



# RedNews

The newsletter of Redwood Technologies

Summer 2006

## Headlines



**REDWOOD  
TECHNOLOGIES**

Welcome to the Summer 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 Network Services product portfolio, please contact Tanya Love on +[44] (0) 1 344 304 344 or [tel@redwoodtech.com](mailto:tel@redwoodtech.com).

## Upgraded CTI for Redwood Software Partner Panasonic

Founded in 1918 in Osaka, Japan, Panasonic is one of the world's largest and most successful manufacturers of consumer electronics, and is renowned for its industry-leading computer products and office equipment.

As one of the world's leading specialists in telecommunications technologies, Panasonic selected Redwood as its first outsourced UK software partner for the development of the pioneering Computer Telephony Integration product, DTA\* (Desktop Telephony Assistant).

Allowing complete integration between PC networks and Panasonic telephone systems, DTA offers all the important functions of a call centre in an easy to install, easy to use, software package. Designed to improve customer service and call handling efficiency in businesses of any size, DTA offers a wide range of functions to the call agent.

DTA allows businesses to establish advanced Customer Relationship Management capabilities. CLI information is linked to a database, allowing customer contact history, personal and other relevant details to appear on the screen before a call is answered.

## Panasonic

DTA integrates with existing Windows PC applications, including contact managers and databases, enabling users to seamlessly display on-screen customer information.

The latest version of the product additionally incorporates a number of new call handling functions, including the capability to transfer call information, allowing maximum flexibility for multiple operators.

"This system, with its in-built and robust functionality, greatly improves customer service processes and business efficiency," commented Sean Taylor, Director, Redwood Technologies Ltd.

For further information on Panasonic Desktop Telephony Assistant, please visit: <http://www.panasonic.co.uk/telephone-systems-software/dta/index.htm>.

## Telephone Preference Service for The Daily Telegraph

The Daily Telegraph, part of Telegraph Group Limited, is the highest selling quality daily newspaper in the UK and has a daily circulation in excess of 900,000 copies. The newspaper was established in 1855 and is now owned by Press Holdings Ltd.

The Telegraph has recently upgraded its Redwood Telephone Preference Server (TPS) to Redwood's latest platform, the DNX\* -1200.

Impressed by the reliability of Redwood's platform, Ray Poole, the Telegraph's Technical Engineering Manager, said "Our experience of the Redwood product has been exceptional. It is the one of the most reliable platforms we have and has never let us down". Howard Betsworth, the Telegraph's Advertising Systems Manager added "Compliance with TPS legislation is mandatory. The Redwood solution seamlessly interrogates every number

# The Daily Telegraph

dialled, ensuring relevant departments cannot call a number in either the personal or corporate TPS lists without an administrator over-ride. It's simple to update with new data and even allows us to manage in-house barred numbers too."

For several years, The Telegraph has relied on Redwood's platform to manage and deliver the TPS service to its diverse marketing, advertising and sales departments. As the demand on the service has grown, further features have been developed by Redwood to keep the product current and fresh.

The service is critical to ensure that call centres do not accidentally infringe government legislation by calling a number that is registered to the service.

A call to a single number that has been registered to the TPS can potentially cost the calling company thousands of pounds in fines.

The Telephone Preference Service is a free service that was introduced as a central register of individuals and companies who wished to opt out of receiving unsolicited direct marketing telephone calls, under the Privacy and Electronic Communications (EC Directive) Regulations 2003. The Information Commissioner's Office is responsible for the enforcement of these regulations. The Preference Service portfolio has expanded to include fax, mobile and e-mail preference services.

For more information on this article, please contact [sales@redwoodtech.com](mailto:sales@redwoodtech.com).



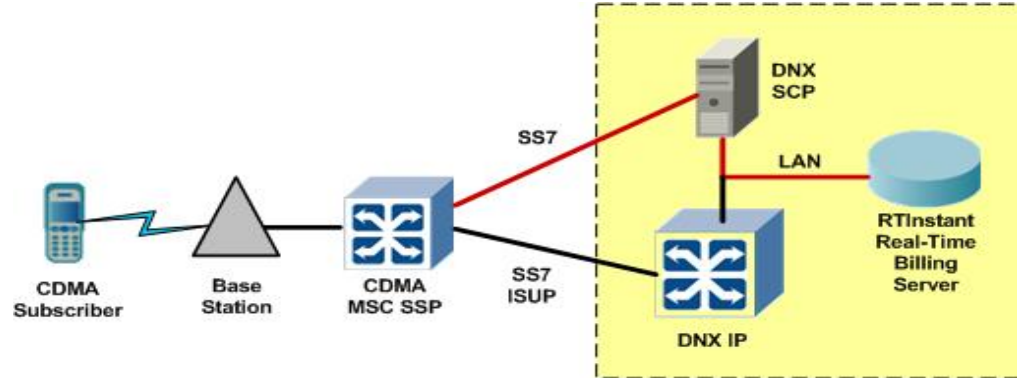


## CDMA for Africa

From its starting point as the US mobile standard, **Code Division Multiple Access (CDMA)**, is now being applied to both mobile and fixed wireless applications in emerging markets.

With its benign rollout characteristics, economical terminal technologies and efficient use of unused spectrum capacity, CDMA is ideal for the rapid provision of voice and data services, where the billing emphasis is on prepaid accounting techniques. With the Wireless Intelligent Networks (WIN) standard supported by all leading vendors of CDMA network infrastructure, an opportunity has been created for a robust, self-service WIN based billing system, which can also support key subscriber services such as wireless payphones, retailer recharge terminals, voice mail and virtual phones. With the implementation of the WIN standard in its award-winning DNX Service Control Point / Intelligent Peripheral hardware family, coupled with specialist additions to RTInstantBilling solution, Redwood has created the complete solution to this new and exciting requirement.

Africa's largest prepaid system was commissioned by Redwood for Nigerian Telecommunications Ltd (NITEL). Aimed at combating bad debt and collection issues, the solution enabled NITEL to make further infrastructure investments from the additional revenues generated. With the success of the prepaid installation, Redwood embarked on another project with the incumbent, extending the functionality of the platform for the provisioning of the Wireless Intelligent Network (WIN) Part II(a) IS-826 standard, a billing protocol supported by all leading CDMA equipment manufacturers to perform billing functionality.



SMS billing is also included under the TIA/EIA-41-D Based Prepaid Charging Enhancements for Circuit Switched Data and Short Message Services standard. The solution enables NITEL to implement a cross-vendor billing platform in its attempt to improve telecoms infrastructure by means of CDMA network.

In Redwood's prepaid billing model, the CDMA customer is a mobile subscriber. The user dials the destination number on their handset and presses 'send'. This results in the DNX Service Control Point (SCP) node receiving the call request via the SS7 data link connecting it to the Mobile Switching Centre (MSC) Service Switching Point (SSP). It is the MSC SSP that is the point of interconnect between the wireless environment and the rest of the network.

The DNX SCP references the subscriber information and associates this with the network operator or virtual mobile network operator to determine which tariffing tables to use.

The destination number is then extracted for tariffing against the selected tariff data. The call instruction is then handed down from the SCP to the MSC SSP as a destination address and an allowed duration. During the call, the MSC SSP is periodically polled by the DNX SCP. At the end of the call, the SCP updates the account balance and unlocks the account to enable further calls to take place.

The CDMA prepaid billing offers the wireless subscriber a precise and up-to-the-minute account service, with the option of a web front end for account monitoring and adjustment. For operators, Redwood's use of the industry-standard WIN model provides a consistent cross-vendor billing platform, which leverages the MSC infrastructure to facilitate rapid network growth without requiring corresponding expansion of the MSC and DNX nodes.

## Redwood around the World

After successfully exhibiting at some of the world's largest and most popular industry tradeshows in the first half of 2006, Redwood continued its calendar of high profile events at **W.Afri.Tel in Lagos, Nigeria** (June 20-22) and **PIKOM PS3, Malaysia** (July 13-15).

Described as the 'biggest and best organised ICT show in West Africa', Redwood returned to the W.Afri.Tel event for its sixth consecutive year to present the latest **Value Added Solutions** for unified communications, TV response, real-time billing and high capacity conferencing.

Also this summer, Redwood exhibited on the UKTI stand at Malaysia's PIKOM Software Services and Showcase (PS3) exhibition. The delegates then went on to

visit Singapore and The Philippines for further industry presentations and meetings.

To view Redwood's regularly updated calendar of events, please visit: [www.redwoodtech.com](http://www.redwoodtech.com).



## Website Launch



If you haven't been onto Redwood's website recently, check out the new look site at [www.redwoodtech.com](http://www.redwoodtech.com).

Visit today and speak to a Redwood representative via the online Live Chat facility, or simply review the latest details of Redwood's products, services, news, events and awards.

## RedExec Partner Programme



Want to become a Platinum RedExec Partner and receive FREE training, consultancy and product discounts?

Register NOW at Redwood's website [www.redwoodtech.com](http://www.redwoodtech.com) and you'll immediately gain Registered Member status and the opportunity to be invited to become a RedExec™ Partner.

Packed with exclusive offers and membership benefits not available anywhere else, the Programme has been carefully designed to allow your business to get the most from

Redwood's comprehensive range of products and services.

Based on an award system, you can easily accumulate RedExec points which grant you access to a wide range of facilities; the more points you accumulate, the more benefits and exciting offers you receive.

There are four levels of registered Partner: Bronze, Silver, Gold and Platinum, each offering its own select range of benefits, including free training, consultancy, product discount offers, authorised reseller status, hospitality events, marketing services and much more.

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

## SIP Phone Launched



**iPath**®, Redwood's next generation telephony product, enhances the Voice Over IP telephony experience to the desktop within the local area network and/or over the VoIP broadband network.

Designed to operate in the Small Office/Home Office environment, Enterprise Network or within the carrier space, iPath allows you to stay connected and manage your calls and availability with a comprehensive suite of carrier-grade Voice, Video, IM and Presence features. It provides hot desking access at the click of a button or keyboard entry to dial, answer, or choose how you manage your calls. With integration to the corporate and public directories as well as personal address books, you can quickly place, or transfer calls by looking up people by name or e-mail address.

iPath incorporates features such as conferencing on demand, desktop sharing and call recording, offers high value next generation voice experience and cutting edge technology to the mass market.

For further information on iPath and RedCentrex, Redwood's IPCentrex solution, please contact [sales@redwoodtech.com](mailto:sales@redwoodtech.com).

## Product of the Year Recognition for Latest RedMatrix® Conferencing Solution



The latest version of Redwood's RedMatrix conferencing product has been selected for a 'Product of the Year' award by Communications Solutions, one of the USA's leading telecommunications publications.

Rich Tehrani, President of TMC and Group Publisher of Communications Solutions said: "Each year Communications Solutions magazine bestows its Product of the Year awards on companies that have demonstrated excellence in technological advancement and application refinements. Redwood has demonstrated to the editors of Communications Solutions that its products have gone the extra mile to help improve both the customer experience and the ROI for the companies that use them."

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

Fully compatible with Next Generation Networks, the latest RedMatrix, v4.03, provides complete support for circuit switched, wireless network calls and VoIP

calls, allowing conferees to call in, or be called, wherever they happen to be. The solution additionally incorporates a range of key new features:

### Simple and Secure Registration

New users register for the RedMatrix conferencing service online or via the Registration IVR menu. Once registered, users can access self-managed conferencing features, subject to the security allowance set by the operator. User registration details can be sent via SMS.

### One Click Instant Conferencing

Contacts or contact groups are brought together immediately with the Instant Conference facility. When selected, specified participants are immediately dialled and added in to a conference, providing instant communication.

Outbound Presence Profiles allow conferees to be contacted on different numbers according to pre-set factors such as the time of day, or the day of week.



### Self-Service IVR Scheduling and SMS Notification

Future and immediate conferences can be scheduled easily and conveniently

by telephone using the new Scheduling IVR menu. Notification of future conferences can be provided to participants via SMS - ideal for users on the move.

### Integration with Microsoft® Technologies

RedMatrix allows seamless integration with Microsoft Outlook® and the Microsoft Passport Network, as well as additional Redwood solutions. These include the award-winning real-time billing engine, RTInstantBilling®, for tariffed access to conferencing features, and the latest rapid message dissemination service, RedAlert®.

### Full IP Support and Web Control

RedMatrix allows full support for IP calls, including SIP, MEGACO and H.323 call control voice inputs. Conferences can be managed easily and conveniently online with the web-enabled RedMatrix Conference Manager package.

### Prepaid Conferencing

Integration with Redwood's prepaid calling card engine allows access to conferencing features via a prepaid card.

### Integrated Call Recording

Audio recordings and transcripts can be accessed and edited by authorised conferees at any time. Latecomers may catch up with a conference in process by reviewing the recording before joining the conference.

## The Redwood Team – An Interview with Martin Fung, Development Engineering Manager



Next in the series of interviews with members of the Redwood team, **Martin Fung** gives an insight into his role within the company, and his views on technology in the telecommunications industry today.

Martin joined Redwood Technologies in 1995. Based in the company's US office in the heart of

Silicon Valley, Martin leads Redwood's Development Engineering arm, which is responsible for ongoing core technology advancement.

Prior to joining Redwood, Martin held a senior technical position at Rhetorex Inc, a specialist company in the field of voice processing hardware development.

### Martin, how did you get started in the telecommunications industry?

I started with a company called Rhetorex Inc. in California, USA. They were the first manufacturer of high density computer based telephony boards.

### What does your current job involve?

One of my ongoing activities includes heading the VoIP development project, from the design of the hardware, testing and the software development.

### What did you take away from your Rhetorex experience that has helped you at Redwood?

First and foremost, I got to know a few great people; some of them are now the founders of Redwood. In addition to that, I have always been interested in multimedia and telephony. Rhetorex helped me to gain knowledge on telephony. If you combine the two, you get Redwood.

### Why is Redwood's development engineering team unique?

Redwood is a good sized company, with a small company feel. Each member rises up to the occasion, and the best part is not having to ask first. Everyone works hard and works smart. We have a good mixture of professionals with expert knowledge of telephony while the junior members are quick to absorb new information. Each time a problem needs tackling, we are never short of fresh perspectives. We need that. With an impressive list of dynamic customers under our belt, all with different requirements, we can't always solve everything with the old-school approach. Our team has proven to be highly successful and have constantly addressed the clients' needs with a very fast turnaround time.

### How has the evolution of VoIP affected the telecommunications industry?

In today's market, more and more people are running voice on the data network. Convergence is the key. Everything is geared towards VoIP. There were a couple of false starts in the past few years, but I firmly believe the time has come for massive deployment.

### What technological advancements do you foresee for the next five years?

I think that in emerging and high growth markets more emphasis will be put on providing cellphone basic and enhanced services. Even from today, we can start to see the convergence of many different things onto a cellphone medium.

## Redwood Corporate Events

Continuing its ongoing support for local and international corporate and community events, Redwood has provided sponsorship for a number of activities in the first half of 2006, including Bracknell AC's 28<sup>th</sup> Young Athletes Open Meeting, the 22<sup>nd</sup> Bracknell Half Marathon, and The Birdsall Really Wild Clay Day charity shooting event.



Start of the Bracknell Half Marathon

### Redwood Bracknell Half Marathon 2006

Sponsored by Redwood for the third year running, the 2006 Bracknell Half Marathon took place on Sunday 7 May. An impressive 850 entrants took part in the event, including members of Redwood's own in-house athletics team, who each finished the 13.1 mile course in less than two hours.

Bracknell's Executive Member for Leisure Services, Councillor Iain McCracken, spoke of the event "The race has become a very important part of the local community's sporting calendar, but cannot take place without commercial sponsorship. I therefore cannot over-emphasise the value of Redwood's contribution to this event."

For full race results and further information, please visit [www.bracknell-forest.gov.uk/leisure/leis-half-marathon-2006](http://www.bracknell-forest.gov.uk/leisure/leis-half-marathon-2006).



Birdsall Really Wild Clay Day - The Redwood Team Guns and Loaders

**Birdsall Really Wild Clay Day 2006** On 15 May, Redwood's team of guns and loaders participated in The Birdsall Really Wild Clay Day shooting drive in Yorkshire. The Redwood-sponsored clay pigeon shooting event brought together a number of companies, who helped raise in excess of £110,000 for the NSPCC.

**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