



# RedNews

The newsletter of Redwood Technologies

Spring 2007

## Headlines



**REDWOOD  
TECHNOLOGIES**

Welcome to the Spring 2007 edition of RedNews – a selection of Redwood's top news stories of the last quarter.

This edition takes a look at Redwood's new technology partnership with leading global technology services company, EDS, as well as the latest developments in Call TV regulations, and the launch of Redwood's Content Management System, RedCMS™.

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 Amy Burchell on:

+44 (0) 1 344 304 344 or [amb@redwoodtech.com](mailto:amb@redwoodtech.com).

## EDS Selects RedMatrix® for US Government Project

Redwood is pleased to announce that it has partnered with EDS to support the installation of a next generation conferencing system for a U.S. Federal Government client. An EDS spokesperson comments "EDS recommended Redwood because of the system's flexibility, open based technology and a dynamic approach to system development."



"Redwood's ability to react to changes and incorporate

additional features over short time periods exemplified their dynamic approach to application design and voice communications. Together, EDS and Redwood provided a robust teleconferencing solution in a secure and reliable environment that accommodated our client's critical needs."

Redwood Director, Sean Taylor, adds "I am absolutely delighted that EDS selected Redwood. To

be working on a mission critical project in the US with both its government and one of its largest companies is a major achievement for our company."

EDS (NYSE: EDS) is a leading global technology services company delivering business solutions to its wide range of clients.



**REDWOOD  
TECHNOLOGIES**

EDS founded the information technology outsourcing industry 45 years ago. Today, EDS delivers a broad portfolio of information technology

and business process outsourcing services to clients in the manufacturing, financial services, healthcare, communications, energy, transportation, consumer and retail industries, as well as to numerous governments around the world. Learn more at [www.eds.com](http://www.eds.com).

To find out more on Redwood's RedMatrix conferencing solution, visit our products page at [www.redwoodtech.com](http://www.redwoodtech.com).

## iPath™ Wins Product of the Year Award

After the successful launch of iPath™ in 2006, Redwood is pleased to announce its next generation soft phone has now been awarded Product of the Year by one of the USA's leading telecommunications publications, Communications Solutions.



Designed to aid the transition to IP Centrex technology, increase productivity and improve the user experience, iPath has fulfilled the judging panel's criteria of vision, leadership and attention to detail, with its host of innovative functionalities. In addition to the more generic softphone features such as call conferencing, call forwarding and presence, iPath offers anamorphic docking, instant filtering, active call group management, call recording and instant messaging: saving valuable space on the desktop as

well as time spent on simple functions such as dialling, answering and routing calls.

iPath also offers a rich list of reporting capabilities, allowing businesses to monitor utilisation of the network, whilst offering effective customer relationship management.

Rich Tehrani, TMC President and Group Editor-in-Chief of Communications Solutions, notes: "Redwood has proven they are committed to quality and excellence in solutions that benefit the customer experience as well as ROI for the companies that use them. I am pleased to honour their hard work and accomplishments and look forward to more innovative solutions from them in the future."

Aware that new software can often cause workers to hesitate and lead to lengthy periods of familiarisation, engineers at Redwood have created user-friendly interfaces that can be effortlessly personalised and integrated with well-known programs such as Microsoft Outlook for a superior



customer experience. iPath can also be installed and easily configured without administrative help or training due to its user-centred design.

Martin Taylor, Sales and Marketing Director at Redwood, adds: "When it

comes to softphones, the most important concern for most companies is the functionality of the device. The product has to prove its worth as an alternative to traditional PABX communication. With iPath we've unified all the traditional functions of a telephone with the features that people have come to expect from IP Telephony and more, without compromising another equally important area: voice quality."

For more information on iPath, contact a member of the Business Development Team on +44 (0) 1344 304 344.

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# RedCMS™ Web Content Management System



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The power of the internet is now unquestioned and early doubts that it would be little more than a library and have limited commercial value have finally been put to rest: in 2005 in the UK alone, over £103bn (\$206bn) was spent on internet sales. With business and personal users having access to higher and higher bandwidth connections, website designers are now able to provide much more interesting visual and audio experiences through their sites.

A key challenge to anyone offering a website is to ensure that content is updated regularly in order to keep users interested in the services on offer. In order to service this requirement, Redwood has launched its dynamic Content Management System, RedCMS™, empowering users to change pages or whole sites rapidly and efficiently. The system mirrors the target website, utilising a series of user-friendly layout menus, and therefore requires no extensive training. Administrators can

navigate to each area or page of their website in RedCMS just as easily as if they were surfing the web, updating content by simple use of word-processing skills.

In addition to content updates, RedCMS enables users to manage data services, such as document management and member registration. Where necessary, the system can be integrated with Redwood's rapid message dissemination service, RedAlert™, for instant notification upon submission of new data or user-generated content. With built-in web analysis, it is also possible to monitor website activity and measure visitor response in order to gauge the effect of content updates and layout alterations.

RedCMS can be used to manage corporate websites or any other content-driven web enterprises, and gives full control to clients for both commercial and data protection purposes. By eliminating the need for outsourced or external web support, RedCMS not only saves money, but also allows users to make instant changes to their website when required.



RedCMS was originally developed as an internal application to manage the Redwood website. However, with the addition of features from the RedResponse® web-based, self-provisioning interface for voice and SMS applications, it was transformed into a powerful tool for cross-media, self-service operation.

With the option to integrate with payment systems such as PRS, MO/MT Billing, short codes and banking integration, RedCMS now offers a host of additional features and services, and along with it, new means of revenue generation. Incorporated with IVR and third party bespoke XML web services, the system can also offer exciting and innovative features to attract new visitors and enhance the customer experience.

# IKT Locks Down Norwegian Prisons

Whilst inmates in the UK take legal action to put a stop to overpriced call charges, prisoners in Norway are far from unhappy with prepaid billing and personalised account solutions from one of Norway's most dynamic IT/Tele outsourcing service providers, IKT Tjenester AS (IKT).



IKT's life behind bars began in 2001, running prison telephony and payphone services on a prepaid platform in 32 institutions throughout Norway. In recent months, since upgrading to Redwood's intelligent switching platform and communications server, DNX®-1200, along with Redwood's RTInstantBilling™ solutions for call monitoring and billing, the organisation has received an extended sentence across the country, now serving 90% of all Norway's inmates.

IKT's prison telephony services have cornered a niche market, providing a solution that addresses

important security issues, whilst improving consumer satisfaction. The cashless payment mechanism utilises Hot Dial settings and account PIN codes to store approved numbers for instant redial upon request, making it easier for prisoners to make calls, and increasing efficiency of call processing for administration teams.

With call history, and call monitoring available whenever necessary, the system ensures that guards have complete control over outbound calls, and therefore affords inmates greater privacy, with access to cordless phones rather than card phones based in public corridors.

Morten Kvamme, Technical Manager at IKT, notes: "We have complete confidence in our solution from Redwood, and have already had great success with the services running on it. We are sure that there is still a call for more valuable services and functionalities, such as conferencing and recording, and we are certain that the DNX-1200 will enable us to bring them to the prison market in the near future."

After the success of IKT's billing solution, not just in Norwegian prisons, but also in various



hospitals, refugee camps and oil rigs around the country, the organisation is planning the launch of its cashless payment solution, the 'electronic purse'. The solution will be incorporated into the prepaid calling card, and is ideal for use within prisons or other institutions, where purchases cannot be made with cash or credit cards.

IKT Tjenester AS is one of Norway's leading IT/Tele outsourcing service providers, and the partner of choice in the prepaid telephony sector. IKT provides services to more than 80% of all hospital beds, and 90% of prisons in Norway. Clients include Bergesen Rederier d.y, Hennes & Maurits (H&M) and Schlumberger Sema Solutions. The company was founded in 2000 and is based in Bergen, the second largest city in Norway.





## RedView™ Real-Time Statistical Analysis for PRS & Call TV Sector



During the past few months the UK Call TV market has been under the spotlight with questions raised by the Department for Culture, Media and Sport (DCMS), Premium Rate Services regulator ICSTIS and telecoms regulator Ofcom, over

alleged fraudulent or misleading practices in the Call TV services featured in shows such as *Blue Peter*, *Richard and Judy*, *Big Brother* and *GMTV*.

In answer to this, and in a bid to help restore public confidence in the beleaguered PRS and Call TV markets, Redwood partner and hosted services specialist, Content Guru, has turned to Redwood's real-time and historical statistical analysis tool, RedView™, to support its high volume, converged media platform for hosted services. Providing generation of service statistics down to the second, RedView guarantees fairness and transparency and enables forward-looking broadcasters and service providers to make their programming fully compliant with the requirements of the latest DCMS enquiry.

The conclusions drawn from the investigation have

led to recommendations that broadcasters be required to display historical information about the volume of incoming calls, along with an indication of the odds of being connected to the studio. In addition, the Committee suggests the implementation of an alerting and call limitation system as a precautionary measure against overcharging and addiction.

In accordance with requirements, RedView allows users to easily interrogate INX™ call data records in order to view call statistics. Reporting can be tailored to individual campaigns with filters for DDI, Call States, Call Duration, Chamber, Circuits and timeslot for any data range.

RedView effectively monitors calls and provides real-time status reports, which can then be displayed on-screen or alternatively delivered to the participant as an automated message with Redwood's Interactive Voice Response application, RedResponse®. With call counters enabled, broadcasters are also able to manage call limits, and if necessary, divert callers to contact centre agents if individual thresholds are exceeded.

RedView has already featured in campaigns run by heavyweight providers such as BT and KPN, and is now supporting Content Guru's converged media platform, STORM™ (Services for

Television, Online and Radio Media). Already several thousand of ports strong and hosting a variety of Call TV, PRS and NGN switching services, STORM is rolling out to become Europe's largest call handling platform by Q4 2007.

Martin Taylor, Sales and Marketing Director at Redwood, notes: "Participation media has grown rapidly to become an important element in the broadcaster's mix. However, recent adverse media coverage and important consumer interest issues now threaten the future of this promising sector.



Shows such as *Big Brother* have been under the spotlight.

exciting programme formats and constructing a framework of sustainable revenues means some pretty tough challenges lie ahead. With trusted technology from Redwood, we can provide the services to make that happen."

"Our platforms guarantee the complete transparency and accountability needed to satisfy both the consumer and the legislator. Rebuilding viewer trust, enabling new,

## The Year of the CAT



2007 may have marked the end of the Year of the Dog in the Chinese calendar, but for specialists in cashless payment solutions, CreditCall, it marks the year of the CAT,

and a 10 year anniversary, providing some of the UK's leading budget hotel chains with a Prepaid Billing Solution developed by CreditCall on Redwood's DNX® platform.

CreditCall's Card Activated Telephone, or CAT, was introduced to hotel chains such as Travelodge in 1997, and allows guests to make calls from their rooms on a pay per usage basis: the user simply swipes their credit, debit or prepaid card through the phone and dials the number.

The aim was to provide guests with more control over additional room charges and has proved to be very popular: CreditCall now has over 40,000 phones in operation throughout the UK, and has

recently upgraded its telephony platform and range of Value Added Services to include data as well as voice calls. Guests can stay connected, dial into their network, the internet, or collect their email with the provision of a modem connection socket at the back of the unit. In addition, the latest offerings also make it possible to make payments for in-house movies, either by entering credit card details using the standard TV remote control, or via a Card Activated Telephone.

Offering competitive payphone rates without the security and vandalism risks, CreditCall's CAT has been an accepted alternative to the payphone, not just in the UK's budget hotel chains, but also in many schools and universities throughout the country. It has even been introduced in institutions like Great Ormond Street Hospital, following the government's 'Patient Power' directive to provide every NHS hospital bed with access to a direct dial telephone.

Here, the combination of the CAT and a specially designed cash-free prepaid card provides the perfect solution for the hospital's patients, enabling children to make and receive calls from their beds, and keep in touch with friends and

family during their stay. With an additional option to pay via traditional credit and debit cards, the solution also caters for parents, visitors and staff, and as a result the hospital is recording unprecedented use.

Jeremy Gumbley, Technical Director at CreditCall, notes: "Due to the resilience of the platform and the flexibility of the software, Redwood has been our choice of provider for nearly a decade now. When we decided to replace our older system, Redwood was the obvious choice to supply not only a development environment we were familiar with, but also the hardware to go with it."



CreditCall Card Phones can be used by patients at Great Ormond Street Hospital with the use of specially branded prepaid cards.

## The Redwood Team – An Interview with Kalpesh Patel, Business Development Manager



Next in the series of interviews with members of the Redwood team is **Kalpesh Patel, Business Development Manager**. Kalpesh has been with Redwood since graduating in Computer Science at Manchester University. Amy Burchell asks the questions.

**When did you start working at Redwood?**

I've been working at Redwood for almost a decade now, since I first graduated, so it's the only job I've ever had. Having said that, my role has developed in quite a few different areas within the company, from support to applications

engineer, senior applications engineer to project management, and now sales, so I guess I've had my fair share of challenges!

I'm very lucky to have had the chance to move around in so many areas of the company, and I'm very grateful to have started off in a support role. It wasn't exactly what I had planned after leaving university, but I think it brought out the strengths I needed to progress. As my first real client-facing role, it really helped me develop skills I never thought I had, which proved invaluable in my later role as Project Manager, and then in Sales.

**What were your first impressions of the company?**

I did look into a few graduate schemes with larger companies when I'd finished my degree, but after talking to some of the directors and senior engineers at Redwood, I felt like I'd be much more at home here. I was attracted to the company because of the close-knit team environment, coupled with a genuine feeling that I could contribute and make a difference to help the company grow.

**What have been the highlights of your career at Redwood?**

Watching the company grow and being involved in the transition from working with small service providers to large carriers, blue chip companies and high profile enterprises, and of course, being able to take it all in my stride was a real buzz. In particular, working with KPN to deliver its mass calling platform, was a very important project for both myself and the company in terms of the next stage of growth. That project followed on from BT RIDE's mass calling project and really put Redwood on the map.

Moving on from project managing small clients to a tier one carrier was a lot of responsibility, and a big challenge, but once I had Senior Implementation Managers thanking

me and asking for my recommendations, I knew I was doing a good job!

**What was it like moving from Project Management to Sales?**

As my relationships with clients developed working in Project Management, I began to move away from the technical side of things into account management, so moving into Sales was a natural progression. It's my most challenging role yet, but I enjoy putting myself in clients' shoes and understanding their requirements and what we might be able to do for their business. Working out what's missing, what could help their company run more efficiently, be innovative, or simply how to assist in cutting costs through the use of technology, really gives you a feel for what it's like running your own business. Certainly, experience gained with Redwood during the early days has helped me understand what it takes to run and grow a successful business.

**How do you see the future at Redwood?**

There's a lot of change in the marketplace at the moment and a lot of 'disruptive technologies' out there creating a false economy in terms of technological value. Despite not necessarily having the best technology, companies from the Far East are also emerging as serious competitors for any technology provider, due to their obvious cost advantages.

The introduction of Content Guru and STORM™ has helped remove this barrier and makes us much more competitive. Now we have a strong option to offer that allows our clients to take advantage of new technologies and services without the high risk and costs that such projects usually entail.

In addition, having brought some quite significant partners on board during the past year or two, I think it will be important for us to continue developing more channels to market through them. This will be instrumental in pushing us forward to the next level of growth that we are looking to achieve.

## Redwood Corporate Events



stake and donned their red noses to raise money for The BIG One!

The team's fundraising efforts managed to raise over £100, enough to feed a hungry child for a year; as Gary Koo, our engineering representative at the show notes,

RedNews takes RedNose to CeBIT

Redwood's presence at this year's IT and telecommunications trade fair in Hanover began with a comedy kick-start in aid of Comic Relief, where the Redwood team ran a sweep-

"it was certainly worth all those strange looks!"

Bracknell Young Athletes Open Meeting

Redwood was pleased to be able to continue its Bracknell office local community sponsorship of the annual track and field event for up-and-coming athletes and 2012 Olympic hopefuls at the 29<sup>th</sup> Young Athletes Open Meeting on Saturday 31<sup>st</sup> March. The meet took place at the John Nike Stadium, where 470 participants aged between nine and seventeen from clubs as far away as Norwich, Cardiff and Cannock, battled it out in events such as running, long jump, high jump, javelin and hammer.

To view a full list of results and further details of



the event, please visit the Bracknell Athletic Club website: [www.bracknellac.com](http://www.bracknellac.com).

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