

Redbooth Launches Industry's First Integrated Chat for Team Collaboration Across Desktop and Mobile

Coworkers Can Chat Within Tasks to Enable Unparalleled Productivity; iPad, iPhone and Android Integration Included

Redwood City, Calif. – October 15, 2014 – [Redbooth](#), the real-time workplace collaboration and communication platform, today announced the launch of desktop and mobile business chat that is fully integrated with team and company workflow – a first among business collaboration suites. With new enterprise-grade chat functionality, Redbooth adds another channel of real-time communications to its existing instant HD video conferencing capability, vastly improving efficiency and productivity by enabling employees and teams to work together more easily, regardless of location. Redbooth chat is also available on iPad and iPhone, with a beta version for Android devices, bringing full platform functionality to mobile users.

[Forrester](#) predicts 43% of U.S. workers will work remotely or decentralized as part of their jobs in 2016, requiring them to rely further on online collaboration and project management software. As distributed and extended teams increasingly become the norm, Redbooth offers an integrated solution, focused on bringing together disparate systems--such as separate email, chat, video conferencing, screen share, and project management systems--into an all-in-one platform. With Redbooth chat, coworkers can quickly send a message within the context of a specific task, project, to a group or an individual; easily pull the full team together into a group chat, or set up persistent forums specific to teams or topics. The presence engine allows users to easily see when their coworkers are online, and initiate chat even to those who are on-the-go via their mobile devices. Employees who are not logged onto their desktops still receive email or app notifications alerting them to the messages they have missed—providing full, historical archives of the conversation to keep them in the loop on all project activities and discussions.

With most current productivity suites on the market, employees must toggle between multiple applications in order to collect information and connect with colleagues. Redbooth stands apart and ahead of the market by having the chat feature built seamlessly into its collaboration platform, enabling users to discuss and accomplish more within the context of the tasks at hand. It is especially useful when quick questions demand an immediate response from individuals or across entire teams. Redbooth found a 10x average increase in usage among the majority of teams, based on activity by over 150 companies during its beta testing period. Beta testers included leading organizations such as eBay, Hilton Hotels, Cisco and Society For Information Management, a consortium of over 4,600 CIO's and VP's of Corporate IT.

“Businesses thrive on the degree to which their teams efficiently and effectively collaborate, and their success on this front directly impacts revenues, profits and employee morale,” said Dan Schoenbaum, CEO of Redbooth. “Our new integrated chat further extends the value of Redbooth, making it the most productive collaboration solution on the market — facilitating instant, archivable communication within the same workspace where teams are actively working and collaborating.”

“Socializing’ business activities is a big business and is set to grow considerably in the coming years,” said Alan Pelz-Sharpe, Research Director for Social Business at 451 Research. “Redbooth does a good job of providing a highly usable alternative to traditional unified communications tools.”

The new Redbooth chat features:

- **Instant messaging & collaboration** – start a conversation directly in your workspace, whether on a desktop or mobile device.
- **Intelligent notifications** – easily see the presence of colleagues, and reach coworkers wherever they are, even if they’re out of the office
- **Persistent groups** – topic or team-specific chat rooms that can be permanently open and archived
- **Support for all major mobile platforms** -- including iPad, iPhone and Android (beta)
- **Context-driven integration** – fits seamlessly with the look and feel of Redbooth’s enterprise-grade, web-based collaboration platform

“The best thing about Redbooth chat is that it helps people communicate and concentrate on tasks in a more sprint-like manner,” said Steve Hufford, Chief Executive, Society of Information Management International.

Experience Redbooth chat by watching the demo video [here](#). Redbooth is available as a hosted SaaS for small and medium businesses, or on-premises for enterprises, scalable to meet team and company requirements. Redbooth clients currently include Cisco, eBay, Hilton, UNLV, Lucas Oil, among the 6000 companies who participated in the beta.

Download the press kit with screenshots [here](#).

About Redbooth

Redbooth (formerly Teambox) is a collaboration and communication platform that provides the best single place for teams and companies to collaborate and get work done. Accessible on desktop as well as iOS and Android mobile devices, Redbooth links both live and historical conversations directly to project tasks. Redbooth is used by companies across the globe including Al Jazeera, Apple, AT&T, Avis, BBC, Canal+, Cisco, Discount Tire, Deutsche Telekom, Duke University, Ebay, Harvard University, Intuit, Novartis, Spotify, Subaru, ReMax and Volkswagen Audi. Founded in Barcelona in 2008, the company is privately held and headquartered in Redwood City, California. For more information about Redbooth and a free trial, visit www.redbooth.com.