



# RedNews

The newsletter of Redwood Technologies

Summer 2008

## Headlines



**REDWOOD  
TECHNOLOGIES**

Welcome to the Summer 2008 edition of RedNews – a selection of Redwood’s top news stories of the last quarter.

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 Chloe Jarrett on:  
+44 (0) 1 344 304 344 or [cjj@redwoodtech.com](mailto:cjj@redwoodtech.com).

## Deutsche Telekom’s captive market

### T-Home

European telecoms superpower Deutsche Telekom and Redwood Technologies have joined forces to create a new and improved prison telephony system in Germany. The new system offers a secure and easy-to-use service for what must be one of the carrier’s most dependable customer groups.

The project was led by T-Home, the broadband and fixed-network services division of Deutsche Telekom. It began with extensive market research to identify the needs and expectations of the prisons and the inmates, which included consultation with the Ministries of Justice in several states.

Two of the most critical considerations arising from the investigation were security – a key issue for the prisons – and ease of use, both for staff and prisoners.

Redwood’s centralised architecture set it apart from competitor offerings. The intelligence of the Redwood platform is held in a single location, rather than at each prison, making the security systems and the platform itself more cost-effective, and easier to deploy and maintain.

However, the inmates’ personal data are held at the individual prisons, ensuring compliance with Germany’s strict Data Protection regulations.

Redwood’s high security design brings benefits on two levels. First, the need for telephone cards has been removed by providing each prisoner with an account and access code, eradicating the use of telephone cards as currency between the inmates. Secondly, the system is easier for the prison staff to monitor. There are many ways in which to configure the system but generally each account holder can only call the numbers on an approved list, and the duration and cost of calls can both be predefined or regulated. If they try to call any other number, the system blocks the call.

The first client to use T-Home’s new Redwood calling platform was the Stammheim prison in Stuttgart, Germany’s principal top security jail. To date, the service has proved so reliable that a hotline, set up to help wardens if they have any difficulties, has rarely been used. “We made the help mode and user guide a priority in developing the system,” says Herbert Heusinger, Project Manager for T-Home. “Redwood worked closely with us in ensuring that the guides were user-friendly – and in German.”

## Dealing with the best – HSBC go live with RedMatrix

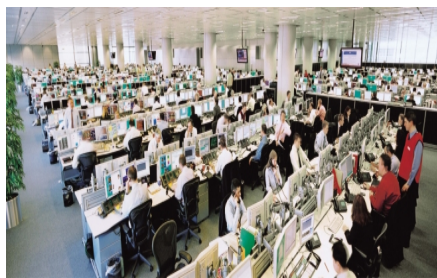


HSBC Group in the UK has invested in Redwood’s award-winning RedMatrix® conferencing system, and the RedRecorder™ call recording application. The applications run on a new Redwood DNX®-1200 platform installed at the Group’s Canary Wharf headquarters.

With 10,000 offices in 83 countries, and 128 million customers worldwide, HSBC is one of the best known of the world’s multinational banking giants. Its three Canary Wharf trading floors are among the largest in the UK, serving as the daily marketplace for 1,400 traders.

Communication between trader groups across the globe is an integral part of HSBC’s banking operations. Trade-critical discussions are hosted via specialised dealer boards. The reliability and availability of these systems is therefore crucial to the profitability of the business.

HSBC traders need instant access to scheduled and unscheduled conferences throughout the trading day. The Group chose the Redwood platform for its next generation conferencing needs because it is already proven as a solution for some of the world’s premier financial institutions.



HSBC Trading Floor

Traders have their own dealer boards, connected to a variety of lines, with each line programmed to a particular conference. The trading floors also have morning and evening conferences, broadcast across the entire floor via a public address system.

RedMatrix handles all levels of conference traffic, and offers a wide variety of additional functions that offer greater flexibility to HSBC.

A key benefit is the ability for traders to access any conference remotely, by dialing in to an allocated telephone number. Access is controlled by a PIN and security code combination assigned to each conference.

RedRecorder records all conferences and makes them available for web download by security-cleared users. It also enables recordings to be e-mailed securely to those who may have missed the conference.

Chris Newte, Product Manager for Redwood, explains that the platform’s ability to cope with a diversity of connections was a key factor in the decision to purchase. “We were able to demonstrate strong stability, even with consistently unpredictable spikes in traffic. HSBC were looking for a platform to ensure maximum trading capacity and continuity throughout the busiest working days and Redwood delivered.”

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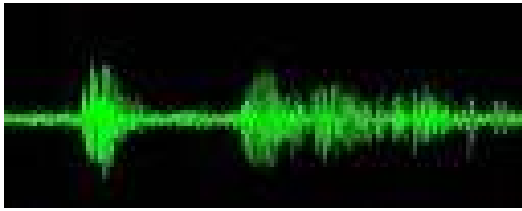
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## Speech Recognition – talk about real technology

Speech recognition has always been one of the most attractive applications in the world of computer-controlled communications, promising enormous cost savings for the service provider, plus a natural interface for the consumer.

Redwood's DNX<sup>®</sup> media servers have incorporated successive generations of leading-edge speech recognition technology for more than a decade. Since that time, Redwood has chalked up successful implementations with major carriers and service providers, not just in traditionally advanced markets such as the UK, Germany and Switzerland, but also in challenging linguistic environments, including Egypt, Greece and Russia.



During that time, the core recognition technology available to Redwood has improved to enable more intuitive communication styles, with wider vocabularies and improved word-spotting capabilities, providing greater usability. At the same time, Redwood's real-world experience in a wide range of application environments has given the company an almost unrivalled ability to provide its customers with effective and attractive service designs.

Redwood has now launched its latest generation of speech technology and services, specifically designed for real-time mass interaction in phone-based transactional environments. These high-throughput applications include automated payment processing and consumer-facing call steering. To ensure maximum flexibility, the new technology is fully integrated into the multi-award-winning RTComposer<sup>®</sup> service creation and RTPerformer<sup>®</sup> runtime environments.

Available to new DNX-1200 system customers, or as a retrofit option for existing system owners, Redwood's new speech recognition has already been extensively field proven on the Content Guru STORM<sup>™</sup> hosted platform, in a number of high profile applications for blue-chip organisations.

Building from a baseline of simple grammar definitions, for example number recognition for time and date, more complex grammars are then built up from the simple elements, using context-specific application logic. Finally, grammars can also be defined on-the-fly as they are delivered from a VoiceXML web server.

Following the conversion of the given speech, a confidence figure is produced alongside each interpretation, in order for the application to establish accurately and quickly which of the possible utterances were most likely to have been the speaker's intent. This process allows the machine to 'self tune', which means that it can learn from characteristics of speech as a call goes on. It is, of course, possible to add to the 'dictionary' held by the DNX as new responses are acquired and verified.

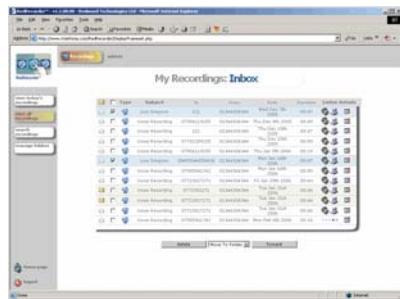
### Service Benefits

- Accurate call steering enabling optimal utilization of contact centre agents and skilled staff
- Increase transaction volumes and call throughput speeds for mass automated booking situations such as cinemas, concerts and sports events
- Multi-lingual service provided round the clock
- Automated dialling and other speech-activated services for mobile users, delivered over mobile networks to the handset
- Real-time analysis of agent and customer stress levels, helping to improve service quality and working conditions
- Enhanced data security - no human intervention in sensitive financial, PIN or other personal data collection

## Multimedium, multi-channel call recording

Over the past decade, communications networks have evolved rapidly both in speed and functionality. Voice calls, text messages, e-mails and faxes are all commonly used, with videoconferencing increasing in popularity.

Keeping track of all of these communications is a huge challenge. Redwood's RedRecorder<sup>™</sup> call logging application allows the recording, storage, retrieval and analysis of all types of interactions to happen flexibly and reliably from a scalable, network-strength package.



RedRecorder Inbox

Running on the Redwood DNX<sup>™</sup> intelligent switching platform, RedRecorder can be deployed within the corporate environment or within the communications network itself. It is used by a variety of organisations, including contact centres, financial trading floors, government offices and public safety centres.

With RedRecorder, Redwood provides the complete answer to today's multi-channel call recording requirements, including inbound and outbound operation across multiple client locations, and

online streaming and download tools, as well as several key regulatory approvals. Cutting-edge options include automated word spotting and tone of voice analysis.

Whether to resolve a disagreement or query, confirm an agreement, evaluate the impact of a marketing campaign, assess or train customer contact centre agents, or fulfil legal or social obligations, RedRecorder is the call recording solution of choice.

Some of the principal uses of RedRecorder within public and private sector organizations include:

- Synchronising communication – when someone cannot attend a conference, a recording can keep them up to date
- Legal and regulatory compliance – transactions are accurately logged
- Security – interactions can be monitored (discreetly or openly)
- CRM – organisations such as contact centres can monitor and improve service levels

### Service Benefits

- RedRecorder can be used for dispute resolution, training and regulatory compliance
- Remote log-in capabilities mean that managers can monitor and maintain the system wherever they may be, or wherever it may be deployed
- Speech-to-text capabilities save hours of transcription time
- Word spotting functionality which provides essential management data
- Tone of voice sensitivity helps to improve customer service and team welfare, by alerting managers when callers or team members are getting stressed



## Cân i Gymru – Hearing the Welsh Voice



STORM™, the hosted services platform operated by Redwood client Content Guru, showed off its wealth of talents recently, providing the call handling for S4C's prestigious national singing competition, *Cân i Gymru* (Song for Wales). The services included a live televote and real-time presentation of results.

S4C (Sianel Pedwar Cymru, meaning Channel Four Wales), launched in 1982, was the first television channel to offer programmes in Welsh during peak viewing hours.

*Cân i Gymru* was a much-heralded triumph, particularly in the light of complaints received in the past from Welsh viewers, who felt that their votes had not been registered via previous generation call handling solutions.

S4C chose STORM because it offered the capacity to handle high call volumes from any region, even with demanding peaks and troughs in traffic. STORM's network architecture is centralised, allowing callers from any region in the UK to access any STORM services in huge numbers.

The live event, held at the Afan Lido Centre in Port Talbot, saw Aled Myrddin win £10,000 for his song 'Atgofion' (Memories).

Using Redwood's award-winning RedResponse® and RedView™ software, the mass numbers of calls were handled effortlessly. STORM ensured ultimate customer satisfaction and rigorous regulatory compliance by implementing its unique out-of-slot network message system. Viewers were informed if they called in before lines opened, or after they

closed, and were advised that they had not been charged for the call.

As the event was held over a single night, votes had to be counted in real time and the results announced within minutes of the lines being closed.

Redwood's state-of-the-art statistics package, RedView Dashboard™, allowed producers to see live-to-the-second results as the votes poured in, allowing them to announce the winner at the end of the show, knowing that the results were fair and accurate.

The production company, Teledu Avanti, was equally impressed with STORM's performance. Jonathan Davies, *Cân i Gymru* producer, commented, "It was very reassuring to have such a high level of control and monitoring of the voting procedure as the vote was happening. In an age of increased focus on the accountability of programme makers, the combination of online and telephone support, coupled with detailed call logging, gave the production the kind of operational integrity that the host broadcaster S4C was looking for."

## Charity Campaign – Just A Phase?

In previous years, Redwood's technology has helped many charitable causes to raise money, awareness and aid for those in need. One notable initiative this year was in conjunction with the Mental Health Foundation.

Founded in 1949, the Mental Health Foundation is a leading UK charity that provides information, carries out research, campaigns and works to improve services for anyone affected by mental health problems. The Foundation takes an integrated approach to mental health and mental illness, believing that social and biological factors are crucial to understanding mental health.

Mental health problems are among the most common of all health conditions, directly affecting about a quarter of the population in any one year. Depression and anxiety are the most widespread conditions.

Issues range from the worries we all experience as part of everyday life to serious long-term conditions. The majority of people who experience mental health problems can get over them or learn to live with them, especially if they get help early on.

The knowledge that mental health problems affect 1 in 5 children led to the recent 'Just a Phase' campaign, targeting parents.

**Is your child's unhappiness 'just a phase'?**

All children get upset sometimes. But if your child is really struggling to make friends, enjoy playtime, or cope with everyday problems, then you may be worried about them.

Our FREE booklet 'Whatever life brings' is a valuable guide to children and young people's mental health, with information and advice that all parents can benefit from. There's also a directory for further support if you need it. Get yours FREE today.

Text code 'phase 15' to 84383, visit [www.mentalhealth.org.uk/justaphase](http://www.mentalhealth.org.uk/justaphase) or call 0800 980 7878

Texts are charged at your standard rate. Calls are free from UK landlines and BT payphones. The Mental Health Foundation is a charity that promotes good mental health for everyone.

**Mental Health Foundation**  
Registered Charity No. 801130

By placing advertisements in weekly magazines and national newspapers, the Mental Health Foundation aimed to raise awareness about the mental health of children and whether difficult phases may be indicative of a more serious problem. Worried parents or family members were encouraged to text or phone in, in order to receive a free advice booklet.

Redwood provided the IVR, 0800 recorded voice facility and the SMS capability to capture the respondents' data, which was used to forward the booklet. Data was then placed in a contact list, which could be used in later fundraising campaigns. The system also featured a transcription service, which was used to create a daily report consisting of the latest data, for ultimate ease of use.

Furthermore, tracking allowed Whitewater, the Mental Health Foundation's marketing company, to establish which publications were the source of the most responses, allowing them to focus their campaign audience in the future.

A spokesperson for the Mental Health Foundation said, "It was great to be able to offer people the option of requesting information in the way that was most convenient for them". Originally designed to run for one month, the demand for the booklets was so high, that the campaign was extended to two months.

## The Redwood Team – An Interview with Nick Dixon, Head of Media Solutions



Next in the series of interviews with members of the Redwood team is Nick Dixon, Head of Media Solutions. Before joining Redwood in December 2007, Nick was responsible for all aspects of the media sector at Kingston Communications. He enjoyed great success widening the channel portfolio, culminating in the deployment of the company's mass calling platform in early 2006. Prior to joining Kingston, Nick built up

valuable knowledge and experience of the ICT world during various sales and account management positions at Tiscali UK Ltd, Cable & Wireless plc and Redstone plc.

Chloe Jarrett asks the questions.

### What does your role entail and what are you working on at the moment?

I develop strategic relations with media parties. I am focusing on UK media and international deals, especially expansion into Africa, the Middle East and Asia, in addition to consolidating and strengthening our position in the UK marketplace.

### What opportunities do you see for Redwood?

I see international expansion for our media solutions, alongside wider expansion in the UK media marketplace, with greater use of CRM (Customer Relationship Management) capabilities. I also believe that there will be continued expansion into the corporate and reseller sectors through partner channels. There are also many exciting opportunities opening up for our mobile solutions, such as SMS and MMS, mobile Internet and video.

### What do you like best about working for Redwood?

Redwood's capabilities are globally infinite, so there is always something to sell, somewhere!

### What appealed to you about working for Redwood?

I have always been very interested in the technology that I sell. Redwood offered me the opportunity to work in a technology and solutions-based company. I see it as the most technically adept and capable business of its type in the UK.

### How do you see Redwood advancing in the next few years?

I see Redwood continuing to expand rapidly both in terms of straight solutions sales and from a development and engineering perspective, especially for international business.

### What has been the highlight of your career at Redwood, to date?

I really enjoyed the MIPTV show at Cannes, as it was the first time that I was able to actually demonstrate our services online to the international TV market.

## Corporate Events

Redwood is delighted to announce its sponsorship of several local events this year, demonstrating its continuing investment in the local community.

### Young Olympians

The 30th Young Athletes Meeting took place on Saturday 29th March 2008 at the John Nike Stadium in Bracknell, with Redwood as the proud sponsor for the fourth consecutive year. This annual track and field event for up-and-coming athletes and 2012 Olympic hopefuls is an extremely popular event, offering the opportunity for clubs based across the region to show off their sporting skills and talents.



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)



### In The Swim

Redwood Technologies also supported the Bracknell and Wokingham Swimming Club, sponsoring one of the races in their open swim meet which is held annually at Bracknell Leisure Centre.

For further details about the Bracknell & Wokingham Swimming Club, please visit: [www.bwsc.org.uk](http://www.bwsc.org.uk)



### Fun gun

Redwood will be sending two teams to the annual British Red Cross clay pigeon shoot and gourmet lunch on the 17<sup>th</sup> September 2008, to be held at the Royal Berkshire Shooting School in Upper Basildon. A great day of fun is promised for all involved. The teams will be raising much needed funds for new first aid equipment, such as BP monitors, for RedCross emergency vehicles.



If any other organisations are interested in fielding teams, please contact Chloe Jarrett on [cjj@redwoodtech.com](mailto:cjj@redwoodtech.com) for further information.

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