



RedNews

The newsletter of Redwood Technologies

Autumn 2008

Headlines



**REDWOOD
TECHNOLOGIES**

Welcome to the Autumn 2008 edition of RedNews – a selection of Redwood's top news stories of the last quarter, with this issue focusing on media and charity activities.

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.

Lottery Democracy for Scotland

Life used to begin at 40. Now, it seems, 50 is the beginning of your prime, as highlighted by BBC Scotland's Primetime series, which used Redwood technology to drive a Scotland-wide vote on how £3 million of lottery money should be used.

Primetime is a BBC Scotland and Big Lottery Fund initiative championing health, wellbeing and fitness for the over 50s in Scotland. Groups from six Scottish regions were asked to submit applications for Lottery grants of between £100,000 and £500,000, with three projects from each region chosen to go forward to the television stage.

Primetime aired as a series of six programmes and viewers were invited to vote by telephone, during and shortly after each programme, with the winning project announced the following week.

Content Guru's STORM™ platform, built with Redwood technology, hosted the voting, which was overseen by the Electoral Reform Society.

STORM has recently been audited by Deloitte and is one of only two fixed line telephony platforms in the UK to have been approved by the BBC's new Interactive Technical Advice and Contracts Unit (ITACU).



STORM has the ability to prevent votes being cast outside the qualifying time period. Viewers who attempted to vote at the wrong time were advised by an automated response that their vote would not count, and that they had not been charged for the call.

Winning groups came from across Scotland and included a volunteering project and a community transport initiative. Said Sean Taylor, Managing Director of Content Guru, "This is an excellent example of the value of interactive TV. Primetime delivered real social value and showcased STORM's integrity as a voting platform."

Fantasy Managers Tapped Up by The Times

You've got £100 million to spend, and you need a striker. Do you want Torres, or Berbatov? Or maybe you would do better with Fulham's Andy Johnson, over the length of a season?

These are the dilemmas faced by players in The Times Fantasy Football game. It's a key element of the newspaper's reader recruitment and loyalty programme, providing a high added-value service that engages sports fans in particular for the length of a football season.

Times Newspapers, part of the News International Group, selected the Redwood-driven STORM™ platform from Content Guru to provide a mobile player recruitment campaign. An SMS message was sent via the STORM RedAlert™ system to thousands of carefully selected prospects, who had played or registered interest in the game previously.

The message invited players to register for the new season and offered a discount on the price of entry. It included a click-through to the newspaper's mobile Internet site, allowing players to enter for the new season direct from

their mobile phones. Players claimed their entry discount using a code within the message, which could also be used for entry via the www.timesonline.co.uk website.

The Times Fantasy Football allows participants to build a team of top players from the English and Scottish Premier Leagues, scoring points based on the performances of the real footballers during the season.

Players can make transfers and arrange loan signings in a bid to gain more points, always remaining within the £100 million budget they are given when they join the game.

"Mobile messaging of this kind is the ideal way to give a nudge to customers, and remind them to register for the new season," says Martin Taylor, Sales and Marketing Director for Content Guru. "In a world where we are bombarded with advertising messages wherever we go, timing the



delivery of your message can be a crucial way to differentiate your proposition and stand out from the noise.

The Times used STORM RedAlert to deliver a relevant message to people with a proven interest, at a time when they were most likely to act."

CONTENTGURU THE POWER OF THE MOMENT



Ross Kemp Champions Kenyan Children Appeal

Redwood technology has played a key role in the Save the Children appeal to help young victims of Kenya's post-election violence. Content Guru's STORM™ platform was used to host a donation line, set up following the Sky1 documentary *Ross Kemp: A Kenya Special*, part of the BAFTA-winning series *Ross Kemp On Gangs*.

While filming the special, Ross Kemp and his team visited the town of Eldoret, the scene of some of the worst fighting in the conflict that rocked Kenya in early 2008.

They discovered a community of children orphaned by the violence, who are forced to scratch a living on a rubbish dump. These forgotten victims live a life of constant danger and hunger, dulled only by solvent abuse. Shocked by what they saw, the team returned to make *Ross Kemp Meets the Glue Kids of Kenya*, to draw attention to the plight of the children.

Ross Kemp commented, "Those rubbish dumps will stay in my mind for the rest of my life. Viewers will definitely be disturbed seeing little kids sniffing glue which has been given to them by their mothers."



Save The Children works internationally to change children's lives for the better. It is focussed on four fundamental rights for children: health, freedom from hunger, education and protection. The charity works in 52 countries around the world, running long-term programmes and emergency responses.

Commenting on Ross Kemp's programme, Jasmine Whitbread, Chief Executive of Save the Children, said, "These children are extremely

vulnerable. That is why it is so important for Save the Children to have this appeal with Sky1. The money donated by Sky1 viewers will help us to give these street children something decent to eat, get them back into education and get them back together with their families. It will give them back hope for their future."

The STORM donation line provided an entirely automated system that made donating quick and easy. The Interactive Voice Response service allowed a large number of calls to be processed in a short space of time, allowing as many people as possible to make donations.

A Sky1 statement about the appeal says, "The response to *Ross Kemp Meets the Glue Kids* has been nothing short of phenomenal. Sky1 and Save the Children would like to thank the concerned viewers who have contributed to the over £100,000 raised in the fight to combat this devastating epidemic."

To donate to Save the Children projects protecting street children in Kenya, please call 0800 8148148 or visit www.savethechildren.org.uk/sky

MMS - Connect with Words and Pictures

Mobile messaging has become so deeply embedded in international culture that it is creating a new universal language. But the next generation is already upon us, with Multimedia Messaging Services (MMS) adding vision and sound to the mix.

RedMessage™ is the SMS and MMS messaging service from Redwood Technologies that delivers a full mobile messaging capability. It is offered as a hosted application running on STORM™, Europe's largest hosted services platform, which is built with Redwood technology. RedMessage allows you to deploy an MMS solution, or add MMS to your communications mix, without the overhead and management costs associated with running your own system.

Added value

For carriers and service providers, RedMessage MMS adds strong value to a service proposition. Corporate customers can add multimedia messages to their marketing communications campaigns, with the potential to achieve greater impact and generate higher responses. Consumers can enjoy sending each other video, music clips and other content-rich messages, helping to build loyalty to their service provider and reduce customer churn.

Instant deep impact

Brand owners and marketing agencies can also make use of RedMessage for the delivery of MMS campaigns to mobiles on a mass scale. Content can be personalised and delivery can be timed to the second. For example, a supermarket can deliver a campaign promoting special lunch offers to customers within a specific geographic area, which can include images of the featured products, and a bar-code for the discount that is redeemable at the checkout.



Service Benefits

- All mobile operators are connected - reach everyone on your database, no matter who their service provider may be
- Blend short messaging with voice services, opening multiple channels of communication
- Mobile Terminated and Mobile Originated billing options - run self-funding campaigns, or compliant premium rate services

RedMessage in action

- Linked to mobile web applications – movie trailers can be sent to customers browsing cinema schedules, sports fans can access action highlights
- Brand owners can use content-rich short messaging as the first line of response to outdoor campaigns or TV ads, replying with multimedia messages to every respondent
- Newspaper owners can allow classified advertisers to upload images instantly from cameras or phones
- Researchers can get instant insights into audience attitudes and market trends, with quick questions and responses
- Local authorities or emergency services can send instant alerts, such as flood warnings, to thousands of people simultaneously, then track responses to ensure everyone has got the message

Short messaging is the communications medium of the moment. With MMS, STORM RedMessage adds instant, personal impact to the communications mix on a mass scale. There has never been a more direct, intimate and compelling way to connect with millions of people.



Redwood's Technology Ignites Start-Up Star



Content Guru Ltd, the hosted services and digital marketing consultancy established by Redwood Technologies, has outperformed hundreds of entrepreneurs and been named a Regional Winner in the 2008 HSBC Start-Up Stars Awards. The national competition, presented in association with the Daily Express and Sky News, invites entries from UK businesses that have been trading for less than three years and can demonstrate they have the management skills and ideas for success.

Established in December 2005, Content Guru operates Europe's largest mass interactive communications platform, STORM™. The business offers a rapidly evolving range of services and applications, including the processing of TV competition entries and votes, the delivery of consumer digital marketing campaigns to mobile phones, and mass messaging for businesses and government agencies.

"Content Guru bridges the last gap between businesses and their customers," says Sean Taylor, Managing Director of Content Guru. "We are allowing customers to harness the power of the moment, giving big organisations the ability to relate to individuals as they go about their daily lives.

"For example, one of our clients is one of the UK's most popular rail travel websites. They are using STORM to deliver up-to-the-minute travel information, including news of delays or cancellations to booked services, direct to the customer's mobile phone. Customers also get information about taxi services available from their destination stations, so they can book from their mobiles before getting off the train."

Content Guru has also been appointed to develop the mobile element of a Fantasy Football promotion run by The Times (see story on Page 1). A mass SMS messaging campaign has helped to recruit new players, giving them the facility to register for the game direct from their mobiles. By extending the marketing and customer relationship management mix out to the mobile phone, Content Guru is enabling the personalised mass interaction that has long been the Holy Grail for brands, marketers, utility companies and public sector organisations.

Among many diverse applications for the service portfolio, Content Guru solutions have played a crucial role in solving compliance problems for the broadcast media. The STORM platform enables a guarantee that anyone calling a number to vote or

enter a competition at the wrong time receives a message that their entry is not valid, and that they have not been charged for the call.

Working across the full range of communications media, Content Guru can coordinate campaigns using phone calls, SMS text messaging, mobile Internet and mobile video applications, as well as providing full customer relationship management solutions.

Content Guru's STORM platform is jointly owned by Cable&Wireless, providing vital operational and marketing support and allowing the innovative company to pioneer its 'disruptive technology' ideas. The Content Guru team has extensive experience in mass consumer interaction while the workforce is made up of a new generation of technologically-minded, creative graduates. Together, they make a powerful package that is propelling the business rapidly forwards.

Content Guru's clients include major blue chip companies such as the BBC, Sky and Puma; turnover is rising strongly and the directors believe that the ability to communicate with millions of consumers on a one-to-one basis, all at the same time, will ensure its long-term success.

Huw Morgan, HSBC's Head of Business Banking, said, "We hope the success of Content Guru in this year's HSBC Start-Up Stars Awards will help it go from strength to strength, as well as prove to other budding entrepreneurs that business dreams really can be turned into reality."

Redwood Capital Works at the Roots



A donation of £10,000 from Redwood Technologies is helping a Berkshire charity to deliver vital support where it is most needed in the local community.

Berkshire Community Foundation is dedicated to improving the quality of life for people in Berkshire, through a growing grant-making capacity that supports voluntary and community groups in the county.

Since 1985, the Foundation has been building a Community Capital Fund to provide grants to small voluntary groups that tackle need at the

grassroots. Donations from individuals, Charitable Trusts and companies like Redwood Technologies are pooled into the Foundation's Community Capital Fund, from which the Foundation draws income to make its grants.

Because it is a capital fund, donations work year after year, generating income for grant-making through the growth of the fund. In this way, by donating £10,000, Redwood can generate £15,000 worth of funds for the Bracknell Forest area.

The Foundation aims to support smaller organisations that are doing vital work, but have real difficulties in raising funds. Through the monitoring and evaluation of grants awarded, donors can be assured that their charitable giving is getting to where it is really needed.

Among the groups in the Bracknell Forest area that will benefit from Redwood's donation are those caring for the elderly, groups working with children and young people, initiatives to help people with a long-term illness or disability and their carers, and support groups for people with mental illness and those suffering from addiction.



Martin Taylor and Sean Taylor present the donation to The Hon Mrs Bayliss, Lord Lieutenant for the Royal County of Berkshire and President of the Berkshire Community Foundation

Says Martin Taylor, Sales and Marketing Director for Redwood Technologies, "This really is a gift that keeps on giving. The Berkshire Community Foundation's outstanding track record of responsible growth has ensured a steady flow of vital funds into the places where they are most needed. Redwood is delighted to support an initiative that makes a genuine difference to people's lives."



The Redwood Team – An Interview with Irfan Habib, Business Development Manager



Irfan may be a familiar face to many of our readers, because his role as Business Development Manager brings him face-to-face with many Redwood clients. He joined us through our graduate recruitment programme in 2002, as an engineer in the Engineering Services team. Irfan graduated with a Masters in Electrical and Electronic Engineering with Management from Imperial College, and now offers Redwood clients a valuable blend of technical expertise and commercial acumen.

What made you choose Redwood?

It was the speed at which things were happening, I think. When people are working hard to generate and deliver new ideas, the motivation is infectious. It was clear that this was a business that was going places, and that there would be lots of opportunities for people who were part of it.

Isn't it unusual for engineers to move into customer-facing roles?

Not at Redwood; you need a real service mentality and a good sense of commercial urgency if you want to flourish here. The Business Development team all have strong technical backgrounds, which allows us to provide truly informed professional advice to customers. You have to understand their systems and business needs, and you have to know how our solutions and capabilities can match them.

What aspect of your job do you find most rewarding?

It's seeing a project through from a blank piece of paper to the point at which the channels light up and the revenues are flowing for our client - and us, of course. Redwood is a highly creative environment, and we deal with a very diverse range of customers. We are also a world-wide business, so I can find myself working on solutions for customers in Europe, the Middle East, Africa and the USA.

What are you working on at the moment?

We are preparing a solution for a leading UK utility company that will help them to be proactive in communicating with customers and keep them informed and updated by sending SMS messages when electricity supplies fail; this will dramatically reduce the surge in traffic to their contact centres and make for a much better customer experience, even when the worst happens. It's this kind of smart use of technology to achieve a business goal that interests me.

What does the future hold for you and Redwood?

I think we're going to see the trend towards hosting and network convergence accelerating over the next couple of years, especially in a tougher economic climate. Customers will be less inclined to replace end-of-life systems, or to invest in the skills they need to deploy new technologies, so they will be turning to us to host advanced services for them. Content Guru, our hosted services and communications consultancy, is growing rapidly as more and more organisations recognise the power of the STORM platform. It's going to be about delivering services to mobile devices, using IP for the transport. So for me, it means plenty more opportunity to help our team in the development of innovative solutions to fresh business challenges.

Redwood Supports Heathland Conservation Project



The charming, shaggy-haired creatures depicted on the right - at least, the three in front - are Dexter cattle. They belong to the Berks, Bucks and Oxon Wildlife Trust (BBOWT) and they are part of a conservation initiative - or, perhaps, moo-vement - supported by Redwood Technologies.

BBOWT is one of 47 wildlife trusts working across Britain to achieve the shared aim of securing a better future for wildlife. The Berks, Bucks & Oxon Wildlife Trust was established in 1959 by local ecologists and to date the BBOWT has more than 1,300 active volunteers and over 50,000 members.

Martin Taylor, Sales and Marketing Director for Redwood (back row, left), went down to BBOWT's Wildmoor Heath Nature Reserve, near Redwood's Bracknell headquarters, to greet a new arrival of cattle purchased with a donation of £2,000 from Redwood.

Wildmoor Heath is a valuable remnant of Berkshire heathland that is home to many rare plants, birds and invertebrates. Cattle are grazed at the reserve to help prevent coarse grasses from taking over the site, and to allow internationally important heathland species to flourish.

"We are extremely grateful to Redwood Technologies for donating the money to purchase five new Dexter cows," says Andy Coulson-Phillips, Berkshire Reserves Manager for BBOWT. "Dexters are perfect for this task as they are small and light, doing less damage to the ground on wet sites, while being able to eat rough grasses. They will form a valuable part of our Berkshire reserves team."

Says Martin Taylor, "Redwood has always pursued environmentally responsible business practices, developing carbon efficient technologies, while reducing waste and paper consumption. We are also committed to supporting other green initiatives, like BBOWT, so we were happy to steer some funds the Trust's way."



Martin Taylor with Andy Coulson-Phillips

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