



Redbooth Launches Unified Communications Channel Program with Top ShoreTel Resellers – Appoints Head of Channel Sales

Xtelesis and Comworx are first ShoreTel resellers to join Redbooth's new UC channel program – Company hires former Polycom regional channel manager Marcy Kawadler to lead the program

Redwood City, Calif. – September 18, 2015 – Redbooth, the all-in-one workstream collaboration and communications platform that makes teams more productive and accountable, today announced the launch of the company's new Unified Communications (UC) channel partner program. Redbooth also announced the appointment of Marcy Kawadler, former channel manager with Polycom and Avaya, to head the company's new program. The inaugural partners in Redbooth's UC channel program include leading ShoreTel resellers Xtelesis and Comworx.

In July, Redbooth announced it had added click-to-call voice to its comprehensive mix of communication modalities and collaboration tools to create the industry's first seamless integration of real-time business messaging, file sharing, powerful search, in-stream task management, high-definition video conferencing and voice, centralized into an intuitive virtual workspace. The addition of voice and other recent enhancements such as integration with Microsoft SharePoint® and OneDrive® further establishes Redbooth's unified collaboration platform as being robust and mature enough to be resold by reputable outside channel partners.

Redbooth was recently ranked No. 10 among software companies (89th overall) on the 2015 Inc. 5000 list of "America's Fastest-Growing Private Companies" and was named by Gartner earlier this year as a Cool Vendor in Unified Communications. The company has more than 900,000 registered users at more than 6,000 organizations worldwide.

"Adding Redbooth to Xtelesis' solutions offerings allows us to deepen relationships with our customers and help them achieve material differences for their organizations," said Scott Strochak, Xtelesis president and CEO. "Redbooth's comprehensive cloud-based platform is highly complementary to our existing solutions and further helps our customers take full advantage of UC technologies to work more efficiently and effectively."

To lead its new UC channel program, Redbooth appointed Marcy Kawadler as senior director of channel sales. Kawadler comes to Redbooth from Polycom, Inc. (Nasdaq: PLCM), where she was a channel business manager for the global communications and collaboration solutions provider. She previously has held channel and sales management roles with Avaya, Carousel Industries, NetVersant and Nortel Networks.

"Redbooth enthusiastically welcomes this showing of support from such highly-trusted advisors in the UC solutions reseller arena," said Redbooth CEO, Dan Schoenbaum. "In return, we are confident in placing what we anticipate will be a fast-growing number of channel partners into Marcy's experienced and capable hands as she ensures that their customers benefit from Redbooth's reliable cloud-based unified communication and collaboration solutions."

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 messaging, 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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