Dr. Luc Mulimbalimba, MHCD Director. "We visited health centres and Lemera hospital, where we distributed clothes to all the vulnerable women in the maternity unit.

"There were two adult bicycles in the container and they are of really great help to staff travelling to help midwives in the villages; we found hospital beds and mattresses, as well as computers that we gave to students learning computer sciences.

"Every day we receive so many vulnerable people in our office who come to ask for gifts

from the container. We appreciate everything you are doing for the people of Uvira."

For more information on the charity, please visit: www.mhcdafrica.org



The Redwood Team - An interview with Pradeep Sharma, Financial Controller



Pradeep joined the Redwood team in 2007 after almost 20 years in Head Office and then Financial Controller roles in the paper manufacturing industry. He qualified as a Chartered Accountant at Pannell Kerr Forster (PKF), a top 10 international practice, after graduating in Law from Queen Mary College, London.

What is your role at Redwood?

Essentially, it's my job to keep the accounts as dull as possible for the directors! The fact is that surprises are undesirable when you are looking at a company's balance sheet, cash flow or profit and loss statement. It's the mark of a well-run

finance department that the executive decision-makers should not usually have to get involved or worry about financial affairs. Control is the key part of my title – I'm focused on making sure the finances of the business are strong and sustainable.

What is the most challenging part of your role?

We operate in a very dynamic industry and there is a highly entrepreneurial culture here at Redwood Technologies. This means that major decisions are made quickly and new products, with new pricing structures, are rolled out to market in short time frames. Naturally, every decision and every launch is a significant event in accounting terms, so our processes have to be able to keep up with the pace of change. I also have a wider role here than in my previous job, where there were tax and HR people to take care of certain specialist tasks. Redwood is a lean, agile organisation and I get involved with tax, insurance, legal issues, employment law, compliance and many other areas.

How has the development of STORM® and the launch of Content Guru changed your role?

I joined the company just as the STORM platform

was rolling out in co-ownership with Cable&Wireless Worldwide, and Content Guru was established at about the same time. It has been fascinating to watch the business grow, taking the technologies developed by Redwood into mainstream business markets, as well as the traditional call centre and data centre environments. My job immediately became substantially more complex, with two companies to look after, but it has been very exciting to see how STORM has transformed the industry, and to see the phenomenal growth that Content Guru has achieved so quickly.

What is the most rewarding part of your job?

Well, accountants are famously boring, of course, but you have to look beyond the numbers. In some respects, I am closer to the business than almost anyone else, because I see the figures that show how things are evolving and growing. You can spot the trends and you may be the first to know when things are going wrong or going well. The numbers represent the launch of an innovative product, or the completion of a major new deal, and you can see the rewards of success flowing into the business and to our partners.

Redwood guns ring out for the Red Cross

The flag of the British Red Cross once again adorned The Royal Berkshire School of Shooting in Pangbourne, as teams from Redwood Technologies and Content Guru took part in a clay pigeon shoot to raise money for the international relief organisation. The shoot was followed by a lunch and fund-raising auction.

"We have supported this annual event for five years," says Sean Taylor, Managing Director of Redwood Technologies. "It's an enjoyable and challenging way to support the work of the Red Cross."

Clients and employees of Redwood and Content Guru engaged in friendly rivalry, with both teams acquitting themselves well. The day raised £23,390 for the Red Cross, including £1,375 bid



Team Redwood, led by Sean Taylor

for the auction lots donated by Redwood and Content Guru - an iPad, a Mont Blanc pen and a bottle of cognac. "Unfortunately, the Red Cross still has a major role in disaster areas and

conflict zones around the world," says Martin Taylor, Sales and Marketing Director for Redwood and Content Guru. "We're proud to help fund its essential work."



Team Content Guru, led by Martin Taylor

Redwood Technologies Ltd
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
www.redwoodtech.com

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

Redwood Technologies Sdn Bhd
Level 40, Tower 2
Petronas Twin Towers
Kuala Lumpur City Centre
50088 Kuala Lumpur, Malaysia
T: +[60] (0) 3 2168 4495
F: +[60] (0) 3 2168 4201
E: sales@redwoodtech.com
www.redwoodtech.com

Redwood Communications Ltd
Plot 83, Ralph Shodeinde Street
(Opposite Federal Ministry of Finance), Central Area
Abuja, FCT, Nigeria
T: +[234] (0) 9 222 4344
F: +[234] (0) 9 222 4345
E: sales@redwoodtech.com
www.redwoodtech.com