

The New Redbooth Revolutionizes How Teams Work with First Virtual Workspace Combining Real-Time Voice, Video and Business Chat

*Latest release includes one-click voice calls, SharePoint® and OneDrive® integrations,
and a more intuitive user experience, redesigned to drive team engagement,
accountability and breakthrough productivity*

Redwood City, Calif. – July 22, 2015 – Redbooth, the all-in-one workstream collaboration and communications platform that makes teams more productive and accountable, today announced the newest generation of its cloud-based solution. Redbooth now seamlessly integrates one-click voice connection with its chat, file sharing, search, task management and video conferencing capabilities, which are all centralized within intuitive virtual workspaces. Redbooth also now integrates with Microsoft SharePoint® Online (Office 365) and OneDrive® for Business, providing customers with even more flexibility to utilize Redbooth with their organization's existing enterprise applications.

"Redbooth offers one of the more complete digital workspace services available today," said Alan Pelz-Sharpe, research director for Social Business at 451 Research. "However, what really distinguishes Redbooth is its close alignment with the world of the Unified Communication vendors. Redbooth has taken the route of exploring and cementing partnerships here and essentially filling the gaps between traditional core communication technology that they provide with new social and collaboration features."

According to a report from the McKinsey Global Institute, the average worker spends nearly 20 percent of their workweek searching for information and almost 30 percent of their time managing email. The globally respected management consulting firm strongly supports the use of emerging social technologies to raise the productivity of interaction workers by upwards of 20 to 25 percent. These latest upgrades to Redbooth's comprehensive collaboration and communications platform further position the company as a leading innovator of team productivity solutions, with more than 900,000 registered users.

Benefits customers will experience with the latest version of Redbooth include:

- The ability to seamlessly escalate from a chat session to voice by calling team members on their existing mobile and work phones with one-click voice connection from within Redbooth workspaces
- Integration with SharePoint Online and OneDrive for Business, allowing users to collaborate with their teams on important files using Microsoft Office 365 and organize company-wide information, people and projects in one place
- A more intuitive, team-centric user experience, with shared virtual workspaces that are organized within a clean and engaging interface
- An improved, richer messaging experience with the ability to add web links and documents that generate expansive previews, capture action items as they arise during team-wide online chat and turn them into tasks, and track task assignment, deadlines and completion—all without leaving the chat stream

"Before Redbooth, we saw way too many tasks fall through the cracks due to email's inherent shortcomings," said Joshua Moxon, marketing director for specialty coffee equipment supplier Prima Coffee Equipment. "Now we can quickly see who is responsible for what and ensure deadlines are being met, the importance of which cannot be overstated in a highly customer service-focused industry such as ours."

Named by Gartner earlier this year as a Cool Vendor in Unified Communications, Redbooth has rapidly become the choice of agile, self-directed teams who want to gain competitive advantages by changing the way they work and becoming more productive. Redbooth's intuitive user experience is not only engineered specifically to drive collaboration, but it also provides team managers with analytics to quickly and accurately track and measure the effectiveness of a team's collaborations.

"We have yet to meet a customer who wasn't drowning in email and experiencing poor accountability with traditional collaboration options," said Redbooth CEO Dan Schoenbaum. "When they share feedback on how Redbooth has revolutionized the way their teams work, it gives us a sense of pride in knowing we're helping them drive real meaningful results."

Redbooth is available in two highly secure hosting options: As a cloud-based SaaS using SSL 256 bit encryption and hosted in PCL-, ISO- and SAS70-certified data centers; or the full platform can be deployed on premise and hosted behind firewalls with Redbooth Private Cloud for organizations with secure enterprise environments or strict data privacy requirements. Redbooth expects to begin rolling out its latest version to new and current customers immediately.

About Redbooth

Redbooth is the all-in-one workstream collaboration and communications platform that makes teams more productive and accountable with a seamless integration of chat, file sharing, search, task management, video and voice, centralized into an intuitive virtual workspace. Founded in 2008, Redbooth is a pioneer of team collaboration and communication solutions with a fast-growing list of notable customers, including 1st Franklin Financial, Cognizant, Deutsche Telekom, eBay, Harvard University, Johnson Controls, Nvidia, the Red Cross, ReMax, Sennheiser, Spotify, Thomson Reuters, Warner Brothers, Western Digital and thousands more across the globe. Headquartered in Redwood City, California, with development offices in Barcelona, Redbooth is privately held and funded by Altpoint Capital and Avalon Ventures. For more information and a free trial, visit Redbooth.com.

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