



# RedNews

The newsletter of Redwood Technologies

Autumn 2006

## Headlines



**REDWOOD  
TECHNOLOGIES**

Welcome to the Autumn 2006 edition of RedNews – a selection of Redwood's top news stories of the last quarter.

For further information regarding any of the news articles, or for details of Redwood's Value Added Services product portfolio, please register on Redwood's RedExec™ Partner Programme via the website or contact Joanne Williams on +[44] (0) 1 344 304 344 or [jmw@redwoodtech.com](mailto:jmw@redwoodtech.com).

## City Carrier Boosting Business

*"Communication without boundaries"* - *accom GmbH & Co.KG* is a highly successful city carrier committed to driving forward the local economy by delivering unparalleled communication innovation and service provision to businesses in the region.

Located in the west of Germany on the German-Dutch-Belgian border triangle and serving the Aachen-Heinsberg-Düren district, *accom's* superior fibre network delivers first-class telephony and data services to local enterprise in this economically expanding area.

No stranger to innovation, *accom* installed the first public hotspot worldwide in Aachen (in co-operation with Elsa). And using Redwood's award-winning DNX® multi-media platform to provide first class integrated telecommunication solutions, *accom* continues to serve local enterprise with a wealth of technological excellence. By facilitating access to high quality cross-border communications, *accom* can offer local entrepreneurs an extra competitive edge through preferential international call rates.



The platform provides a flexible base for a multitude of services including intelligent switching, announcements, IVR, centralized call handling and voicemail messaging services in the network. Its modular architecture is

specifically designed to seamlessly accommodate a range of services and a variety of media in one integrated solution.

Technical Director of *accom*, Herr Andreas Schneider, says of the Redwood platform, "Redwood has been our technology partner since 2000. I continue to be impressed by Redwood's focus on meeting customers' needs through design and technical innovation. Their approach complements *accom's* commitment to provide complete and intelligent solutions that exactly answers the clients' requirements."

*accom* also supports the region by being an official supplier to the Bundesliga football team, Alemannia Aachen (based at the Tivoli stadium in Aachen), and official supplier to the FEI World Equestrian Games 2006.

## NGN System Upgrade is the Cat's Whiskers



Buzz Networks Ltd has announced that it is to upgrade its existing NGN platform to the latest award-winning solution from Redwood Technologies Ltd, the DNX®-1200 multi-media platform.

Buzz Networks has established itself as one of the leading telecommunications companies specialising in NGN provision and analysis tools to the marketing and advertising industries.

Providing services to a wide variety of customers including small businesses, PTOs and blue chip companies since 1997, Buzz now has well in excess of 5,000 corporate clients generating over 120 million minutes of traffic over 34,000 numbers, including leading Local Directory publisher, Thomson Directories Ltd.

Impressed with the innovative solutions offered by

Redwood, Terry McMahon, Technical Director at Buzz Networks, commented: "Redwood has been our technology partner for many years and their new DNX-1200 platform ticked all the right boxes. Redwood continues to suit our business model very well, delivering innovation with revenue generation."

Since 2001, Buzz Networks has been working with Thomson Directories to supply non-geographic numbers to Thomson customers. This allows Thomson customers to manage the telephone calls generated by their advertisements placed in any one of the 173 Thomson Local directories.

With such high profile clients on board, Buzz demands exceptionally reliable, scalable and robust systems with a powerful, yet flexible, Service Creation Environment. With 99.999% certified reliability, Redwood confidently delivers carrier-grade solutions, scalable to suit every size of business.

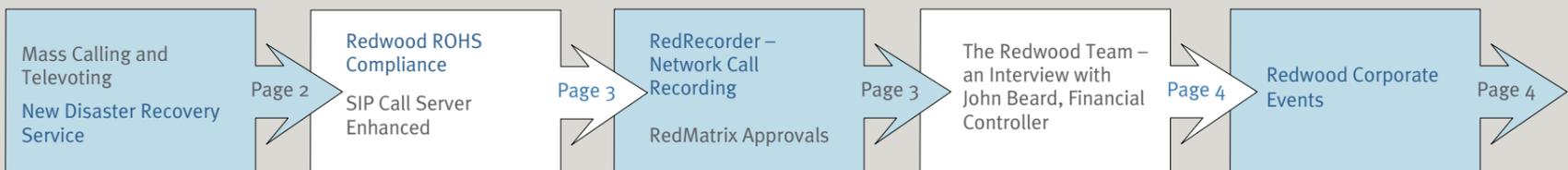
Redwood's award-winning RTComposer® Service Creation Environment is specifically designed to serve dynamic service providers who must quickly develop new and innovative services in minutes or hours (rather than days) in order to stay ahead of the field.



In the highly competitive NGN environment, Buzz designs and manages all of its services in-house, thus keeping outsourcing costs to a minimum and retaining total control of service architecture.

Buzz has also invested in Redwood's Service Provisioning and Partitioning Tool, RTStudio®. Used by global carriers and large corporates, RTStudio offers a powerful service provisioning tool, complemented by secure partitioning of the system and unrivalled version control features.

Thomson Directories, owned by leading European directory publisher, SEAT Pagine Gialle, began operations in 1980 and now produces 173 editions of the Thomson Local Directory, distributed to 22 million homes in the UK. Services have expanded and now include ThomsonLocal.com, as well as a variety of online and new media products.





## Mass Calling and Televoting

Mass calling is one of the biggest value added service revenue generators in telecoms. The term refers to any telephone service that generates a high volume of call traffic. Common examples are:

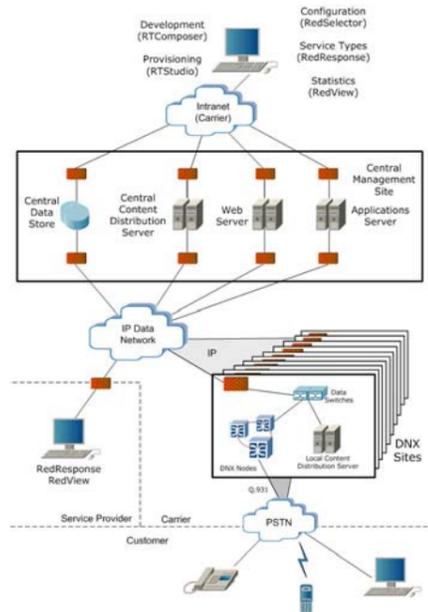
- Competitions – call or SMS a number to win a prize
- Charity events – call or SMS a number to pledge money to a charity
- Televoting – call or SMS a number to register a vote

In order to generate high volumes of traffic, mass calling services are advertised through wide coverage media such as television, radio, newspapers and the Internet.

The most effective medium for generating high call volumes is television, as it reaches a wide audience simultaneously and a telephone is usually in close proximity to the viewer. Traffic figures for two well known examples of mass calling are shown below:

Show	Pop Idol
Country	U.K. (Population 60.6m)
Show Details	Franchised by Freemantle Media. Aired by ITV. Callers vote during show for winner. Highest number of votes wins.
Date	09/02/2002
Traffic Figures	9m votes during evening. Higher number of votes than had been registered for the Conservative Party at the UK's 2001 general election!

Show	Big Brother
Country	U.K. (Population 60.6m)
Show Details	Franchised by Endemol. Aired by Channel 4. Callers vote to evict housemates. Callers vote during final show to select winner.
Date	09/02/2002
Traffic Figures	153,000 televotes during a one minute period. 2,750 call in one second at peak 6,363,325 votes during evening <sup>1</sup>



Both of these services utilise the televoting format of mass calling, which offers two strong benefits:

- They form an additional revenue stream for the television show
- The audience has a sense of participation in the programme

Although mass calling services are very simple for a user to understand and use, they rely on highly complex underlying technology.

Some basic requirements are:

- High throughput. Many services are 'drop charged', meaning that a fixed fee is levied, regardless of the call duration. Therefore the faster calls can be handled, the more revenue is generated.
- High capacity. The larger the system, the more simultaneous calls it can handle. This brings with it the challenges of data network scaling.
- High reliability. Calls typically arrive in short bursts lasting from 1 to 10 minutes. Therefore system availability is critical.
- Flexible content. A mass calling service may need to be live within a few minutes or hours of its conception. In addition to this, the content of a service must be continuously updated in order to maintain user interest.
- Statistical analysis. Simple data such as the number of calls taken, through to more detailed demographic caller information must be obtained and made accessible in as near real-time as possible.

Redwood is one of the foremost technology providers in the field of mass calling with its RedResponse<sup>®</sup> solutions. Its installations rank amongst the world's largest and almost every globally popular television format for mass calling has been run on Redwood equipment, including Big Brother, Who Wants to be a Millionaire?, and multiple variants of celebrity and off-the-street contestant shows such as Strictly Come Dancing and The X-Factor. It holds various country and world records in this field.

For further details, register on Redwood's RedExec<sup>™</sup> Partner Programme at [www.redwoodtech.com](http://www.redwoodtech.com).

## New Disaster Recovery Service



From November 1 2006, Redwood's clients will be able to take advantage of the company's new Disaster Recovery ("DR") service. Residing on latest model DNX<sup>®</sup>-1200 platforms, and supported by a comprehensive array of high-end servers, the DR service is hosted by Redwood's partner company, Content Guru Ltd, at its resilient London co-location sites.

E1 and IP infrastructure, with banks of available DDIs, enables the DR sites to be accessed by all leading UK and international carriers.

Redwood's DR facilities are fully maintained and serviced by its own engineers, allowing for seamless switch-over and support when disaster strikes.

Redwood's standard DR package is provided on a contended partition basis, where a pool of resources is shared by a limited number of clients. This provides for economical DR cover, suitable for most applications.

However, for the highest value applications, a dedicated resource DR partition can be made available, enabling the client to be assured of guaranteed resource availability at any time.

Martin Taylor, Redwood's Sales and Marketing Director, says: "We are already seeing a tremendous amount of interest from customers across our spectrum, and several contracts have already been put in place for the new facility. We are also receiving enquiries about making these partitions available for secure



pre-launch testing of services, which adds another dimension to the value proposition."

For more information, please contact your Redwood account manager.

## Redwood RoHS Compliance



**RoHS**  
compliant  
2002/95/EC

Since July 1 2006, all electrical and electronic products sold in the EU market must pass RoHS compliance. The RoHS (Restriction of Hazardous Substances) Directive 2002/95/EC restricts the use of six hazardous materials found in electrical and electronic products.

The restricted materials (amongst them lead and mercury) are hazardous to the environment, pollute landfills and are dangerous in terms of occupational exposure during manufacturing and recycling.

Redwood is committed to reducing its impact on the environment and has been working with its third party suppliers to ensure that all hardware components of the DNX<sup>®</sup>-1200 and 2U servers are RoHS compliant or compliant with telecoms exemption (where lead (Pb) in solders is allowed). Matthew Chadd, Redwood's Quality Manager, comments, "Although it was a challenge, Redwood was able to meet the deadline set out in the directive, with the co-operation of our suppliers".

For further information on Redwood's RoHS compliance, please contact [sales@redwoodtech.com](mailto:sales@redwoodtech.com).

## SIP Server Enhanced

Redwood has launched an enhanced SIP Call Server for building SIP-based communications networks. This latest version includes unique features, product enhancements, and further support of industry standards.

The enhanced SIP Call Server provides a complete framework for developing all types of SIP Call Server applications within networks.



RPU02 SIP Call Server

Products developed using Redwood's SIP Call Server include Proxy Servers, Registrars, Redirect Servers, Presence, Back-to-Back User Agents, Third Party Call Control (3PCC), Application servers and service creation platforms, Media Resource Control Functions (e.g. net announcement, XML languages support, conferencing bridges), Softswitches and Gateways.

For further information on Redwood's Advanced SIP Call Server, please contact [sales@redwoodtech.com](mailto:sales@redwoodtech.com).

## RedRecorder™ – The Network Call Recording Solution



RedRecorder™, Redwood's call recording application, provides a high performance call recording solution. Combining a wide range of setup options with powerful real-time management, monitoring and reporting tools, RedRecorder is used by a variety of organisations including carrier networks, contact centres, financial markets, government offices and public safety centres.

Designed to be deployed within the network or as a Customer Premise solution, RedRecorder allows the recording, storage, retrieval and analysis of interactions to happen flexibly and reliably from a scalable, network-strength package. Packet switched, circuit switched and wireless network calls can terminate directly on to the equipment, allowing for a very flexible call-handling platform.

### User Friendly Web-based Interface

With a user-friendly interface, users can easily stream recordings using standard Windows Media Player applications, negating the need for additional investment for ease of playback. Managing recordings is made easier with functionalities such as download, delete and folders. Tagging files with details,

such as a Rating and a Comment, provides forthcoming reminder of recording content.

### Exceptional Recording Facility

RedRecorder is a versatile recording facility with features including:

- ICSTIS-approved solution
- Record calls selected by origin, destination, trunk or time of day/day of week
- Annotation and archiving of recordings
- Download recordings to a selected destination
- Security - interactions can be monitored (discreetly or openly)
- CRM - organisations can monitor and improve service levels
- Synchronising of communication - recordings allow parties not able to attend a conference to be updated easily and accurately
- Legal - transactions are accurately logged
- Distribute recordings via email or voicemail

Whether to resolve a disagreement, evaluate the impact of a marketing campaign, assess or train customer contact centre agents, or fulfil legal or social obligations, RedRecorder is the call recording solution of choice.

## RedMatrix® Gains Microsoft Approval

RedMatrix® v4.5.00.00, Redwood's award-winning audio conferencing product has successfully passed through Microsoft's Platform Tests for ISV Solutions at VeriTest.



### Windows Server Catalog - DNX-1200 running RedMatrix v4.5.00.00

Listed in the Windows Server Catalogue at <http://www.microsoft.com/windows/catalog/server/>, the RedMatrix components completed testing for Platform Win Client, Platform Win Server and Platform SQL 2005.

The Windows Server Catalog is Microsoft's single online source for customers and partners to find hardware and software that is compatible with the Windows Server 2003 family. The catalog lists all products that have been tested as Certified or Supporting for Windows Server 2003 and Windows 2000 Server and is seen by Windows Server customers worldwide.

### RedMatrix

Redwood's high performance RedMatrix solution combines flexible conference configuration options with powerful real-time management, co-ordination and reporting tools, providing a complete solution for managed and self-managed conferencing services.



## The Redwood Team – An Interview with John Beard, Financial Controller



Next in the series of interviews with members of the Redwood team is **John Beard, Financial Controller**. A Fellow of the ACCA (Association of Chartered Certified Accountants), John has been involved with the company since its inception in 1993.

### How did you become involved with Redwood?

Back in 1993, I was running my own accountancy practice and was

introduced to Martin (Taylor, Sales and Marketing Director and co-founder of Redwood) by a client of mine. Martin was a fresh-faced and eager new graduate with big plans for his technology company. Initially, I helped out with VAT returns and general accounting, on a one day per quarter basis. At the time, Redwood was based in Milbanke Court in Bracknell, with a handful of people. It became clear to me pretty soon that this was a dynamic company with a lot of potential. And so it proved. Redwood grew rapidly and by September 1996 had moved into larger premises at Amber House and doubled the number of employees. My role expanded with the company to include strategic planning and cost analysis, and my visits soon increased to two days a week. By 2003, Redwood had become my biggest client and despite the increased frequency of my visits, it was clear that a full-time Financial Controller was needed. Martin and Sean (Taylor, Managing Director) approached me to become a permanent member of the team. I had built up a strong client list in my practice, ranging in size from small, private businesses to medium-sized limited companies, but of those clients, Redwood was the only company I considered joining, because of the dynamism of its team and the 'work hard, play hard' ethic, which I admired. I joined on the day we moved into the current headquarters in Broad Lane and since then we have opened offices in mainland Europe, North America, Asia and Africa.

### What does your role entail?

As Financial Controller, my role includes everything with a financial element. This includes monthly accounting, budgeting, credit control, payroll, tax, compliance work with government organisations and liaising with our auditors, Deloitte and Touche, in the preparation of Redwood's annual accounts. I am also involved in drawing up of many of Redwood's contracts and some aspects of personnel management.

### What aspect of your job do you find most rewarding?

My main interest is in the strategic part of my job, providing information and recommendations to make Redwood more efficient. This involves the preparation, analysis and presentation of financial information for corporate planning and reporting purposes. I also particularly enjoy interfacing with our clients and building relationships with their staff.

### What is the most challenging part of your job?

My mission is to drive down unnecessary costs in order to make Redwood a more profitable and efficient company. However, improving internal control systems to give myself and the directors more accurate information, more quickly is probably the most challenging aspect of the job.

### What opportunities do you foresee for Redwood?

A more balanced corporate structure, bringing together our different territories, would enable Redwood to become even more of an international player. We have the management team to enable us to do that and that's very exciting.

## Redwood Corporate Events

Continuing its ongoing support for local corporate and community events, Redwood recently sponsored a team to enter the British Red Cross Charity Clay Pigeon Shoot. Also this Autumn, Redwood employees were let loose in the forest for a Go Ape! corporate experience and John Beard and Phil Thornton took part in the 2006 Reading Rowing Corporate Challenge.



Fire and Emergency Support Vehicle

### British Red Cross Charity Clay Pigeon Shoot

The British Red Cross (Berkshire Branch) held their inaugural Charity Clay Pigeon Shoot on September 15<sup>th</sup>. Twenty teams took part in the event, including a team sponsored by Redwood. The Redwood team came a creditable thirteenth on the day.

Through a combination of team sponsorship, auction, sweeps and donations, over £32,000 was raised on the day, providing a contribution of over £15,000 towards the purchase of a Fire and Emergency Support Vehicle.

### Go Ape! Corporate Experience

Redwood employees were let loose in Swinley Forest, Bracknell for a Go Ape! corporate experience. The Go Ape! high wire forest adventure, including rope bridges, a Tarzan swing and zip slides, offers a unique combination of team building, along with a dose of adrenaline-fuelled fun!



The River Thames at Caversham, Reading

### 2006 Reading Rowing Corporate Challenge

Redwood's John Beard and Phil Thornton recently participated in the 2006 Reading Rowing Corporate Challenge, an annual regatta organised by Reading Rowing Club. The aim of the event is to promote the sport, develop teamwork skills and encourage individuals to invest in their fitness and health, as well as raising funds to contribute towards new boats and equipment for the club.

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