



BroadSoft Simplifies Web 2.0 and Telephony Integration for Communication Service Providers with IBM SPDE 3.0

New Standards-based Application Infrastructure for Deploying Rich Web 2.0 Communications

Gaithersburg, MD (2/18/09) – BroadSoft Inc., the leading worldwide provider of VoIP applications, today announced it has teamed with IBM to bring communication service providers (CSPs) the industry's most powerful, standards-based application infrastructure to support the rapid creation of rich new Web 2.0-oriented communications services.

Traditionally, CSPs have relied on proprietary vendor solutions and custom systems integration to develop integrated voice applications. Through its Xtended program, which was launched to drive the integration of voice and Web 2.0 using established Internet standards, BroadSoft® enables CSPs to offer enhanced, productivity-improving services that extend the value of their telephony offering into mainstream business and consumer applications and drive new services revenue.

Powerful Joint Development Environment and Rich New Services

The combined BroadSoft and IBM technology provides an IP Multimedia Subsystem (IMS)-ready application infrastructure, which allows for simplified integration of rich voice applications with Web 2.0, social networking and business process applications. The platform offers interfaces that enable providers to extend innovative new services to fixed and mobile end points across both legacy and next-generation networks. The solution integrates BroadSoft's VoIP application platform, BroadWorks®, and its Xtended Web Services with IBM WebSphere and IBM Rational using IBM's Service Provider Delivery Framework (SPDE) 3.0. The solution is currently operating within the BroadSoft Xtended sandbox and enables Web developers to create new communication applications that easily integrate voice and presence into Web 2.0 user experiences. The addition of IBM WebSphere and Rational offer the following for BroadWorks CSP customers:

- The IBM WebSphere Presence Server and WebSphere XML Document Management Server (XDMS) provide developers with new Presence and XML document management capabilities.
- The IBM Rational Software Architect offers BroadWorks plug-ins, advanced JavaScript tooling, drag and drop widgets, cheat sheets, and additional capabilities to rapidly develop and test carrier grade, voice-enabled Web 2.0 applications.

"In today's competitive landscape, it is critical for providers to differentiate themselves through the integration of rich multimedia and Web 2.0-oriented services. Voice is a powerful capability that creates endless opportunities for service innovation, but has historically been closed to mainstream developers and difficult to rapidly integrate into carrier-grade services," said David Walters, director of business development at BroadSoft. "BroadSoft and IBM are giving providers the agility they need to meet new customer demands and to quickly develop and deploy advanced, revenue-generating communications solutions that are most important to their customers. This offering exemplifies true partner collaboration — two industry leaders working together to solve our customers' challenges."

Today's announcement continues the momentum of BroadSoft's long-standing partnership with IBM that started in 2004 with a common mission to help CSPs harness the power of Web 2.0 and new user experiences for their customers. BroadSoft and IBM also share a strong customer base. More than 1,000 CSPs worldwide rely on IBM middleware to run their businesses and the world's 10 largest CSPs have implemented an IBM SOA solution. IBM will be participating in the GSMA Mobile World Congress 2009 in Barcelona from February 16-19, 2009. The IBM solution showcase, located in Hall 1-C31, will demonstrate the major components of SPDE 3.0 through seven live demonstrations of smart solutions for CSPs.

About BroadSoft

BroadSoft® provides VoIP application software that enables the delivery of hosted telephony and multimedia services. After the 2008 acquisitions of Sylanro and the GENBAND M6 product line, BroadSoft has emerged as the undisputed market leader of VoIP application servers. BroadSoft's family of carrier-class products, including its award-winning flagship BroadWorks® technology, empowers wireless, wireline and cable carriers to deliver next-



generation voice and multimedia applications and advanced features that enable them to increase revenue, enhance competitive differentiation and elevate customer satisfaction. BroadSoft products deliver the scale, open architecture and reliability that the world's leading telecommunications companies demand to serve mission-critical enterprise and residential broadband customers. BroadSoft provides VoIP applications to eight of the top 10 and 14 of the top 25 largest carriers worldwide, as measured by recent annual revenue, including KPN, Korea Telecom, Qwest, SingTel, Sprint, Swisscom, Telefonica de Espana, Telstra, T-Systems, and Verizon. For additional information, go to www.BroadSoft.com.

About IBM Service Provider Delivery Environment Framework (SDPE)

SPDE is an open, scalable, flexible and SOA-based communications industry framework which is horizontally integrated and accelerates the end-to-end communications service lifecycle from creation and execution of a service, service quality assurance, security and ongoing management of a service. For more information on IBM SPDE 3.0, please visit www.ibm.com/Telecom