



RedNews

The newsletter of Redwood Technologies

Spring 2011

Headlines



**REDWOOD
TECHNOLOGIES**

Welcome to the Spring 2011 edition of RedNews – a selection of Redwood’s top news stories from the last quarter, from our visit by Dr Phillip Lee MP, to our latest accreditation of information security in the form of ISO 27001, as well as showcasing our latest IP phones that deliver the full range of Redwood integrated communication services to the desktop.

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Redwood Achieves ISO 27001 Certification

Information security is a critical priority for Redwood Technologies. As part of the company’s Quality Assurance programme, it has recently achieved ISO 27001 certification, the global standard for Information Security Management Systems (ISMS).

ISO 27001 is the only auditable international standard which defines the requirements for a corporate ISMS. The standard is designed to ensure the selection of adequate and proportionate security controls.

“The security of sensitive company data must be at the top of every business agenda,”

comments Mike Bailey, Director for BSI Training. “It is particularly relevant in the current climate, where measures such as management system standards can be put in place to minimise the risks.”



Matthew Chadd, Senior Project Manager for Redwood, explains that ISO 27001 is particularly effective for

organisations which manage information on behalf of others, because it can be used to assure customers that their information is being protected.

“Redwood platforms process and store vast amounts of sensitive data,” he says. “Our clients include some of the world’s leading banks and financial institutions, as well as UK and foreign government agencies.

“This accreditation demonstrates to our clients and their customers that the information we work with is subject to a recognised global security standard.”

Redwood to the Rescue for HomeServe

A Redwood auto-dialler solution is providing essential emergency back up for the company to which millions of people turn in a household emergency. FTSE 250 company HomeServe plc has deployed Redwood’s power dialler as a cloud-based solution running on the STORM® platform, ensuring continuity of service for outbound sales campaigns at the company’s Walsall contact centre.

Trusted trades

With over 2,700 directly employed and sub-contracted engineers, HomeServe is a national emergency home repair provider backed by a 24-hour claims handling and repair network. HomeServe also supplies households with access to vetted trades people who are qualified to carry out hundreds of different jobs around the home.

The company offers insurance cover for plumbing, drains, electrical wiring and gas central heating and has over 7.1 million policy

members in the UK, with a further 2.2 million in the USA, France and Spain.



HomeServe

We repair Britain’s homes

Four hour delay

Outbound telesales have a crucial role to play in HomeServe’s customer recruitment strategy. Any loss of service affecting the teams talking to new customers can lead immediately to substantial lost revenue.

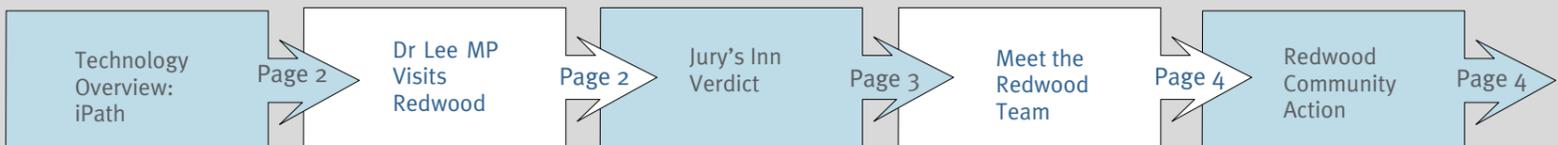
Bobby Khatkar, Technical Project Manager for HomeServe, explains that the company’s primary on-premise dialler solution did not provide the level of service continuity required.

“Typically, we might have experienced a delay of up to four hours when we suffered an equipment failure,” he says. “That kind of outage can seriously affect your numbers in terms of contacts made and sales closed. Every lost call means we’ve lost the chance to build a lasting and profitable relationship with a new customer.”

STORM’s cloud solution

The HomeServe team considered a variety of alternative solutions for their backup dialler requirement. Says Bobby Khatkar: “Most of the alternatives we considered offered basic power dialler functions that would keep us in business while repairs were made.”

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Technology Overview: iPath - the New Integrated Communications Hardware Device Range

Redwood Technologies has introduced a new range of IP phones that deliver the full array of Redwood integrated communication services to the desktop. The iPath® series takes the successful iPath softphone concept to a hardware platform, giving users the flexibility and cost savings of desktop IP telephony in an ergonomic and easy to use form factor.

Currently there are six models in the iPath series: the iPath 50, 70, 110, 120, 150 and 200. This breadth of choice allows organisations to mix and match phone features and price points according to the needs of individual users and job functions.



Phone featured is the iPath 120

Integrated telephony

With iPath, organisations gain the full benefit of IP telephony while still retaining the essential

and familiar services associated with conventional telephones.

All iPath models support standard telephony functions such as call hold and transfer, call waiting, call forwarding and caller ID. However, they also introduce new layers of capability, including text messaging, flash conferencing and XML screen customisation that make the most of a converged IP infrastructure.

Mobility and agility

The iPath range is ideally suited for today's mobile, agile businesses, with remote workers, hot desking and people working from home. The phones offer multiple user log-ins and pairing with iPath softphones. Users can work with the softphones on their laptops while off site and the desk phones while in the office. Directories, call histories and other personalised settings are detected automatically during pairing.

IP Centrex

The iPath series is optimised for IP Centrex services hosted on the Redwood-based STORM® platform. STORM CENTREX delivers a complete business telephony infrastructure hosted in the cloud, eliminating the capital cost, management overhead and inflexibility of the on-premise PBX.

Services within the STORM CENTREX portfolio include a full hosted Interactive Voice Response (IVR) capability, call recording in the cloud and call conferencing. Everything is managed through the STORM portal, a web-based service

that allows users to modify routings and settings using a simple point-and-click interface.

For organisations with multiple sites, STORM CENTREX provides a highly cost-effective and adaptable solution. Instead of dedicated PBXs on each site, each office can access the full deployment through the Services Portal.

Everything can be managed centrally and hardware and maintenance costs are substantially reduced.

Contact centres

The iPath phone range is also ideal for contact centres, with large screen displays and full CTI support. Keypad extensions are available, together with a wireless headset adapter and noise-cancelling wired headset.

iPath phones are supplied as standard as part of a STORM CONTACT hosted IP contact centre deployment. STORM CONTACT offers full ACD and CTI functionality hosted in the cloud, with hosted IVR, call recording, skills-based routing, automatic speech recognition and Dashboard management.

It can be used to provide additional capacity for existing installations, or as a full stand-alone deployment in its own right. The open architecture and rapid integration designed into STORM CONTACT, including APIs for more than 100 standard databases, allow it to serve as an extra layer of intelligent functionality, without requiring substantial capital investment in new equipment.

Dr Lee Prescribes Innovation for Fast UK Recovery

Dr. Phillip Lee, MP for Bracknell, visited Redwood headquarters in Bracknell to discuss policies on innovation, economic recovery and the influence of the Internet on global politics and culture.

Dr. Lee, who is a strong advocate for science and technology issues in Westminster, met Redwood founders Sean and Martin Taylor. He was particularly interested in the company's Network Operations Centre, which makes his Bracknell constituency a communications hub for global organisations and national governments.

"As events in Egypt have shown, the communications age has entered a crucial new phase," commented Dr. Lee. "Social networking, smartphones and mass communication technologies are empowering people in ways that were never possible before.

"Redwood is a pioneer of these next generation

technologies; it was fascinating to discuss their implications with the people at the forefront of innovation in this vital industry."

Dr. Lee was also introduced to Redwood's sister company Content Guru, which specialises in helping organisations to manage and work with the many different ways in which people now communicate.

"The technologies being developed here in Bracknell also address crucial issues for the public sector," said Dr. Lee. "Cloud-based services allow us to use smarter communications to improve access to essential services, while saving money and avoiding the need to make major new investments."

"Enterprise and innovation are the lifeblood of our economic recovery," added Dr. Lee. "Redwood Technologies and Content Guru exemplify the entrepreneurial spirit that will

drive economic success in the future, both for Bracknell and for the UK."



From left to right: Sean Taylor, MD, Dr Phillip Lee, Bracknell Forest MP and Martin Taylor, Sales & Marketing Director



Redwood to the Rescue for HomeServe

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Redwood's sister company Content Guru, which owns and operates the STORM platform, proposed an auto-dialler hosted in the cloud. The solution enabled HomeServe to enjoy the same sophisticated power dialling capabilities all the time, ensuring complete business continuity regardless of localised outages.

Rapid recovery

The first key benefit of the Content Guru solution is the speed of recovery made possible by the cloud. Manual failover can be completed within minutes, keeping the cost of service loss to a minimum.

The HomeServe team were also delighted with the high level of functionality designed into the STORM-based solution. The service enables agents to continue their campaigns with little or no loss of key data or resources.

Efficiency

"We also make substantial savings when the repair is complete," says Bobby Khatkar. "Because STORM auto-dialler is a true bespoke solution, we save a great deal of time when we are recovering from a loss of service. Any information which is input on STORM is downloaded via the web-based management interface and imported into our own system when it recovers.

"This makes our operations more efficient by removing the need for laborious manual updates between systems. There is also complete consistency throughout, since no data is lost due to omissions or errors in the process of duplication. We can simply migrate campaign data between the primary system and the STORM back up. We can restart the full service almost instantly."

Web interface

The graphical user interface for the auto-dialler

makes it easy for services to be designed and modified on the fly. STORM's VIEW• management interface also gives the HomeServe operational team live statistics and detailed historical reporting, customised to display the information they need in an intuitive manner.

"We can access the platform from any web connection," says Bobby Khatkar. "The platform was recently tested at an offsite DR location to ensure that the functionality was available."

"The web interface makes it quick and easy to load a campaign into the STORM auto-dialler, and then move it back again when we revert to the primary system."

Lower costs

As a hosted solution, the STORM deployment requires minimal capital outlay and operational costs are manageable and predictable.

Jurys Inn Verdict on STORM IP Contact Centre

A new IP contact centre deployment is saving money and driving improvements in customer service for one of the UK's leading hotel groups. When Jurys Inn centralised its contact centre at a new site in Birmingham, it chose a solution hosted in the cloud on STORM®, the Redwood-based communications integration platform co-owned by Content Guru and Cable&Wireless Worldwide.

"We opted for a hosted IP contact centre because of the flexibility it gave us for the use of intelligent IVR and call routing, as well as the cost savings," comments Damian Willingale, IT Project Manager for Jurys Inn.



"Content Guru's solution, hosted on STORM, has allowed us to gain the savings and benefits of a centralised system, without compromising the experience for customers calling in to the contact centre."

Jurys Inn operates over 30 city centre hotels in the UK and Europe. Its new contact centre in Birmingham is now the hub of its reservations operation.

STORM capabilities

STORM CONTACT™, the STORM-hosted IP contact centre solution, includes Interactive Voice Response (IVR) and Automated Call Distribution (ACD), which allows call routing based on the customer's need.

"When customers call a number for one of our hotels, the call first arrives on the STORM platform," says Damian Willingale. "The IVR answers with the name of the hotel they have chosen, and then gives them a menu of options.

"If they choose reservations, the call goes to the contact centre. They can also choose to be routed to the hotel's reception team, or to be given directions and parking information.

"The process is designed to get callers to the information they want as quickly as possible," he adds. "STORM gives us sophisticated automation that makes each call a better customer experience.

"Even something as simple as the warm, welcoming on-hold messages and music within the IVR make a difference; it immediately projects one of the key characteristics of the Jurys Inn brand."

STORM CONTACT provides a graphical user interface and management portal, allowing self-service management of the system. Management reports can be prepared within minutes and there is an interface for real-time reports to be displayed on wallboards within the contact centre. Call recording is also included.

In the cloud

For Jurys Inn, the ability to host these critical services in the cloud is a major advantage of the IP contact centre. STORM CONTACT has been deployed without the need for substantial capital outlay on hardware and eliminates many of the routine overheads of management and maintenance associated with on-premise equipment.

"With STORM, we have the scalability and versatility we need to support future growth," concludes Damian Willingale. "Adding new services, such as the ability to send booking confirmations or other information to mobiles via SMS and cancel reservations through the phone menu, will be much easier and reduce the number of non-revenue-generating calls."



The Redwood Team - An interview with Gary Koo, Applications Engineering Team Leader



Gary Koo joined Redwood in November 2004, after a year with the IT team at RBS. He holds a degree in Mathematics from Pembroke College, Cambridge. Gary's time with Redwood began in the Engineering Services team, where his interest in programming led him to develop applications that were adopted by the department as standard utilities. In due course, he moved into the Applications Engineering team and has recently moved into the role of Team Leader. Gary keeps fit with running, football and tennis and is an Arsenal fan. Unlike the unfortunate Gunners, he has a full trophy cabinet, having won the first two Redwood pool tournaments.

What is your role at Redwood?

As the title suggests, I lead a team that develops applications to run on Redwood platforms and STORM® in particular. I am part of the team responsible for managing our RedResponse® family of products, used by many Redwood clients to manage interactions with large populations. I was also involved in the development of RedView™, the management interface for Redwood services that presents real-time and historical statistics.

What are you working on at the moment?

We are working on enhancing the integration of the FLOW™ service design environment with Salesforce.com. This kind of integration is a key area of activity for us at the moment, as more and more customers adopt cloud-based applications like Salesforce.

What aspects of your job do you find most rewarding?

It's the variety – no two projects are the same. So much of what we do is bespoke development that we are always looking at new solutions to new problems. Redwood is a highly creative environment, with projects that usually start with a strategic business challenge, rather than simply a technical problem. For example, we have adapted the mass calling capabilities that

were originally developed for broadcasters – televotes, mass donation appeals, that kind of thing – to meet the needs of enterprises such as UK Power Networks and National Rail Enquiries (NRE). These are organisations that regularly experience sudden bursts of high volume traffic that can overwhelm their on-premise systems.

We are also expanding and taking on new people, who need training. This part of the job is particularly rewarding and I'm consistently impressed with the calibre of the candidates we have coming through.

How do you see the future at Redwood?

We are always looking to use the latest web technologies, such as HTML5, to provide more feature-rich interfaces. This allows us to blend today's multimedia technologies - video, audio and drawing - with our conventional GUI designs.

Today's users are comfortable with sophisticated interfaces and they get real multimediam experiences from social networking sites and platforms like YouTube. The new standards allow us to maintain the simplicity and intuitiveness that our customers have come to expect, while introducing new capabilities that give our interfaces more flexibility and usability.

Redwood Community Action

Redwood has always been active in its support for good causes in the Bracknell area. Through our continued involvement with the Berkshire Community Foundation (BCF), we have been able to help a number of charities supporting a wide variety of good causes.

Recently, Redwood has donated £3,000 to help Bracknell Forest Voluntary Action with its work with young carers, as well as £500 for the Bracknell Thursday Stroke Club.

Help for Young Carers

The Bracknell Forest Voluntary Action Young Carers Project (BFVA) offers comprehensive support services for children and young people

who care for a family member who is ill, disabled or has an addiction.

The BFVA supports the family unit, not just individuals. The aim is to ensure the benefits of the project go beyond the young carer to supporting the whole family.

A key priority for the project is to prevent young carers from being overwhelmed by their responsibilities; a young person should feel 'a young person first and a carer second'. The funding that the BFVA receives goes a long way in helping achieve this mission through its youth club services, giving the carers a break from their roles.

Thursday fellowship

A group of adults meet twice a month at the Bracknell Thursday Stroke Club for friendship and support. They go on outings together or meet to play bingo and whist. The club also provides transport for the many members who are frail and could not otherwise attend.



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