RedNews

The newsletter of Redwood Technologies

Spring-Summer 2012

Headlines

REDWOOD TECHNOLOGIES

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

This edition features the announcement of a major new deployment of Redwood's technology in Holland as two long-standing Redwood customers, Dutch telco giant KPN and cloud specialists Content Guru have partnered to offer services using the Redwood-built **storm**® platform.

In this issue, our client case study looks at UK Power Networks and how Redwood helps the UK's largest electricity supplier ensure its customers never get left in the dark. Meanwhile, Technology Focus explores RedAlert™, Redwood's mass integrated alerting system, as well as our cloud-based offering, SHOUT™.

In community news, a donation made by Redwood helped a local UK charity, the Swallowfield and Spencers Wood Community First Responders, purchase a much-needed 4x4 response vehicle.

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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KPN & Content Guru go Dutch with storm

Redwood customers KPN and Content Guru have announced that they have signed a partnership to deliver cloud-based communications services in the Benelux region. The partnership will launch with Cloud Contact Centre services run on a **storm**® platform built using Redwood technology.

With a market cap of €9.9 billion and turnover of €13.163 billion for 2011, KPN is one of the largest communication service providers in the world, making a net profit of €1.546 billion last year. The alliance will leverage KPN's incumbent status in Holland to provide a broad base of addressable customers for the new **storm** service.

"For decades, the Communications Service Provider business model has centred on core voice and data services," noted a recent report by Gartner, *Agenda for Enterprise Communications Markets, 2012.* "Voice revenues are now decreasing by 5% to 10% per year, while traditional data revenues are flat at best. These trends are expected to persist for the next five years." [1]

As voice and data markets become increasingly commoditised, **storm** will help KPN transform from a 'carrier' into a 'communications

service provider'. Built using Redwood technology, the new deployment of **storm** will be made available to the full spectrum of organisations that KPN sells to, from large enterprises to small start-ups, across a range of vertical sectors.

Sean Taylor, Managing Director of Content Guru, comments, "In our dealings with customers over the last six years, we have frequently encountered and overcome the typical challenges which organisations encounter as they explore migration to the cloud. We are greatly looking forward to capitalising on this experience as we partner with KPN. It's a hugely important relationship for us. They are one of the biggest telcos in the

world, and will offer us a fantastic channel to market. They seem hungry to explore the opportunity that cloud represents and they understand the value of our expertise and experience. KPN is embracing the new cloud partnership paradigm, which represents a huge cultural and

operational shift from the traditional vendor-carrier model."

"I have personally worked with KPN for over 20 years, and I have great confidence in them as an organisation. We were early into cloud, and have enjoyed strong growth in the initial phase of the market. With KPN as our partners, we are well positioned to take advantage of the commercial opportunities cloud has to offer as mainstream adoption progresses."

"The next 5-10 years will be crucial as business and IT leaders develop a fuller understanding of cloud and what it can do for their organisations. Enterprises will benefit from more efficient and consistent management processes by being able to automate and manage all different channels of communication under one roof, and consumers will enjoy a more personalised, faster customer experience."

1. *Agenda for Enterprise Communications Markets, 2012.* Gartner; 28 February, 2012. Daniel O'Connell & Gregor Petri .

Level 1 PCI Compliance for Content Guru

Content Guru has achieved Level 1 Compliance under the Payment Card Industry's Data Security Standard (PCI DSS), the highest level of security recognised by the global forum of card brands, the PCI Security Standards Council.

The UK cloud services company previously had self-certified PCI compliance but sought Level 1 due to the increased volume of transactions passing through **storm**®, the

Redwood-built cloud platform that Content Guru uses to deliver voice, data and payment applications.

Service providers who process less than 30,000 Visa transactions a year complete an annual self-assessment

questionnaire to gain Level 2 Compliance. However, once they exceed this volume they must attain Level 1 Compliance by undergoing an external, independent assessment of their entire data handling framework. According to the UK Fraud Prevention Service (CIFAS), the theft of stolen credit and debit card data increased by 82% in the first four months of 2012 versus the same period of 2011.

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Technology Focus: RedAlert—a versatile integrated mass alerting system

In this issue of RedNews, Technology Focus looks at RedAlert™, Redwood's multi-channel notification service.

Many organisations need methods of effective, immediate mass communication. Travel firms, retail organisations, utilities companies and the public sector have to be able to disseminate critical information in a variety of situations, from updates on power outages to automatic alerts on train delays or boiler repairman visit times. Mass notification services can allow supermarkets to conduct urgent product recalls and can also empower marketing drives, allowing them to carry out instant, highly-tailored promotions that respond to minute fluctuations in inventory levels and consumer behaviour.

With RedAlert, messages can be dispatched to tens of millions of recipients within hours and integration with Customer Relationship Management software feeds the data into back-end systems automatically. Reply prompts can be included to nudge customers to respond to calls for further information. In emergency situations, this allows evacuation teams to focus their visits on households that have not acknowledged warning messages and who might be unaware of an approaching flood or fire.

The RedAlert mass broadcast service is built using RTSinfonia® – a collection of software and hardware modules that enable interactive connections to be established between point-to-point communication mechanisms such as mobile devices, instant messaging systems and remote monitoring equipment. Using fixed or wireless TCP/IP networks, WAP, SMS, MMS or email, RedAlert can push information through any channel.

The service can utilise a wide range of data transmission and connection protocols including SIP, FTP, HTTPS, UDP, SS7 and a wide range of E1 and T1 protocols for voice and video transmission over data networks and ODBC for remote database connections.

Multi-Channel Alerting
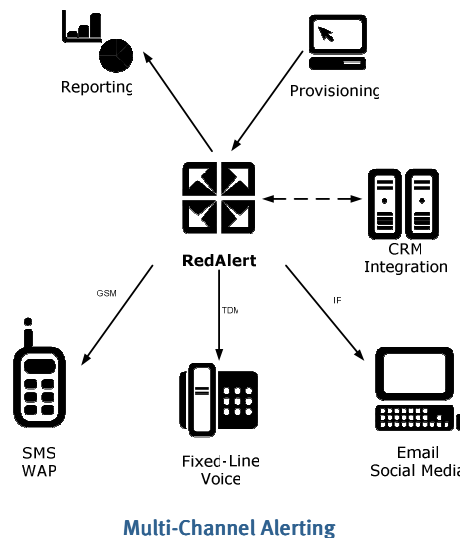
RedAlert has also been deployed as a number of customised cloud-based services on the **storm**® platform. To address the problem of no-shows, **storm** ACT™ was developed to proactively remind stakeholders of their appointments. Once appointments are booked into CRM or calendar systems by customer service agents, reminders are dispatched at a set time in advance, through any medium including email, phone call or SMS. Customers acknowledge the reminder and, on the day itself, if employees in the field are delayed they can update their schedule remotely via SMS or automated Interactive Voice Response and this can generate subsequent customer alerts.

In emergency or time-critical settings, **storm** SHOUT™ allows companies and public sector organisations to dispatch millions of personalised outbound messages to their customers or citizens. Response team leaders can record a voice or text-based message from any location using a device with an internet connection or via an automated call to an admin IVR service at HQ.

storm's flexibility allows SHOUT to cut across all demographics. Business stakeholders can receive emails and IMs. Teenagers can be messaged through SMS, MMS or Facebook, while the elderly can be messaged through a voice recording routed to their landline. SHOUT ensures that vital information is heard by every citizen, employee and customer.

Content Guru achieves PCI Level 1 Compliance

The PCI DSS applies to all card-based payment channels, including retail payments made in store, as well as via mail order, telephone order and over the internet through a computer or a dedicated smartphone app.

According to leading IT analysts Gartner, mobile payment is expected to see high growth through 2016, with transaction value and volume both averaging 42% annual growth from 2011 to 2016.[1] However, a recent study of 2,000 consumers conducted by US research consultancy Market Strategies International found that more than 6 out of 10 consumers are concerned that mobile payment solutions could jeopardise their financial and personal security.

While the majority of card fraud is carried out over the internet, CIFAS, the UK Fraud Prevention Service, noted that in 2011 the proportion of card data misuse that was perpetrated over the telephone grew by almost a third on the previous year. Content Guru's Level 1 Compliance certification pertains to LOCK™ and PADLOCK™, **storm** services that allow customers to pay securely by typing in their card details over a phone keypad.

"Security standards like the PCI-DSS play a crucial role in reassuring consumers that payment channels are safe for them to use," said Sean Taylor, Director of Content Guru. "Accreditation is therefore key for businesses that want to introduce multi-channel offerings in order to boost customer engagement and capitalise on the potential for impulse purchases." Taylor added, "While cloud services are gaining increased acceptance, some companies are still reluctant to outsource the responsibility for payments to a third party. The PCI-DSS is one of the only standards that truly gives companies the assurance that the cloud can be just as secure as an on-premise solution – indeed, more secure, thanks to the carrier-class data centres in which true cloud platforms are situated."

Commenting on the recognition of Level 1 Compliance, Matthew Chadd, Security Manager at Content Guru, said, "We are proud we completed our PCI accreditation within five months of application, when most organisations take a year or more, especially as, in many ways, achieving PCI compliance was harder to achieve than ISO 27001. The conditions that have to be met are more exacting and in this respect it was encouraging that we already had a robust security framework in place, which allowed us to gain accreditation so quickly."

1. Forecast: Mobile Payment, Worldwide, 2009-2016. 9 May 2012: Sandy Shen (Evidence: Capgemini, RBS, Efma, ("World Payments Report 2011")

# How Redwood helps UK Power Networks ensure it never leaves its customers in the dark

UK Power Networks is the UK's largest power distributor, supplying over 8 million households and businesses across London, the east and south-east of England. The gas and electricity industry regulator Ofgem can impose multimillion pound fines on companies who drop below a certain standard of customer service, while rewarding top performers with multi-million pound incentives.

A key challenge for UK Power Networks, which distributes power to a quarter of Britain's population, is handling the peaks of enquiries that come into the contact centre when power interruptions occur. During these busy periods, customers did not always immediately get through to an agent.

Romolo Falcucci, Telephony & Reporting Manager for UK Power Networks, commented, "During power outages, the volume of calls hitting our contact centres can be in excess of 10 times the average. Some customers would make multiple calls and abandon them before reaching an agent."

Falcucci continues, "Unfortunately power cuts can often happen for reasons beyond our control such as workmen digging through our underground cables. It's our job to run, maintain and fix the network, and restore supplies as quickly as possible in the event of an incident. The key for us is to ensure that, at these crucial moments, our customers can get easy access to the latest information."

Call centres can always add more agents, but these would have been surplus to requirements
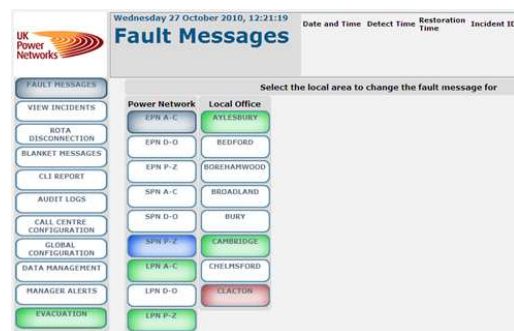
Bespoke Interface for Fault Messages

99% of the time, when there were no major incidents to spark customer calls.

Falcucci added: "Purchasing on-premise platforms to support these additional agents would have required a large capital investment. This approach would also have locked us into a fixed contact centre capacity, bringing ongoing maintenance costs greatly out of proportion to

our regular usage patterns." The cloud-based solution devised by Redwood Technologies helps UK Power Networks handle more enquiries than ever before without having to expand its already-sizeable agent pool.

During power interruptions, up to 60% of calls are answered by self-service interactive voice response (IVR), freeing up agents to deal with more complex enquiries. The cloud model means the company pays only for what it uses, avoiding unnecessary cost and maximising efficiency.

"The results have been even better and more far-reaching than we had hoped for," said Falcucci, "Redwood delivered a solution focused directly on our most pressing needs."

After an initial meeting with a team of Redwood consultants, UK Power Networks chose **storm**®, Europe's largest cloud-based contact centre platform, to triage enquiries in the cloud before filtering them down to their on-premise infrastructure and agents.

Redwood's software engineers developed a touch-screen graphical user interface (GUI) with the same look and feel as UK Power Networks' existing system for monitoring incidents in their electricity network, to make it easy for them to manage the solution using the skills and resources they already had in-house.

Now, when a customer keys the IVR menu option to report a power cut, Calling Line Identity (CLI) recognition is used to pinpoint the region they are calling from. If the caller is using a mobile phone, Automatic Speech Recognition (ASR) can be used to capture their postcode.

In the control room, an icon representing the affected region instantly flashes red on the bespoke GUI. Managers touch the icon to set up a fault report, a process which can be completed in under a minute. Subsequent calls from that area are then greeted with a recorded message reassuring them that UK Power Networks is aware of the problem, and predicting when it will be fixed. As customers know their fault is being addressed, most do not need to go on to speak to an agent.

The IVR menu also gives customers the option of registering for SMS updates on the resolution of

the fault, which has helped to cut down the number of repeat callers by 50%.

In addition, by integrating **storm** with UK Power Networks' existing contact centre platforms at different sites, Redwood's engineers were able to create a unified wallboard in the cloud. This gives contact centre managers a holistic view of all the interactions being processed in different parts of their estate.

Drilling deeper into the problem, Redwood next addressed the issue of high-voltage faults by integrating **storm** with UK Power Networks' faults database. The platform is now able to generate fault reports automatically so that customers in the affected areas can be played relevant information without any manual input from UK Power Networks.

Utilising the multi-channel capabilities of the **storm** platform, the solution grew further to include inbound SMS. Customers can communicate with agents via text message as well as voice, while the agents are able to type answers as if responding to emails. This has enabled UK Power Networks' agents to multi-task, further augmenting their ability to reply to massive volumes of enquiries.

The contact centre's advanced self-service capabilities have resulted in an average response time to calls of just 9 seconds, and greatly enhanced customer satisfaction.

Given these demonstrable improvements, UK Power Networks has been better able to satisfy Ofgem. It is keen to seek rewards from the regulators.

"Due to efficiency gains in our contact centre operations, we have been able to provide much higher standards of service while keeping control of our cost base," says Falcucci. "Our customers are happier and we believe this has had the knock-on effect of enhancing our brand and reputation in the industry."

The Redwood Team - An interview with Jacob Gaudoin, Engineering Services Team Leader

Jacob Gaudoin joined Redwood Technologies as part of its annual graduate scheme after graduating from Bath University with a degree in Physics. Here he shares some of his thoughts on the challenges and rewards of his job.

What does your role involve?

It varies so much, week in, week out. Much of my time is spent managing a team of engineers responsible for developing, testing and supporting Redwood products. Shortly I've got to interview candidates for current Applications Engineering vacancies. We've seen a lot of growth over the last few months and taken on loads of brilliant programmers and engineers to enrich our products.

Later on, I've got a conference call with our California office to plan our overnight work for the week, and then I'll be assisting some of the other engineers to test new features for one of our big clients in the online sector.

What do you find most challenging about your role?

Keeping on top of the latest advances in networking, VoIP, security and hardware and how they integrate with the **storm**® platform. The open architecture of **storm** means that our solutions fit the infrastructure and precise needs of our clients. It can take a lot of commitment from the team to get jobs in within deadline, but I wouldn't have it any other way!

What is the most rewarding aspect of your role?

I love the travel that comes with my job – over recent years I've visited Malta, Spain, Dublin, Germany and Portugal. Helping to build the team in our Engineering Services department is also very rewarding. At Redwood one of our big operating goals is nurturing lateral problem-solving and while we have lots of computer scientists, roughly half of our developers graduated in subjects like maths and physics.

Taking on new people and not diluting the work culture is tricky, so we spend a lot of time selecting and training candidates. It's great seeing a group of people really getting behind a project.

Where do you see the future for Redwood?

Our industry develops at such a fast pace. We will soon be building new **storm** platforms, expanding beyond the current UK and Ireland deployments. This will bring a lot of new challenges and I look forward to travelling around the world, supporting the implementation of these platforms, and clocking up air miles in the process!

Redwood backs local lifesavers and young athletes

A donation made by Redwood Technologies has helped buy a new 4x4 for the Swallowfield and Spencers Wood Community First Responders. Serving rural areas near Redwood's corporate HQ in Berkshire, the 4x4 will be used to reach medical emergencies and provide advanced first aid techniques proven to improve chances of survival.

Whenever a 999 call is made in the local area, the ambulance-liveried BMW X3 will be dispatched at the same time as an ambulance in the hope it will reach the patient first. While the First Responders are trained by the UK Ambulance Service and carry an array of medical equipment including a defibrillator, they are manned exclusively by volunteers and are entirely self-funded.

The life-saving vehicle was purchased with donations made by local commercial organisations like Redwood, as well as a £10,000 grant from The National Lottery Fund and contributions from local parish councils.

In other community news, Redwood Technologies sponsored the 34th Young Athletes meeting of the Bracknell Athletic Club, which took place on March 31st 2012.

Nearly 500 boys and girls from across the South East of England competed in track and field events. In total, eight young athletes achieved performances that placed them in the UK top 10 for their respective events and over 250 achieved Personal Bests.

"Redwood was pleased to once again sponsor this local event," said Sean Taylor. "With the Olympic Games hosted in London this year, there has never been a better time to cultivate home-grown sporting talent."

"The Olympics will bring nearly 15,000 athletes from 204 different nations into the UK and, in four years' time, the stars of this recent meeting could be joining the next generation of Olympians at the 2016 Games in Rio de Janeiro."