

Redbooth Adds New Microsoft Outlook Native Client Integration

The all-in-one collaboration and communication platform now allows users to turn emails into actionable tasks and schedule High-Definition video conferences from within Outlook

Redwood City, Calif. – December 9, 2015 – [Redbooth](#), the all-in-one workstream collaboration and communications platform that makes teams more productive and accountable, today announced it has added a new native client application for integrating with Microsoft Outlook. This latest Redbooth native integration expands upon the platform's existing capability, which allows users to respond to and communicate with a Redbooth workspace via email. The integration further simplifies the process of turning emails into actionable tasks that can be assigned with a single click from within Outlook. The new Outlook integration also enables users to schedule and launch High-Definition video conferences from within Outlook.

Grupo Romeu, a leading global logistics company with more than 40 offices spanning four continents, is one of more than 4,000 businesses worldwide utilizing Redbooth to drive meaningful increases in productivity. Management level and project-oriented staff within several of the company's largest business units benefit from Redbooth's seamless integration with Outlook, including freight forwarder TIBA, cold storage provider Friopuerto and IT services provider GRM.

"Redbooth is a fantastic solution for lessening inbox clutter as I no longer have to rely on Outlook as my sole to-do list task management tool," said Javier Romeu, TIBA's deputy CEO. "Important action items and deadlines that might have previously slipped through the cracks given our deluge of daily emails can now immediately be turned into organized, easily actionable tasks that my managers and I can track from assignment to completion."

Redbooth's new Outlook native client integration improves on the company's previously available plug-in option and is compatible with Outlook 2010, 2013 and 2016 for Windows. As a native client application using Microsoft's ClickOnce technology, the end user no longer needs to worry about maintenance, as the application will automatically update with each new upgrade of the Redbooth platform. The new Outlook native client integration is available to Redbooth's Business tier customers and also can be implemented with Redbooth's Private Cloud solution, which installs the full platform securely behind the customer's firewall.

Redbooth's native Outlook client integration is the latest in the collaboration platform's collective goal to integrate seamlessly with popular Microsoft productivity applications installed on-premise or delivered via Office 365. In July, the platform rolled out a new, more intuitive user interface and [added integrations with SharePoint and OneDrive](#). In October, Redbooth released a [native Windows desktop client application](#). Redbooth Business also integrates with MS Project to enable simultaneous syncing of tasks between a customer's collaboration platform and project management software. The new Outlook native client also provides Redbooth's development team with a foundation upon which to continue building out additional Outlook functionality.

"Although plenty of business chat apps aim to be replacements for email in the enterprise, reality dictates that collaboration platforms will need to embrace an organization's email solution of choice if it is to become an effective, actionable solution," said Redbooth CEO, Dan Schoenbaum. "We recognize that email plays an indelible role in interoffice communications and have committed to creating solutions for our customers that successfully merge Redbooth's powerful set of collaboration capabilities with popular email applications like Outlook."

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, voice and video, 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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