



# RedNews

The newsletter of Redwood Technologies

Winter 2006/07

## Headlines



### REDWOOD TECHNOLOGIES

Welcome to the Winter 2007 edition of RedNews – a selection of Redwood's top news stories of the last quarter.

This edition takes a look at recent billing and content developments, Redwood's innovative IP Centrex solution, RedCentrex™, and previous Redwood CeBIT success stories in the build-up to this year's event in March.

For further information on 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).

## MicroMoney = MacroBusiness for T-Com

Whilst the credit card has established itself as the de facto payment mechanism of the Internet, it is clear that, when it comes to payment for smaller value purchases, one size does not fit all. Lingering unease over security aside, credit cards are proving more and more unsuitable as a payment method for many online and mobile transactions.

Mobile phone credit card interfaces remain hindered by small screen sizes, processing costs are uneconomic for transactions worth less than one euro, and, perhaps more importantly, credit cards remain unavailable to many of the Internet's most enthusiastic users. All of which has created massive demand for micro-payment mechanisms that are fast, reliable, economic and, for the user, hassle-free.

Against this background, German telecoms superpower T-Com has launched its combined prepaid online purchasing and communications solution, MicroMoney, which consumers can use to buy content or alternatively to make calls via T-Com's Redwood communication server. MicroMoney gives customers anonymous, speedy and spontaneous purchasing abilities, providing an efficient way of paying small amounts online.



One of MicroMoney's target audiences has been the teenage online consumer. Here, MicroMoney's simple, no-registration prepaid account frees the adolescent surfer from dependence on their parents' credit card. Proving as popular as ever with this market is the music download and [www.musicload.de](http://www.musicload.de) is just one example of a site where MicroMoney can be used for such micro-payments.

With MicroMoney, consumers are also able to download episodes of their favourite soaps, as well as highlights and exclusive behind-the-scene webclips from a range of RTL TV shows, without committing to payment contracts and with no obligation to make additional purchases.

Jim Taylor, Business Development Director at Redwood Technologies, observes: "For the past few years, the traditional telecoms market has been in turmoil. Few people

would argue that a shift has already occurred from billing voice minutes to charging for data. The type of data being managed on networks, what we call 'content', is now the most important area of focus, and billing for providing that content is key. We're very pleased to be involved with this flexible billing solution for content and hope that T-Com will continue with their many MicroMoney innovations over the coming year."

## There's a STORM™ Brewing!



In a move that is already whipping up waves in the UK Premium Rate Services industry, hosted services specialist and Redwood client, Content Guru has commenced rollout of its STORM™ (Services for Television, Online and Radio Media) platform.

Aimed squarely at the UK's burgeoning Call TV market, STORM's network of Redwood DNX®-1200 communications servers provides the first genuine call-handling alternative for UK broadcast media.

Backed by and designed alongside the Cable & Wireless national network, STORM initially provides service from two resilient locations. The current phase of implementation sees the platform taken to 6,000 lines of capacity in Q1 2007, increasing to 22,000 lines across five locations by the middle of the year. This capacity will make STORM the largest single mass calling facility in the UK.

But, as Martin Taylor, Sales and Marketing Director at Redwood, points out, port count is not the only measure to consider: "We are delighted to have been presented with the STORM opportunity. We will be ensuring that our experience in call handling for services such as *Big Brother*, *The X-Factor* and *Who Wants to be a Millionaire?* is put to good use in this next generation solution. A lot of people make claims about having 8,000 ports or 10,000 ports, but I always ask "of what?"

"When we rolled out our national mass calling and complex IVR solution for KPN Telecom in the Netherlands, the client carried out volume handling field tests against the next best platform in the market. The Redwood DNX solution turned around 10% more calls, port for port, in a given period of time, operating under full load. And that was against a properly optimised mass calling platform, not some collection of old museum pieces.

"When you are running a TV spot, wringing out every last call means the difference between profit and loss."



He continues: "STORM also moves the game on in terms of capability, even compared with the platforms we have put out in the last two to three years.

"The switching features that live-to-studio applications will need are all there, in addition to the IVR horsepower that TV producers are demanding, which in turn is going to make the whole Call TV experience that much richer for participants."

STORM has also been designed from the outset to operate VoIP and multimedia IP services, ranging from IP Centrex for distributed home agents, through to mobile video streaming and messaging. STORM's online management and statistical capabilities, combined with attractive outpayments against all UK PRS tariffs, have already seen the platform hosting traffic for an impressive array of service provider clients. Watch this space for more news in the coming months.

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## Switching to Cost Savings with RedCentrex™

Redwood has long been an innovator in the field of solutions for distributed working. From virtual contact centre installations for Premium Rate Service providers, through to emergency call distribution for government, Redwood has established a tradition of expertise in efficient and reliable remote working applications.

Now this tradition moves into the age of Next Generation Networks with the latest launch of RedCentrex™, Redwood's new switching and value added services offering for VoIP networks.

Available to service providers as a white-label hosted facility through Redwood client, Content Guru, RedCentrex replicates and augments the feature set of the PBX for business VoIP users. For example, a distributed virtual office may be accessed by callers dialling either a geographic or non-geographic number. This number terminates on Content Guru's resilient CGBusiness platform - where appropriate, offering an outpayment to the number owner.

At this point a configurable routing module decides where the call should go: Should it be sent to the client's team members one-by-one on a rotational basis, or to several members of the team at once? The client decides this via their web interface, meaning that call-handling patterns can be adapted dynamically by the end users themselves.

For example, a team member engaged on writing an important report can elect to place themselves at the bottom of the call roster, or the regular phone answerer may book out for lunch at a certain time each day.

The call itself is delivered over a SIP connection to the team members via the Internet. Within an office, the Local Area Network will also be leveraged.

The incorporation into RedCentrex of Redwood's innovative iPath™ soft phone means that the recipient of the call may even be sitting in an Internet Café on the other side of the world. In turn, iPath controls a number of popular SIP "hard phones", enabling a familiar handset device to be retained on the end user's desktop.



Furthermore, iPath integrates with popular Microsoft applications, for example activating a content management package according to the Calling Line ID of the caller.

Upon answering, a team member can elect to place the call on hold or to transfer it to another "extension" via mapped, user-configurable short codes. A transfer can also be made by pulling up an Outlook contact database, in a manner familiar to users of Redwood's best-selling Desktop Telephony Assistant CTI package.

The same team member might even decide to open an impromptu conference call, start recording a call or drop a caller into voicemail.

Naturally, a comparable feature set is available for the outbound caller, with considerable savings on call costs in comparison to traditional carrier services, yet with full network resilience and Quality of Service monitoring.

All this is achieved without needing a regular telephone line, let alone any sort of PBX or IPBX on site. This ensures that capital costs and operating costs alike can be kept to a minimum. As Martin Taylor, Redwood's Sales and Marketing Director, observes: "You see people going to all the trouble of setting up a complete VoIP network offering, and then they go and install an IPBX in each customer site, which then needs to be configured and maintained just like the customer's old PBX. What's the point of that?"

RedCentrex seamlessly incorporates some of Redwood's leading business services applications, including RedMatrix® conferencing, RedLink® unified messaging and RedRecorder network call recording, in order to provide clients with the complete suite of applications.

For trade enquiries about operating white-labelled business services over RedCentrex, please contact your account manager.



## Dial 020 for India with ukfone.net

Residents of India who wish to be easily accessible to UK business or personal contacts can now be called on an 020 London number. Calls made to their personal UK number are routed directly to their phones in India, providing international contact for just the cost of a UK local or national call. The service also provides additional value added services such as unified messaging.

However, this service is not restricted to high net worth individuals, but is in fact a low cost VoIP facility, recently launched by Redwood client ukfone.net. Targeting the enormous Anglo-Indian residential communications market, ukfone.net utilises the latest SIP based technologies from Redwood to provide a highly competitive package, which includes free calls to fellow users and free delivery of calls to India via a personalised UK geographic number.

Ukfone.net is the latest venture from the innovative UK telecoms provider Microline. Now ranked eighth



in the prestigious Sunday Times Fast Track 100, up from eighteenth a year ago, Microline was looking at ways to branch out from its traditional core business of mobile phone retailing.

Microline and ukfone.net Managing Director, Jas Singh explains: "The UK retail market for mobile phones has seen phenomenal growth year on year over a sustained period. However, with the sector maturing and facing change, we wanted to diversify our business and build value through establishing our own communications network. VoIP seemed to provide the route for us to achieve this at a reasonable cost".

It was during a fact-finding visit to the CeBIT technology fair in Hanover, Germany in March 2006 that the Microline management team first

encountered Redwood. Jag Singh, Operations Director, recalls: "We had heard of Redwood as a core technology manufacturer in VoIP. However, we didn't realise that they possessed such a comprehensive range of applications, available off the shelf. I had also assumed that we wouldn't be able to afford their prices!"

Jas Singh, again: "The fact that, within a few short months, we have progressed from first meeting to full implementation, and that we are now working together on the next phase of consumer services, is testament to Redwood's work ethic and speed of delivery. We would never have expected to be in this position so quickly".

With a raft of new applications widening the scope of Microline's ukfone.net operation in the first half of 2007, look out for the company in Fast Track listings for many years to come.

## New RedExec™ Training Courses

Redwood's RedExec™ partner programme, successfully launched in the Autumn of 2006, now offers an extended range of member benefits for 2007.

Chief among the new benefits is access to a range of exclusive training courses, only available to RedExec members. Ranging from technical, through to commercial and marketing training, these courses will give members the edge in their business and professional development.

Martin Taylor, Redwood's Sales and Marketing Director, says: "Even if you don't use any of the other services, RedExec membership is worth it for the training. At higher membership levels it is completely free, which is a rare thing indeed at Redwood!"

To find out more about these exclusive training programmes, or to enquire about RedExec membership, contact your Redwood account manager today.



## DHL/Danzas – A CeBIT Success Story

Since its foundation in 1815, the international freight company, Danzas, has been at the vanguard of express delivery, operating as the world leader in air freight and ranking second in ocean freight transportation.

Today, consolidated with DHL, Danzas, or DHL-Freight-Euronet as it is now known, remains the global market leader in international express and the number one in contract

logistics. With an innovative solution from Redwood, DHL/Danzas employs a service to ensure that it maintains its market advantage; a solution that has witnessed astonishing savings of no less than 1 million euros a year since implementation.

Redwood's relationship with Danzas began around five years ago at CeBIT, the world's largest digital IT and telecoms trade fair. Eager to optimise their services, the company began discussion with Business Development Director,



Jim Taylor, who notes: "After initial consultation, we recognised areas for improvement, where Redwood solutions could lead to huge financial reward. The call centre was the obvious place to start."

The consequent introduction of an automated tracking service, itself an economical alternative to satellite navigation, completely replaced the logistics call centre, along with its extensive operational costs. The system was so efficient that, within a year, DHL went on to double their nightly fleet of delivery trucks.

Kai Exler, Service Management Operations Manager, says: "Redwood has provided us with such a reliable service. We shall be upgrading our software this year and look forward to another six years' of success!"

DHL is the global market leader in international express, delivering to customers in 120,000 destinations worldwide.

## New Content Management System's First Date with Match My Mood



Redwood's new Content Management System, RedCMS™, has been selected by hosted services specialist, Content Guru, for a groundbreaking new contact and dating service, Match My Mood.

Described as "a new concept in contact and dating", Match My Mood is the brainchild of a new "supergroup" company set up by seasoned industry veterans. A Match My Mood spokesman explains: "With Match My Mood, we are harnessing the power and convenience of the current and next generations of mobile phones to deliver a unique and exciting, yet safe and secure, contact and informal dating service to our customers."

Combining picture messaging with the obligatory funky website, plus Premium Rate voice and SMS services, Match My

Mood utilises a uniquely broad spread of technologies to deliver user-provisioned content both to credit card-billed subscribers and PRS-billed casual users.

With 50,000 registered users expected in its first year, and numerous items of content per user, including pictures and sensitive personal information, Redwood's developers were charged with creating an efficient and scaleable data hub. Furthermore, working with some of the UK's top consumer web designers meant that there had to be style, as well as substance.

However, with the initial development now complete, Match My Mood's own team of operations specialists must now take over the running of the service, and the constant updating of the web, mobile data and voice applications. This is where RedCMS comes in.

Kalpesh Patel, Senior Project Manager for Redwood, explains: "In the past, we would have designed a project like this from scratch. Of course, we have always had our RTComposer® Service Creation Environment, which provides reusable modules common to many applications. However, this time the brief was to be able to hand over full control for all content to the client at the outset, both for commercial and data protection reasons. This is why we decided to deploy RedCMS in the project design."



Our Match My Mood spokesman adds: "With RedCMS, we are in total control from the outset. We will only need to return to the developers when we want to implement major modifications. Everything else we can do ourselves."

RedCMS was originally developed to allow Redwood's staff to update content on the company's own website. However, the addition of features from the RedResponse web-based, self-provisioning interface for voice and SMS applications transformed RedCMS into a powerful tool for cross-media, self-service operation.

Now, with the first major client development under its belt, RedCMS will be rolled out across Redwood's fleet of applications through 2007, handing greater control to DNX owners and operators, and enabling lower cost service maintenance for all sizes of application.

As our spokesman from Match My Mood says: "RedCMS is a perfect match for our requirements".

## The Redwood Team – An Interview with Matthew Chadd, Senior Project Manager



Next in the series of interviews with members of the Redwood team is **Matthew Chadd, Senior Project Manager**. Matt has been with Redwood since 1995, when, armed with a BSc in Computer Science, he formed part of Redwood's first graduate intake. Amy Burchell asks the questions.

### What do you recall about your interview?

Back in 1995, Redwood was in its first office in Bracknell. There was only a small team of people there at the time and I thought the atmosphere was more like a group of friends hanging out together, rather than a traditional office. Once I joined, I found out that they had all been at university together, and that I was the first "outsider". I remember thinking at the interview that the directors seemed to be the same age as me, but for some reason I was still confident that they knew what they were doing!

### So it was straight in at the deep end, then?

Actually, no. The first week I was sent off to Boston to be trained by a software company Redwood were working with. And from there I went straight to Geneva, where Redwood had a stand at the ITU World Telecom show. Then it was into what we now call "Engineering Services", supporting the customers and carrying out system installs. That is where new graduates start even today, though obviously the programme was rather more informal back then.

Even at that time, Redwood had customers all over the world. After a couple of months I was sent off to Chile to install a Premium Rate Services chatline solution. I remember being surprised that the callers to that service were all from Germany. Then I went to Canada for another install, and this time the callers were from the Middle East. So I rapidly became quite blasé about the global nature of the business.

### Later you became a specialist in African markets?

I have always had an affinity for Africa, and Redwood always seems to have a talent for matching their people to the geographic areas and market sectors that suit them. I have learned to laugh along with the standard immigration officer's joke about my surname being an African country [Chadd / Chad. Ed]. At one point there was even a trip to Chad to install a DNX, but unfortunately I didn't get to go. Nigeria is the country I have been to most – I think I have been to more or less every major city there.

### These days you have moved into project management?

Yes, I progressed through Application Engineering to being in charge of the application team, and now I manage some of our largest projects. For instance I have just finished managing a new project for T-Com in Germany. With all of the regulation and compliance involved in these bigger jobs, I am mainly flying a desk these days, which is a different sort of challenge to the technical tasks I used to perform.

### How do you see the future at Redwood?

I have seen Redwood pass through several cycles of growth now, and I feel that we are part way through another one of those now. The company's heavy investment in IP technology is starting to pay dividends and there are some exciting new applications in our broadcast media sector. So it's certainly a good time to be here and doing what I do.

## Redwood Around the World



CeBIT in Hanover, Germany, marks the start of Redwood's 2007 calendar of events and Redwood's thirteenth visit to the world's largest ICT show. Attracting thousands of exhibitors and close to half a million visitors a year, CeBIT is the leading event for innovative and trendsetting technologies.

In 2006, Redwood was delighted with the substantial interest in its industry-leading converged services product range and the show resulted in a number of new DNX® platform sales.

This year, Redwood will be showcasing a variety of products and solutions including:

- Next generation soft phone - iPath™
- IP Centrex – RedCentrex
- Web and telecom Content Management and Content Delivery for media services – RedCMS and RedResponse®
- Enhanced Billing Solutions including IMS – RTInstantBilling®



Visit us at CeBIT 2007, 15-21<sup>st</sup> March, Hall 13 Stand D58. To schedule a visit ahead of the exhibition, please e-mail Amy Burchell at [amb@redwoodtech.com](mailto:amb@redwoodtech.com).

To view Redwood's regularly updated calendar of events, please visit [http://www.redwoodtech.com/redcms\\_contentlist.php?sectionID=10](http://www.redwoodtech.com/redcms_contentlist.php?sectionID=10).

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