

**REDBOOTH ADVANCES IN THE ENTERPRISE WITH THE POWER OF SEAMLESS, STRAIGHTFORWARD COLLABORATION AND COMMUNICATION TO EASILY MANAGE GLOBAL AGILE WORKFORCE**

*Best of Interop Finalist and Gartner Cool Vendor Redbooth Introduces Collaboration Analytics and Offers Transparency and Accountability to Help Managers and Employees Monitor Progress with Real-Time Data Across Teams and Their Work*

**REDWOOD CITY, CALIF. – April 27, 2015 –** [Redbooth](#), the award-winning real-time workplace collaboration and communication platform used by more than 6,000 companies worldwide, today announced at Interop Las Vegas the introduction of Redbooth Analytics. Based on today's business appetite to gather more performance analytics, Redbooth Analytics will provide insights on the work of enterprise groups — ownership, overdue tasks, completion potential, and active work — that will aid in understanding how cross-functional teams are truly performing and identifying opportunities to improve productivity. With Redbooth's latest secure enterprise solution, Private Cloud, and new integrations of Box Enterprise and Okta, teams are better equipped than ever to create a collaborative workspace that runs securely, efficiently and effectively. Redbooth is an Interop Las Vegas 2015 Best of Interop Awards Finalist in the Applications category, located at Booth 1250 at the Mandalay Bay Convention Center.

Redbooth Analytics collects and visualizes collaboration data, giving both managers and teams transparent insight on what is happening across tasks, projects and groups. In turn, this gives company leaders a better idea of how the company is operating, which teams are working efficiently, and which are falling behind.

"Enterprises are hungry for seamless integrations and extensive capabilities, as well as analytics and insights, to help better manage teams. The large global companies we work with, such as Cisco, eBay, GE, and Volkswagen, are already driving engagement and efficiency using Redbooth's collaboration platform. We wanted to provide them with real-time insights that help both managers and teams optimize allocation of work and drive accountability and transparency," said Dan Schoenbaum, CEO of Redbooth. "In conjunction with our latest integrations with Box Enterprise, OneLogin and Okta, it's easier than ever for work to happen securely and efficiently right on Redbooth's platform. We're honored that Interop recognizes us as a finalist for the communication solutions we are bringing to the agile enterprise, and look forward to introducing a new view of real-time communication and collaboration to conference attendees."

"We extend a big congratulations to Redbooth and all Best of Interop finalists on the success of their new products and positive impact on business efficiency," said Interop General Manager Jennifer Jessup. "These are the types of advancements that define the future of IT, and we're excited for Interop attendees to be able to experience them firsthand in the Expo."

Analytics is available on Redbooth's Business Plan, as well as the new Redbooth Private Cloud, an on-premise version of Redbooth's platform that provides secure enterprise chat, user access provisioning, team collaboration, project management, and business application integration. Private Cloud is designed to meet the compliance, security, and data privacy requirements of large corporations and highly regulated industries, such as finance and healthcare. Since security and privacy are top-of-mind concerns for these companies, Private Cloud is built to work behind firewalls and is easy for IT managers

to set up, with full control over installation, data storage and security.

New integrations with Box Enterprise and Okta mean Redbooth's users can continue to collaborate in the most efficient way possible. By partnering with Box, a secure content-sharing platform, enterprises can customize content management features and tap into Box's best-in-class visual experience of documents across mobile and web platforms. With this integration, enterprise IT leaders will have even greater capabilities to tailor the Redbooth platform to their particular work management style and needs, making deployment easier than ever.

Redbooth has partnered with Okta, an enterprise-grade identity management service, to offer high-strength security, audit capabilities, and identity management. This helps to ensure that Redbooth seamlessly integrates with enterprise applications while meeting corporate security standards.

The Best of Interop Awards recognizes exhibitors for innovation and technological advancements in nine technology categories. Award winners will be announced from Interop Las Vegas 2015, which takes place April 27-May 1 at the Mandalay Bay Convention Center. Redbooth will demo Analytics at Booth #1250, and Redbooth Chief Evangelist David Carr, author of *Social Collaboration for Dummies*, will host a session titled "10 Keys to Collaboration for the Agile Enterprise" on Tuesday, April 28 at 2:30pm.

Redbooth Analytics is now available for enterprise. For more information about how Analytics can help your company, visit: <https://redbooth.com/features/>. For more information about Redbooth integrations, visit: <https://redbooth.com/integrations/>

#### **About Redbooth**

Redbooth is the award-winning platform that empowers teams and companies to collaborate, communicate in real time, and achieve breakthrough productivity. Redbooth is used by more than 6,000 companies across the globe to transform the way they work, including Al Jazeera, App Annie, Deutsche Telekom, eBay, Harvard University, Nvidia, the Red Cross, ReMax, Spotify, Thomson Reuters, Volkswagen Audi, Warner Brothers and Western Digital. 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](http://www.redbooth.com)

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