REDWOOD CITY, Calif. - January 21, 2014 – Teambox today announced it has rebranded as Redbooth and launched an all-new version of its enterprise-class unified collaboration platform. Redbooth is the collaboration solution users, teams and enterprises have been clamoring for — one place to collaborate, communicate, manage projects and get work done. The new Redbooth brand and platform represents the company’s evolution to the broadest collaboration platform in the market, and expanded usage by large enterprises.

The new version offers dozens of enhanced features to reflect the greater demands of a sophisticated business user. Under the Teambox name, the award-winning platform has amassed more than 650,000 active users and thousands of paying customers, including many from the Fortune 100 and major organizations such as Cisco, Deutsche Telekom and Apple. Users have performed more than 30 million activities on the platform and usage has increased 2,500% in the last two years.

“Teambox was a name that got us where we are today, and we’re very proud of it, but it’s time to leave behind our team-oriented roots and embrace what the name Redbooth embodies — a scalable collaboration solution that fosters communication and productivity across large teams, global organizations and great distances,” said Redbooth CEO Dan Schoenbaum.

“Redbooth has been a huge asset for my team,” said Troy Hahn, IT Director at Auburn University. “We're located all over the world, from Honduras to Liberia and back to the U.S., which means time zones are a major problem. Having a system that provides solid task lists and a great communication tool built in is truly heaven-sent.”

He added, “My non-tech staff needed no training in Redbooth, with most of them figuring out the features immediately. With the new interface, tasks are so much easier for me to see and understand on the dashboard. I can quickly see which project is overdue or has a problem.”

While much of Redbooth will feel “familiar, but even better” to current Teambox users, the new product represents an evolution of Redbooth’s commitment to strong file sharing capabilities, task management and collaboration in the cloud and on-premise.

New features in Redbooth include:

• Dramatically-enhanced usability and performance designed for both SMB and Enterprise customers
• Ability to add subtasks and detailed descriptions to better manage complex projects
• Fully-integrated chat environment with presence awareness
• Increased capacity for 100 HD video conference participants, addition of iPhone and iPad support for screen sharing with annotation, and real-time whiteboard collaboration on iPad
• Executive dashboard and reporting capabilities as well as enhanced search tools
• Integration with additional external storage and workflow tools
• Simplified Chinese and Japanese languages to support the growing user base in Asia Pacific

Steve Hufford, CEO at the Society for Information Management said, “Redbooth is a critical tool for us in our day-to-day work, and we love the new version. It has made collaboration easier for the work that we do on behalf of the 4,600 CIOs and IT leaders that are part of our community. Given our mission, it’s important that we lead by example in the technology space, and Redbooth is a wonderful example of a solution IT decision-makers need to know about.”

“At Redbooth, we’re big believers in working smarter, but it takes more than thinking about it to make that happen. People need the right tools,” said Schoenbaum. “We created a suite of tools in Redbooth that address the collaboration and project management needs of large teams and organizations, and also smaller businesses.”

About Redbooth
Redbooth (formerly Teambox) is a collaboration and communication platform that provides a single place for teams to collaborate and get work done. Redbooth is used by companies across the globe including Airbnb, Al Jazeera, Apple, AT&T, Avis, BBC, Canal+, Cisco, Discount Tire, Deutsche Telekom, Duke University, 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

###
Media Contact:
Jennifer Donovan or Paul Wilke for Redbooth
(415) 881-7995
jennifer@nova-comms.com
paul@uprightcomms.com