RedNews

The newsletter of Redwood Technologies

Autumn/Winter 2011/2012

Headlines

REDWOOD TECHNOLOGIES

Welcome to the Autumn/Winter 2011/2012 edition of RedNews — a selection of Redwood's top stories from the last quarter, plus a special feature on our recent launches into new territories, India and Ireland.

This issue we examine PADLOCK™ a PCI-compliant payment system, part of our ever-expanding payment solutions portfolio.

Redwood was privileged to host a visit from John Alty CB, the Chief Executive and Comptroller General of the British Government's Intellectual Property Office (IPO).

We are also proud to report on our latest charity contribution, with the **storm** platform being put through its paces for the 2011 BBC Children in Need appeal, having taken a record-breaking £1million plus in donations through our PCI DSS payment system.

For further information on the articles within this quarter's RedNews or any Redwood products please visit our website www.redwoodtech.com or contact Laura Jones on:
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storm launches in India and Ireland

This quarter has seen the launch of the **storm** platform by Redwood and sister company Content Guru into two new territories: India and Ireland. With Cable&Wireless Worldwide as the channel-to-market for both launches, the team had the chance to present **storm** to the Indian and Irish customer base. Both events were supported by senior executives from C&W Worldwide, with the new **storm** Ireland platform representing a joint venture between the two companies and C&W Worldwide's biggest investment in the Irish market in over a decade.

Two more different marketplaces would be difficult to find: the meteoric growth of the Indian economy with its sprawling cities, population of over a billion and reputation for cost-effective business process outsourcing (BPO); contrasted with the 4.5m people of Ireland, in the context of a fiscally unstable Eurozone.

Edward Winfield, the Director of SaaS Alliances for C&W Worldwide, comments on why these territories have been selected as the next opportunities in **storm**'s global expansion, "Having seen what we've been able to achieve with **storm** in the UK, it was just a matter of time before we took it worldwide. C&W Worldwide has a strong presence in both India and Ireland, and we are seeing a lot of demand for the cloud service model, driven in both cases by the need to reduce the total cost of ownership of enterprise communications."

In India, **storm** will address a market of over 1 million contact centre seats. Although it is a booming marketplace, there are pressing challenges facing Indian contact centre outsourcers. Wage inflation rates of 8-15%, as well as 40-60% first-year churn of contact centre agents, is impacting the business case for offshoring contact centre operations. Moreover, competition from emergent territories, such as South Africa, is helping to drive an emphasis on improving quality of service. **storm** will help contact centre BPOs to enhance functionality while reducing their infrastructure costs, reconciling their need for higher standards with retaining their advantageous price-point.

The **storm** team ran three seminars in Bangalore, Mumbai and Delhi under the banner of "Bringing the cloud to the contact centre". All the major global BPO companies and system integrators were in attendance. The launch has thrown up some of the most exciting **storm** opportunities to date, each of them potentially spanning multiple countries and thousands of contact centre seats.

Shali Thilakan, C&W Worldwide's Managing Director for India and South Asia, comments on the successful launch of **storm**, "I am very proud of what the team has achieved. It is never easy to get customers to get out of their office, to travel across town and spend time with a vendor for a product launch. The customers get bombarded with these kind of invites all the time. However we have been able to get more than expected participation across all three cities."

Thilakan continues, "The level of interest these events have generated is a testament to the fact that there is a clear need for **storm**'s cloud-based services in the Indian contact centre marketplace."

The Irish marketplace presents an altogether different set of challenges. Although it is at the other end of the spectrum in terms of sheer scale, it has a vibrant SME market and a number of huge global brands have their European headquarters there (including Apple and Google).

Winfield comments, "The current climate of uncertainty in Europe, and the unaddressed market appetite in Ireland, present an ideal opportunity for disruptive innovation. Although the market drivers are very different, the requirement to take control over total cost of ownership is just as important in Ireland as it is in India, if not more."

The team went over to Dublin to present the new **storm** Ireland platform to the Irish customer base at the Guinness Storehouse.

Stephen Colgan, the Ireland Head of Sales for C&W Worldwide, remarked on the success of the event, "It was great to see so many of our customers turning out to learn about **storm**. Initially we thought perhaps they were only coming for a Guinness, but given that we've already got a flurry of follow-up meetings booked in with a range of customers, it seems safe to say they are as excited as we are about the platform!"

Sean Taylor, director of Redwood, puts the events in context, "With several more **storm** launches planned for next year in different territories around the world, we're very encouraged by the positive reception in India and Ireland. 2012 is set to be an exciting year for cloud computing and for Redwood!"

Technology Focus: PADLOCK—PCI compliance with the human touch

Redwood has added another innovative capability to its ever-expanding portfolio of payment solutions.

LOCK® , the automated, Payment Card Industry Data Security Standard (PCI DSS) compliant phone payment system, has proven highly successful among Redwood's customer base. The benefits of secure automation are very clear: payments can be taken 24/7 including out of office hours, and agents can be freed up for other tasks.

However, there are some situations in which automation is either inappropriate or unwelcome. The customer may become confused by being transferred into an automated system. They may make an error, grow frustrated and drop out of the process. They may not like such an impersonal kind of service. And the agent may miss out on opportunities to up-sell or otherwise add value to the transaction at the most crucial moment – the point of sale.

That's why Redwood has developed PADLOCK™, a payment system which carries the same PCI-compliance as LOCK but without the automation element. PADLOCK enables contact centre agents to take secure, Payment Card Industry (PCI) compliant payments from customers while staying on the line to guide them through the process.

By using a technique called Dual-Tone Multi-Frequency (DTMF) Suppression, PADLOCK masks the tones which are generated when the customer enters their payment details on their phone keypad, ensuring that the agent cannot hear the information. Meanwhile, on the agent's screen, stars appear in the relevant boxes so the agent can determine that the correct number of digits has been entered. It operates just as if the customer has input their details through a 3D-Secure online payment portal, but over the phone.
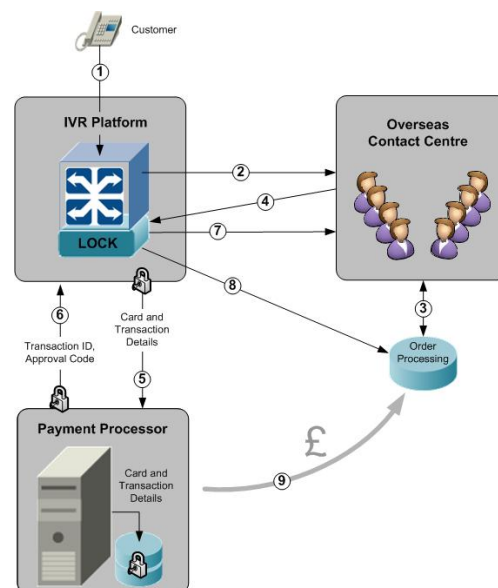
Matthew Chadd, a Senior Project Manager for Redwood who has led the development of both LOCK and PADLOCK, explains:

"The advantage of PADLOCK is the greater degree of continuity it provides in the customer journey. Instead of being transferred to a separate system, the customer can have their queries answered and the agent can smooth out any sticking points in the process. It just gives the service that personal touch that you can't get with automation.

"This reaps significant benefits in a variety of situations. For instance with donation hotlines, agent interaction is often considered preferable because donors like to feel that their generosity is appreciated. Therefore they will tend to donate larger sums when speaking to a human being."

Chadd goes on to explain how the service satisfies all stakeholders:

"The customer wants to feel valued, to be able to pay quickly and easily without worrying about possible credit card fraud. The agent wants to ensure the transaction goes ahead smoothly, and perhaps to sell additional products or otherwise increase the size of the transaction (particularly if their commission depends on it). And the organisation wants to demonstrate full PCI compliance while maximising its revenue potential and customer satisfaction. PADLOCK offers speed, convenience and total peace of mind for the customer, the agent and the organisation."

Redwood welcomes UK knowledge industry supremo

Redwood was privileged to welcome a visit from John Alty CB, the Chief Executive and Comptroller General of the British Government's Intellectual Property Office (IPO), and Nigel Hanley, a Senior Patent Examiner specialising in software Intellectual Property.

Redwood directors, Sean and Martin Taylor, had the opportunity of speaking with two of the leading lights representing British business ideas. A range of topics was discussed, including the challenges of continuous innovation, proposed changes to patent law and the ins and outs of trade marking.

John Alty remarks on the company, "It's excellent to see a business that's really at the forefront of the British knowledge industry. In times of economic instability and uncertainty, we need businesses like Redwood to keep innovating, to keep growing and generating high-quality jobs for well-qualified people." He adds, "It's the intellectual property value created by entrepreneurs like these that's going to help drive growth in the national economy."

Martin Taylor also commented on the success of the visit: "We were honoured to have the chance to sit down with John Alty and talk about some of the really tricky issues facing software developers today. At Redwood we've learnt, over nearly 20 years of experience, how to navigate the pitfalls of Intellectual Property and create real value.

"But for new technology companies starting up, it's one of the big barriers to innovation. Will my software be protected? How do I make sure my competitors can't simply throw their resources at producing the same thing? Am I even allowed to develop this product? What can I call it? These are all problems which aspiring entrepreneurs have to address.

"That's why the IPO's work is so important, in ensuring that the interests of both new and incumbent businesses are properly protected, and promoting responsible and sustainable commercial innovation."

storm helps Auto Trader dealers measure effectiveness

As Britain's seventh most searched-for online brand of 2010, Auto Trader is one of those websites which dominates its market so thoroughly that its name has become almost synonymous with the process of buying and selling cars.

Building from its origins in magazine publishing, Trader Media Group (TMG) now encompasses a range of international online brands including Van Trader, Truck Trader and Farmers Trader, but the flagship Auto Trader remains its best-known property. With approximately 10 million unique visitors per month to its UK site alone (sixteen times the volume of any competitor), Auto Trader is the natural first port of call for a buyer, before making telephone enquiries and ultimately going to a dealer's showroom for a test drive.

Picking up the phone is a key point in this process. It's the moment when passing interest becomes pro-active curiosity. It's the point at which an online visitor becomes a lead. For TMG's customers, the car dealers, the number enquiries generated by their advert on Auto Trader is therefore a fundamental performance indicator. Furthermore, interpreting the contextual data associated with those calls, such as the origin, duration and call volumes, can provide a dealer with real insight into how they are performing.

That's why TMG decided to adopt **storm** as its real-time number management, quality monitoring and call data analysis platform for dealers, providing the basis of the 'Call Tracker' product within Auto Trader's Dealer Portal. This tool enables dealers to see the flow of calls they're receiving to any allocated tracking numbers. They can use this information to compare the performance of their non-geographic numbers (08-) displayed on Auto Trader against the geographic (01-/02-) numbers used for local advertising campaigns. The distribution of leads in a given area can also be viewed on a map, enabling dealers to measure which local campaigns are proving most effective.

TMG's Annual Report for 2011 highlights the strategic importance of the Dealer Portal as part of Auto Trader's service portfolio:

"Around 90% of the UK's dealers do business with us, and about 74% of them use our Dealer Portal. This portal uses Trader Digital's analytics to provide meaningful sales data that none of our competitors can match. It is a dedicated trade resource that provides a gateway to essential tools, research and a portfolio of solutions helping dealers to manage their stock, view advertising performance, track leads and convert those leads into sales for a convincing return on investment."

Polly Littlewood, the Product Manager for Call Tracker within TMG, comments on the importance of capturing the first crucial telephone interaction:

"When a user is browsing the website, they may be looking through any number of different dealer's vehicles in a single sitting, located anywhere in the UK. For all we know, a web user could just be a car enthusiast who enjoys browsing for its own sake, with no intention of buying. When they make a call, the customer can see their return on investment clearly."

Littlewood continues: "The detailed information that **storm** provides also helps our customers to improve their effectiveness. They can see which of their branches are performing best, and review the call recordings for quality optimisation purposes. If a call is missed, it is immediately flagged up to the branch via SMS, email and on their management dashboard. This ensures that all telephone leads are followed up as quickly as possible, since it's a tried and tested truth that speedy response results in higher conversion rates."

Kalpesh Patel, a Senior Project Manager for Redwood who led the TMG **storm** project, talks about some of the technology behind the solution:

"The TMG Call Tracker was a challenging project due to the highly bespoke nature of the portal we created. It's a perfect example of the underlying open architecture on which **storm** is based,
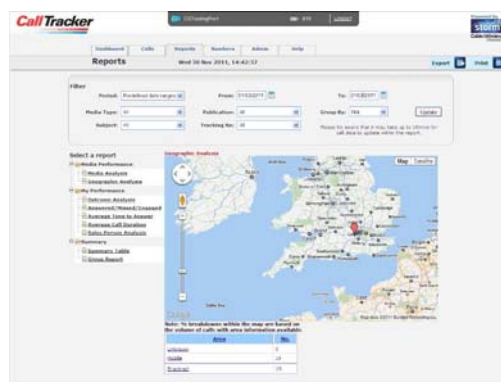
which has been developed and refined over the course of nearly 20 years here at Redwood, coming into its own.

"The modular design of the core real-time technology gave us the flexibility we needed to adapt the solution to TMG's requirements. We had to design the Call Tracker module to be plugged into the existing Auto Trader Dealer

Portal, with further integration into Google Maps to provide a tool for campaign evaluation."

Patel explains further, "**storm**'s ability to treat geographic numbers just like non-geographics allows us to bring both dedicated TMG numbers and a dealer's own numbers into the same manageable framework, so they can be analysed side by side. In combination with the mapping capability, these features enable car dealers to identify local advertising hotspots and compare campaign effectiveness against their online lead generation through Auto Trader."

Richard Manthorpe, also a Project Manager for Redwood who has worked closely with TMG, outlines how TMG takes advantage of the hierarchical partition structure within **storm**. This allows all **storm** customers to 'multi-tenant' – to share the same platform – while using different services, each customised to their distinct needs:

"The huge advantage of delivering from the cloud is that **storm** can provide a central point of management for multiple layers of organisations.

"For a car dealer, this means they can assess the performance of their various branches both individually and as a whole, tracking the numbers of appointments booked in, conversion rates and other relevant KPIs. The facility for supervisors to monitor and score call recordings also provides a common benchmark for quality control across all branches."

Manthorpe adds: "Meanwhile, TMG can then take a detailed view of the service they are providing to all their customers, gain insight into best practices and identify opportunities to improve their service."

Richard Thwaites, Head of Intelligence Products for TMG, comments on the impact of the service: "**storm** has helped Auto Trader to consolidate its market leadership. Through the Call Tracker portal, we have a technical offering as compelling in the marketplace as our brand. It enables our customers to see that they're getting more than just a label and an online showroom. They're getting capabilities which are pivotal to their entire sales and marketing strategy. And the interfaces are deceptively simple to use, providing users with a lot of power and depth of control without requiring much training at all."

The Redwood Team - An interview with Neil Carrott, Development Engineer

Neil joined the business just under 10 years ago after graduating from Warwick University with a degree in Computer Science. Here he shares with us some of his thoughts on the challenges of operating in mission-critical environments, and the pressure of knowing that massive customer organisations are depending on him and the team to deliver. His degree he says, "just about prepared me with the problem-solving skills required in my current role!"

What does your role involve?

I'm one of the lead developers on our CENTREX™ and CONTACT™ solutions (which encompass our IP Telephony and IP Contact Centre capabilities), so I'm heavily involved in the design and implementation of some of these core applications. I work on both the web interfaces and back end applications for these services.

What do you find challenging in your role?

Being involved with the implementation and support of a 24/7 service that is mission-critical to our clients is a huge and exciting challenge. The operation of a Redwood platform has been likened to operating a jumbo jet, and we have to ensure that it stays in the air at all costs! Coding fancy new features is the easy part, but ensuring they will hold up when subjected to the infinite possibilities of user behaviour is another thing entirely.

What is the most rewarding aspect of your role?

Seeing something you've written go out and enhance the way businesses are able to operate is hugely satisfying, especially when our products are able to improve the end-customer's experience when they interact with the organisation.

Where do you see the future for Redwood?

Redwood has always had a very dynamic and skilful team, so we are able to move in whichever direction the opportunities take us. Personally I'm excited that our CENTREX and CONTACT solutions are continuing to expand into new territories, and there will be numerous feature requests which will be at the forefront of modern telecoms and can only enhance the experience for existing clients (and no doubt keep me from getting bored for some time to come!).

storm contributes to record-breaking BBC Children in Need appeal

On Friday 18th November, the mass payment handling capacity of the **storm** platform was put to the test as millions of people tuned in to watch the 2011 BBC Children in Need appeal, broadcast on BBC1.

The event set a new record for the largest on-the-night sum ever raised for the charity, in excess of £26m, which will fund projects to support disadvantaged children all around the UK. With over £1m of these donations being taken through **storm**'s Payment Card Industry Data Security Standard (PCI DSS) accredited automated payment service, Redwood was proud to be part of such a special occasion.

As the largest platform for phone-based payments in Europe, **storm** was able to support the processing of hundreds of thousands of calls which came flooding into the donation hotline.

The platform has also been audited by the BBC's Interactivity Technical Advice and Contracts Unit (ITACU) to guarantee compliance with the required standards of data security.

GFM, an agency specialising in mass interactive media response, used **storm** as a key element of their solution for BBC Children in Need. Rob McLaughlin, Technical Sales Support Manager for GFM, commented on the challenges of ensuring the smooth running of this unique event:

"With one-off live fundraising events such as BBC Children in Need, it is absolutely critical that everything goes off without technical issues. If the viewer is inconvenienced or delayed at all when they're trying to donate, they can lose patience quickly. We need to be able to take payments automatically then and there."

Louise Duffield, Head of Operations at BBC Children in Need praised the performance of the platform:

"The capability and simplicity of **storm**'s payment handling process, and the reliability of the platform even during massive peaks in demand, means we can make it as easy as possible for people to be generous."