



# RedNews

The newsletter of Redwood Technologies

Winter 2008/9

## Headlines



**REDWOOD  
TECHNOLOGIES**

Welcome to the Winter 2008/9 edition of RedNews – a selection of Redwood's top news stories of the last quarter.

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).

## It's Microsoft Gold for Redwood

Redwood Technologies has achieved Microsoft® Gold Certified Partner status.

Gold Certified Partners represent the highest level of competence and expertise with Microsoft technologies, and have the closest working relationship with Microsoft. For Redwood's partners and customers, the certification is an assurance that the company has the competencies and in-house skills to extract maximum value from the Microsoft-based programs and applications its engineers write and work with.

While Redwood is committed to open standards, the ubiquity of Microsoft makes it essential for any technology company to demonstrate an expertise with its applications and operating systems. As a Gold Certified Partner, Redwood has a head start with the very latest innovations and developments from Microsoft, allowing it to implement the most advanced technologies rapidly and with confidence.

Where Redwood works with dedicated Microsoft partners, they can be sure that the company brings the highest standards of knowledge and capability to the project, and that it has access



ISV/Software Solutions

to the best support and resources that Microsoft can provide. Equally, where Redwood's open-standard services and applications are required to integrate with Microsoft-based solutions, Gold Partner status and specialist certifications, such as ISV Software Solutions competency, ensure that the integration is seamless and robust.

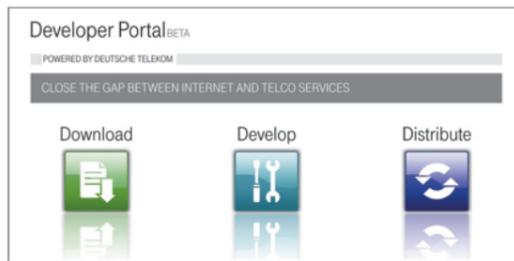
Sean Taylor, Managing Director for Redwood Technologies, commented: "This is an important strategic step for Redwood. Achieving Microsoft Gold Certified Partner status demonstrates our continued commitment to technical excellence and innovation, and represents a true vote of confidence from a world-wide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

## Project Helios: A Bright Future for Deutsche Telekom and Web 2.0

As the growth of Web 2.0 kicks into high gear, Deutsche Telekom is working at the leading edge of its development. The company's Helios Project is making some of its key services, such as voice, messaging and authentication, available to developers for use in their web-based applications and services. Redwood solutions are playing a crucial role in the success of the programme.

Helios uses Open Application Programming Interfaces (APIs) to make it easy for developers to build Deutsche Telekom services into their applications. The first services were introduced in December 2008 and include a voicecall service, allowing calls to be set up through web-based applications, or within a business process application, and a Send SMS service, which provides the ability to send text messages from within an application.

These services are offered to developers on a pre-paid basis, which avoids the complex process of opening a formal subscriber account and removes another barrier to their deployment. The pre-payment function is handled by Redwood's RTInstantBilling® billing solution.



### Setting the pace

"Project Helios is a key element of our Web 2.0 strategy," says Herbert Heusinger, Product Manager for Payments and Cards at Deutsche Telekom. "As an industry leader, it is important for us to set the pace with new developments. Helios is an innovative way of generating new traffic and getting our technology more widely used."

"In this environment, time-to-market is a critical issue. RTInstantBilling gives us the flexibility and ease of use we need to deploy services rapidly, and manage revenues efficiently."

RTInstantBilling is a billing system designed to accommodate the diverse demands of today's

multimedia communications world. It supports pre-paid and subscriber-based video and audio conferencing, online communication, SMS and MMS services and VoIP, as well as conventional fixed-line and mobile voice services.

"The reporting and tracking capabilities of the solution provide us with valuable management information," says Herbert Heusinger. "As the range of services within Helios expands, we will be able to see how they are adopted and plan our deployments and offerings to match the needs and preferences of our developer community."

"We know that RTInstantBilling will adapt to accommodate the rapid evolution of the project, and allow us to roll-out our strategy with maximum impact."

Project Helios is available through a dedicated developer portal at <http://developer.telekom.de>.



# RedCentrex - IP Centrex for the Next Generation

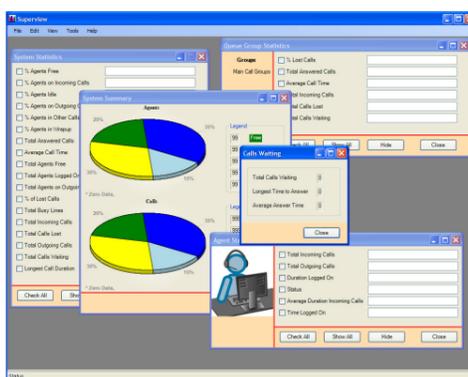
Redwood's latest IP Centrex solution is revolutionising telephone networks. RedCentrex™ takes network-based exchange services to a new level of sophistication, allowing businesses of every size to offer enhanced communications facilities to staff, whilst reducing the costs of traditional PABX systems. The outstanding Quality of Service built in to RedCentrex makes VoIP a practical reality for the Next Generation Network.

This is an advanced technology built on proven foundations. RedCentrex applies Redwood's expertise with TDM-generation Centrex solutions to next generation IP technologies, employing a softswitch-based IP Centrex architecture using SIP (Session Initiation Protocol). The result is a sophisticated and versatile telecommunications system that can dramatically reduce operational and capital costs, for small businesses as well as larger enterprises.

RedCentrex allows service providers to develop high value-added propositions for their customers, with the ability to deliver robust VoIP services and full-function switchboard capabilities. It is also offered as a fully hosted service, allowing organisations to migrate to a full IP Centrex deployment without committing to substantial capital investment, and long-term management overheads. RedCentrex also integrates into the RedContact™ suite of IP-based network ACD and Contact Centre solutions.



Soft client, making and recording a call



RedView™ Management Information interface



Soft client, paired with a physical phone. Also shows dockable panels, offering advanced features

## Key features

All the functions required of today's converged telecommunications networks, such as video and audio conferencing and call recording, are supported by RedCentrex. For businesses with multiple branches, or remote workers, it allows the creation of a completely integrated telephone network, with calls held and transferred between sites as easily as if they were located in the same building.

When combined with iPath™, Redwood's softphone, the system can replace the controls usually associated with a conventional phone, making moves, adds and changes far easier. iPath also gives users the ability to configure their phone settings to suit the way they work.

The features of RedCentrex are designed to make Voice over IP systems easier to use, and to make IP phone networks easier to manage. Simple and efficient reporting, routing, recording and conferencing services give network management teams all the services and functions they need, while allowing users to take full advantage of the most advanced telecommunications capabilities.

Customers now have very high expectations of the organisations that serve them. RedCentrex enables the flexibility and intuitive responsiveness that generates sustainable competitive advantage and lasting customer loyalty.

## Service Benefits

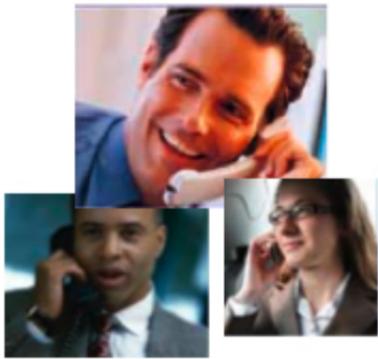
- Organisations large and small can operate global telephone systems, encompassing branch offices and remote workers, as a single, unified, centrally-managed whole.
- Public sector organisations can cut costs and improve service delivery through the introduction of advanced telephone systems based on the Next Generation Network.
- Everyone can have a single, portable number that follows them wherever they connect to the network, without increasing the cost of connection for the caller.
- Hot-desking facilities can be deployed on demand, giving users much greater mobility and enabling portable productivity.
- Intelligent routing identifies where users are - even if they are mobile - and which device they are most likely to be using.
- Integrates with RedContact IP ACD and Contact Centre solutions.



## Audioconferencing Means Fewer Summits for Iron Mountain

Meetings have long been one of the banes of business life. Unless they are well-managed and sharply relevant, they can consume productive time and drain cash, especially if people have to travel long distances to attend.

For Storage-as-a-Service giants Iron Mountain, audioconferencing represented a compelling opportunity to reduce the time, money and effort expended in attending meetings. They consulted Redwood partners Rapide, specialists in mobile and advanced communications for business, and Redwood's RedMatrix® was selected as the definitive solution.



### Time-to-market

Iron Mountain Inc. helps organisations around the world reduce the costs and risks associated with information protection and storage. The company offers comprehensive records management, data protection, and information destruction solutions, and is a trusted partner to more than 100,000 corporate clients throughout North America, Europe, Latin America and the Pacific Rim.

It is a business that operates at the frontline of some of the most demanding corporate challenges, from data security to regulatory compliance. In this fiercely competitive environment, time-to-market and quality of customer service are critical differentiators.

### Improved collaboration

RedMatrix allows Iron Mountain's application development teams to collaborate internationally, dramatically reducing project cycle times. It can scale to accommodate anything from a quick, on-the-fly call between three or four people, to a planned session which may have many participants calling in for all or part of the conference.

By using Rapide's managed conferencing service, Iron Mountain has been able to introduce the most advanced audioconferencing capabilities, without committing to substantial capital outlay, or imposing more operational demands on its infrastructure management team.

### Large-scale Conference Service

Rapide promotes its Conference Call service as simple, fast and easy to use, handling millions of conference minutes every year. The adaptable architecture of RedMatrix allows Rapide to offer a No-Frills Conference Service, for up to 20 users, and its new Enhanced Conference Call Service with a range of additional management features and support for thousands of participants.

"RedMatrix was a key factor in our successful bid for the Iron Mountain service," says Nigel Shanahan, Managing Director of Rapide. "Its versatility and ease-of-use allowed us to develop an audioconferencing solution tailored precisely to the needs of our customers, and gave us a compelling and convincing proposition to present to Iron Mountain."



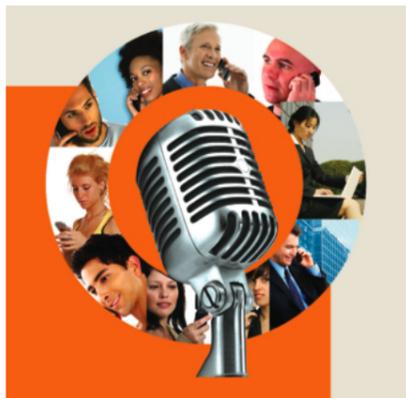
## Executives Speak for Themselves with Corporate Comms

When you have something important to say, the way you say it is crucial. With Corporate Comms™, the new internal communications solution developed for the STORM™ platform, senior managers can deliver key messages to the whole workforce in the easiest way possible: simply by speaking to them.

Corporate Comms allows you to record an announcement, or even a daily update, and then publish it for broadcasting to your chosen audience. It can be part podcast, part blog, and it has the advantage of being unusual and distinctive in an over-communicated world.

"Email, SMS and messaging services like Windows Live™ Messenger have many advantages, but they have also exposed people to a torrent of communication," says Martin Taylor, Redwood Sales and Marketing Director. "Corporate Comms gives managers a new medium that stands out from the ordinary channels and lends impact and gravitas to what they have to say."

Cable&Wireless, co-owners of the STORM platform with Redwood's sister company Content Guru®, was among the first corporate customers to adopt the solution.



Jim Marsh, Chief Executive Officer, Cable&Wireless Europe, Asia & US, uses Corporate Comms to broadcast customer wins and other key announcements direct to each individual colleague. "This STORM application has given us an easy and efficient way of keeping colleagues informed about the business," he says.

"People can dial in to listen live, or call in afterwards and listen to the recording," says Martin Taylor. "The solution has the advantage

of allowing people to plan the announcement into their schedule; they can even listen handsfree in the car if necessary."

### External communication

As well as internal communications, Corporate Comms has many additional applications. The speed with which announcements can be recorded and published make it particularly suitable for public service announcements or emergency messages. STORM's logging and reporting facilities allow the solution to show who has received the message, allowing for follow-up to anyone who missed it.

For utility companies or service providers, Corporate Comms can add a more human dimension to loss-of-service messages, or other sensitive announcements. A spoken message direct from a senior manager is more reassuring than an automated voice, and can also help to relieve pressure on contact centres by reducing the initial flurry of calls when an incident occurs.

"Announcements can be protected by passcodes so that only those who need to know can access them," adds Martin Taylor. "This is an easy and quick way to deliver important information to the right people, in a way that can boost team spirit and improve productivity across the organisation."

## The Redwood Team – An Interview with Jazz Bhamra, Business Development Manager



Jazz joined Redwood in 2008 after 11 years with Cable&Wireless. He graduated from Lincoln College, Oxford, with a degree in Philosophy, Politics and Economics and worked in marketing and promotions at The Times newspaper, as well as in HR at British Gas, before moving into the world of technology at C&W.

### What was your role at Cable&Wireless?

I joined on the operations side, in field logistics, and then went into voice operations. For the last 18 months of my time there, I was actually working with the STORM™ platform, which is now the central focus of my role. I was part of the team managing the growing number of mass calling projects running on STORM, such as the BBC *Children In Need* campaign and the viewer interaction for programmes like *Fifth Gear*.

### How do you see your role with Redwood?

It's a similar position, but with the difference that I can be more directly involved with shaping the development of the STORM platform itself. I believed for a long time that C&W could make a big impact with a truly competitive hosted Unified Communications facility, and STORM has proved to be that huge success. Now, as part of Redwood and Content Guru, I'm still closely involved with C&W projects in enterprise and the public sector, but now I am also working directly with new customers, helping them to bring new ideas to market and to get maximum value from the sheer scale and power of the technology. As a role, it couldn't really be any more exciting.

### What do you think is the secret of STORM's success?

Apart from the massive capacity, it's the true end-to-end integration of the network and the platform, as well as the open architecture. Having worked with the C&W network, I know it can deliver everything that STORM makes possible, and the versatility of the development environment means we can accommodate almost any customer demand. The inventiveness and expertise we have here has allowed us to create some genuinely innovative applications.

### How do you see the platform developing in the future?

It is inevitably going to be driven by the expectations of end users. For example, our video-to-mobile service means that movie fans browsing DVDs in a shop can stream or download trailers direct to their mobiles. People are going to want more of that kind of innovative and engaging service. It's going to be very exciting, working with our customers to help them meet the challenges of the next generation mobile world.

## MP's Vote of Confidence

The Right Honourable Andrew MacKay, MP for Bracknell, visited the Redwood Building in January. Mr MacKay met Martin Taylor, Sales and Marketing Director for Redwood, at a regional business networking event, and expressed interest in finding out more about one of the fastest-growing businesses in his constituency.

Mr MacKay was welcomed by Martin Taylor and Sean Taylor, Managing Director for Redwood. He was given a tour of the building and given a demonstration of some of the more sophisticated applications developed for the Redwood-driven STORM™ platform.

Mr MacKay said: "It was very exciting to visit a company based in Bracknell with so many global communications and with such a young and vibrant team.

"Martin Taylor and his colleagues at the company have created a modern company but it is still very much like a family, a tight-knit community, and I look forward to visiting them again in the future."



Martin Taylor with The Right Honourable Andrew MacKay

## Redwood Sponsors Healthy Competition



Once again Redwood Technologies will be sponsoring the Young Athletes Open Meeting at Bracknell Athletics Club.

The event, open to youngsters aged between 9 and 16, takes place at the John Nike Stadium in Bracknell on March 28th.

There is a full programme of races, ranging from the 60m sprint for girls and boys under the age of 11, to the 1500m events for girls and boys under the age of 17.

Redwood directors Sean and Martin Taylor are both members of the club and Redwood is a regular sponsor of the Young Athletes meeting.

"Bracknell Athletics Club is a respected affiliate of UK Athletics and plays an important role in the life of the local community," says Sean Taylor. "We believe it is right to encourage the competitive spirit and a healthy lifestyle among young people. This is always a keenly competitive event and the standard of performance is high. We are looking forward to an exciting day, and to rewarding the winners for their achievements."

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