



## BroadSoft Accelerates Hosted Unified Communications Adoption for SMBs

### Product Enhancements Simplify Service Delivery for Telecommunications Service Providers

Gaithersburg, MD (2/26/09) – BroadSoft, Inc., the leading worldwide provider of VoIP applications, today introduced new product enhancements to its BroadWorks® VoIP application platform that allow telecommunications service providers to simplify the deployment of hosted business communications solutions.

#### BroadWorks Device Management

BroadSoft® has enhanced BroadWorks with new device management functionality that enables service providers to easily pre-configure end-user access devices. This new capability solves one of the most complex and time-consuming phases of delivering VoIP services — provisioning end devices. Traditionally, providers need to either pre-provision devices before shipment, rely on standalone FTP servers to store files or provision each phone at the customer site, all of which take time and require experienced technicians.

Through BroadSoft Device Management, providers can quickly provision analog terminal adapters (ATAs), IP phones, integrated access devices (IADs) and IP PBX equipment — any access device that uses XML/HTTP for profile management — at the customer site. A simple login process is used to retrieve the appropriate user-specific files directly from BroadWorks. Providers manage and control all aspects of device configuration centrally in the network, reducing the time it takes to provision phones from hours to minutes and eliminating the need for a technician visit.

"BroadSoft has eliminated the complex staging and configuration process for service providers. 'Plug-and-play activation' over a secure interface was important to our customers, so we took action," said Scott Hoffpauir, co-founder and CTO of BroadSoft. "We are committed to not only helping our customers scale their business by simplifying service deployment, but also expediting the delivery of critical business communications solutions to end users."

#### Quick Setup with Polycom Phones

To further ease the deployment of Hosted VoIP solutions, BroadSoft and Polycom introduced a new phone-based login capability for Polycom IP phones. Leveraging BroadSoft's Xtended Services Platform, Polycom developed a "Quick Setup" key that is activated when the phone is powered up. This new key enables users to directly retrieve their phone's configuration files from the BroadWorks platform via a one-time secure phone login. With this capability, it is no longer necessary to individually match physical Polycom phones to users, saving time and expenses for service providers and providing flexibility to end users.

"Polycom and BroadSoft have a long history of bringing high quality, user-friendly VoIP solutions to market," said Jim Kruger, vice president of marketing for Polycom Voice Communications Solutions. "Our goal is to make it as easy as possible to do business with Polycom, and BroadSoft's approach to BroadWorks Device Management does just that. We're delighted to deliver intuitive products to market that our joint customers can leverage in their UC environment."

#### 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](http://www.BroadSoft.com).