



RedNews

The newsletter of Redwood Technologies

Summer 2010

Headlines



**REDWOOD
TECHNOLOGIES**

This edition of RedNews features a major new announcement from Redwood Technologies, - the introduction of the DNX® -500 intelligent switching platform and communications server.

Scottish Prison Services selected the DNX-500 for installation at 15 sites, where the systems are providing a key welfare service for inmates and their families. With government policy focusing on cost reduction and doing more for less, the efficiencies and control provided by Redwood Technologies have a key contribution to make to the cost-effective provision of public sector services, as well as for clients in the private sector who are looking to improve service while reducing costs.

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

Power to the pollsters: Redwood reveals the people's choice

Redwood Technologies became part of a turning point in UK political history in the build-up to the general election.

The Redwood-based STORM® platform was the engine behind the stunning ComRes instant poll results broadcast on ITV News at Ten within minutes of each of the televised leadership debates.

The huge call volumes and data collection required by the project were made possible by the massive capacity and lightning-fast intelligence of the platform.

No-one expected the dramatic change in the political climate that happened after the first broadcast, when Liberal Democrat leader Nick Clegg was shown to have won the debate, securing the support of 43% of the sample.

ComRes, one of the UK's leading polling organisations, recruited a carefully balanced panel of 15,000 people to provide a truly representative sample of electoral opinion.



While the credits rolled at the end of each debate, STORM telephoned members of the panel and gathered their answers to a short series of questions. After the first debate, a sample of 4,032 potential voters from the panel was successfully polled.

The survey data was instantly transmitted over the super-fast Cable&Wireless Worldwide Multi-Service Platform to deliver the feedback to a bespoke piece of analysis software, developed for ComRes by Banana Software Systems. Within minutes, a statistically weighted picture of public opinion was generated.

Andrew Hawkins, Chairman of ComRes said: "We are absolutely delighted at the success of this UK first. Through the immediacy of ITV News and the cutting-edge work of all our partners, we were

able to deliver the public's verdict within minutes. It was a very exciting night and our success in pioneering this kind of feedback opens up huge possibilities for other uses of the technology."

Deborah Turness, ITV News Editor, added: "We have really pushed the boundaries of polling to give ITV News at Ten's viewers an instant assessment of the true impact of the election debates. We delivered the first scientific quantitative assessment of what the electorate really think, in record time. We believe that historic events such as the debates deserve unique analysis to show their impact."



Scottish Prison Service chooses new Redwood platform

The Scottish Prison Service has deployed the new Redwood DNX® -500 intelligent communication and switching platform to deliver its PIN-based telephone service for prisoners. A total of 16 platforms have been installed, with one at each of 15 prisons and two at HMP Barlinnie, near Glasgow, one at the largest prisons in Europe. The systems are networked and connect to a Redwood Management Server located in SPS headquarters at the Gyle, to the west of Edinburgh.

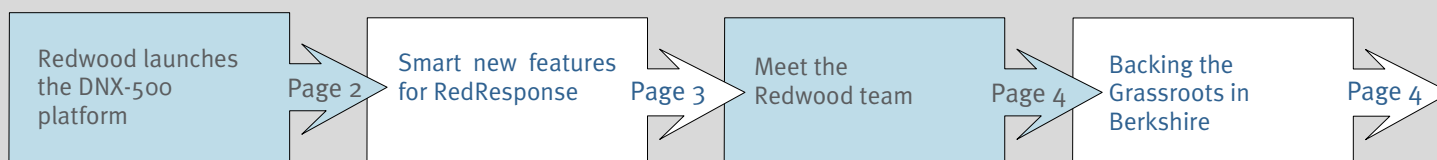
Prisoners are allocated PINs when they are admitted into the service, and can purchase call credit with their cash allowances, known as "canteen" money. Phones are installed on each landing and prisoners are allowed to phone the numbers they have registered with the system whenever they have the opportunity to do so.

Redwood's RTMonitor® enables real-time monitoring of calls, while RedRecorder™ provides recording and archiving functions. The graphical, web-based interface allows officers

with no specialist technical knowledge to use the system and maintain an appropriate level of control and supervision of calls.

"This is the first large scale deployment of the DNX-500 in the UK," says Jim Taylor, Business Development Director for Redwood Technologies. "It is an excellent example of the versatility and ease of management offered by the platform, which adapted readily to the unique requirements of the system."

See page 3 for the full story.



Technology Focus: DNX-500 — a new Redwood platform

Redwood Technologies has introduced a new intelligent switching and communication platform for enterprise and public sector customer premise deployments. The DNX[®]-500 brings the functionality, ease of management and reliability of the award-winning Redwood DNX-1200 carrier-grade platform to a 5U form factor, with capacity scaled to match the requirements of today's connected organisations.

The DNX-500 blends scalability and future-proofing with backwards software compatibility that can substantially extend the life of existing Redwood deployments. It incorporates VoIP and PSTN functionality, making it ready for the accelerating move to IP and the Next Generation Network, while still supporting the full portfolio of existing Redwood applications and services.

The DNX-500 can slot straight into an existing Redwood array and transform its capabilities, all at a very low cost per channel.

Communications mix

Circuit-switched fixed-line voice services now form only part of a mix of corporate communication channels that might include packet-switched Voice-over-IP, mobile, email, SMS messaging, the web, corporate social networks and audio and videoconferencing. Today, many organisations require the stability, capacity and integrated capabilities of intelligent



DNX-500 chassis

media gateways that were previously only cost-effective for network operators, carriers and service providers.

The DNX-500 offers full support for this new generation of multiple communication channels, with a modular design that enables organisations to deploy the mix of channels that is best suited to their needs.

Bespoke

Redwood's RTSinfonia[®] architecture allows easy adaptation and deployment of existing services and applications, as well as rapid development of new bespoke services, through

the RTComposer[®] service creation environment. The DNX-500 is easily managed and configured through a web-based interface supporting industry-standard SNMP, incorporating a remotely controllable system diagnostic module.

Dual processors

Dual quad core Intel[®] Xeon[®] processors provide a proven high performance platform for the DNX-500, with dedicated memory banks for each processor. Loading is shared between the processors in normal operation, but the design allows for automatic failover to single processor operation in the event of processor or memory failure.

The flexibility of the architecture, with signalling and media processing on a single card, allows a choice of channel deployments ranging from medium to very high density, with scope for easy expansion if additional channels are required.

With end-users driving a new communications revolution, through platforms such as Twitter, Google[™] and Facebook, enterprises and public sector organisations need to take control of the new multi-channel, multimediate environment. The Redwood DNX-500 gives organisations the control, flexibility and scalability they need, while extending and enhancing the profitable working life of their existing Redwood deployments.

Redwood real-time billing solution wins US Product Of The Year Award

In July 2010, Redwood's RTInstantBilling[®], long hailed as 'the real deal in real-time billing', was more formally recognised with the Communications Solutions Product Of The Year award from America's Technology Marketing Corporation. The award was established a decade ago to acknowledge vision, leadership and innovation across a broad range of customer interaction and communications technologies, and a number of Redwood products have claimed the prize over the years.

The versatility, speed and capacity of RTInstantBilling enables service providers, virtual network operators and carriers to introduce competitive new services, while ensuring strong cashflow. It can be deployed within mobile, fixed-line, fixed wireless and packet-switched networks, making it ideal for all Next Generation Network services. For example, it provides billing functions for Deutsche Telekom's Web 2.0 solution.

RTInstantBilling sets up, controls and bills multiple varieties of transaction simultaneously and at high volumes, working in real time. The platform is highly secure and can be applied to services ranging from 'plain vanilla' prepaid voice telephony through to complex multimedia applications such as SMS Text-To-Talk, where elements of inbound and outbound messaging and voice need to be tariffed together, using both point-based and duration-based charging.



Some applications of RTInstantBilling, such as home video and games delivery, do not even involve communications transactions. The platform is ready to bill the next generation of machine-to-machine services.

"This award recognises both Redwood's relentless R&D effort and the crucial strategic role that RTInstantBilling is playing in the evolution of communications services" says Martin Taylor, Sales and Marketing Director of Redwood Technologies.

"Fierce competition means that both margins and cashflow are under constant pressure for all carriers and service providers. They have to introduce compelling and often complex new services all the time. These are often known as being 'hard to bill', but, with RTInstantBilling, accounting for even the most sophisticated services becomes fast, reliable and above all accurate."

Scottish Prison Service chooses new Redwood platform



In prison, the telephone provides an essential communication link with friends and families. The new phones installed on each landing within 15 prisons across Scotland are encased in steel, but incidents of vandalism are rare.

The phones are part of a major upgrade of the PIN-based phone service provided to prisoners by the Scottish Prison Service. The Service chose Redwood's new DNX® -500 intelligent communication and switching platform to replace the previous installation and provide new capabilities that will reduce costs and improve the management and control of the system.

Unique environments

"We were impressed by the work done by Redwood for the German and Norwegian prison services," says Alan Howarth, Assistant Director Performance and Assurance for the Scottish Prison Service. "The Redwood team worked closely with us to design and build a system that meets our requirements; they showed a deep understanding of the unique environments in which we operate."

As well as designing and implementing the new system, Redwood is providing maintenance for the entire estate, encompassing 15 prisons and the Scottish Prison Service headquarters near Edinburgh.

"The RTSinfonia® communications architecture running on the DNX-500 gives us remote access to maintain the system," says Matthew Chadd, Senior Project Manager for Redwood Technologies. "We can interrogate each phone remotely to keep firmware and software up to date, and to help with moves, adds and changes where necessary."

Mobile credit

Redwood's RTInstantBilling® provides management of each prisoner's account and allows them to take credit with them if they are moved between sites. Prisoners can also be given cash refunds for any outstanding credit they have bought, when they are released.

Calls are recorded using Redwood's RedRecorder™, which offers greater capacity and faster archiving and retrieval than the previous DAT and DVD-based process. The

RTMonitor® monitoring system allows officers to listen in on calls and intervene where necessary.

The phones themselves feature LCDs which show the prisoners how much credit they have available. The interface supports ten different languages.

Cost-efficient

Says Alan Howarth: "With strong pressure to cut costs across the public sector, the versatility and optimised architecture of the DNX-500 platform has allowed SPS to deliver an improved standard of service. We now have a system that will adapt and scale with our requirements, while delivering efficiencies that will help us to keep costs under control."



Routing by relationships: new services for RedResponse

Interactive Voice Response, or IVR, is a key front-line service for contact centres and enterprise telephone systems. But when IVR is implemented badly, it can sometimes do more harm than good.

New developments within Redwood's RedResponse® family of custom Interactive Voice Response (IVR) applications add new dimensions of responsiveness and sensitivity that can substantially improve the customer experience.

The latest RedResponse release now offers the ability to link a specific agent with an individual contact record. Agents can tag themselves to a contact record, so that inbound and outbound calls

are automatically routed to that agent whenever possible.

From the caller's perspective, the feeling of calling into an anonymous contact centre is diminished because they usually get the same agent whenever they call. RedResponse is a full multi-channel environment, integrating SMS/MMS, email and interactive video.

Where appropriate, any interaction with the caller via these channels will also be routed to the right agent. In this way, organisations can begin to establish closer relationships with individual customers, even through a mass-scale contact centre deployment that incorporates onshore and offshore sites.

The new release also offers integration with the RedContact® Wallboard, giving supervisors and managers a real-time view of agent states and calls into the system.

To find out more about the latest RedResponse release, call Redwood Technologies on +44 (0) 1344 304344.



The Redwood Team - An interview with Sue Radley, Business Development Manager



Sue Radley joined Redwood Technologies 10 years ago, having gained extensive experience in the world of international commerce. Starting as credit controller, she soon switched to a business development role and now services key accounts for both Redwood Technologies and Content Guru.

What is your role at Redwood Technologies?

Most of my work is concerned with our existing accounts, in particular the big banks and some of our public sector clients. I oversee the introduction

of new services and deal with maintenance and support issues. I'm a liaison between our customers and the engineers and project managers who design and deliver our solutions and services. I'm also closely involved in drafting responses to invitations to tender, which is where my commercial and legal experience is particularly useful.

What are you working on at the moment?

We're developing an international suite of services for a major publishing house. At the moment my immediate challenge is to put a series of shortcodes in place for them in different countries. It's a challenge because you have to negotiate each country's regulatory regime and make sure the service is compliant.

What aspects of the job are the most rewarding?

It's definitely the variety. We're in such a fast-moving business, you literally don't know what to expect from day to day. It's always been the same, partly because of the innovations that come from Redwood, and partly because our customers are also highly creative. Many of the services we

develop are inspired by customers coming to us with business problems, which need technological solutions.

Regulation and compliance also makes for a busy life. Increasingly customers are coming to us asking for guidance and advice. I've got to know the teams at Ofcom and PhonepayPlus pretty well.

What does the future hold for you and Redwood Technologies?

Given how much has changed since I first arrived here, I'm certainly not going to make predictions about what's coming next. Of course, cloud computing is the big issue at the moment, and it clearly has a role. Through Content Guru, we're helping many clients who want to introduce new hosted services, rather than investing in new infrastructure of their own.

That said, the success of the DNX[®]-500 platform shows that many organisations still want to own their own technology. With the drive to cut costs, and to do more with less, the technologies we are developing have a vital strategic role to play in the economic recovery.

Foundation for the future: Redwood launches charitable trust

Redwood has created a dedicated fund to support charities and voluntary groups in the Bracknell district. In partnership with the Berkshire Community Foundation, the company has established the Redwood Technologies Grassroots Fund, which will make grants to support a wide range of local initiatives and community organisations.

Joanne Stokes, Development Director for the Berkshire Community Foundation, explained that funds of this kind get additional government backing. "Through the Grassroots Grants scheme, the government will match donations pound-for-pound," she says.

"It's an excellent way for us to double the benefit we gain from corporate sponsors like Redwood Technologies."

The Redwood Technologies Grassroots Fund was strengthened recently with the presentation of a cheque for £10,000 to Richard Griffith-Jones, Chairman of the Berkshire Community Foundation, and Joanne Stokes, at the Redwood Building in Bracknell. The total value of the fund now stands at £40,000.

"Berkshire is a prosperous county, but there are pockets of real, often unseen, deprivation here," says Sean Taylor, Managing Director for Redwood Technologies. "The Berkshire Community Foundation has an excellent track record of helping local people to help themselves and each other, ensuring a steady flow of vital funds straight to the places that need them most. The work of the Foundation has made, and will continue to make, a genuine difference to local people's lives."



(from left) Presenting the cheque are Directors Sean Taylor and Martin Taylor, to the Berkshire Community Foundation's Joanne Stokes and Richard Griffith-Jones.

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