



## Synergy Research Group Ranks BroadSoft as the Global Market Share Leader for Unified Communications as a Service (UCaaS) at 49%

October 2, 2017

### BroadSoft leads market in two key metrics: 49% market share in cloud new line shipments and 45% market share in cloud installed base

GAITHERSBURG, Md., Oct. 02, 2017 (GLOBE NEWSWIRE) -- [BroadSoft, Inc.](#) (NASDAQ:BSFT), a global leader in cloud business software for unified communication as a service (UCaaS), and provider of collaboration and contact center as a service (CCaaS), today announced that it retained its number-one position in UCaaS new line shipments, and grew its market share from 42.6% to 49.4% according to Synergy Research Group, an industry research analyst.<sup>1</sup>

BroadSoft also maintained its leading UCaaS installed base market share at 45%; which is more than three times greater than the next closest competitor. [BroadSoft Increases Market Share To 49%](#)

According to a recent Gartner report, cloud-based telephony licenses will increase by 17.9% in 2017, while premises-based license shipments will decrease by 2%. BroadSoft increases Market Share To 49%. Furthermore, Gartner forecasts that cloud-based shipments will surpass premises-based shipments by 2020.<sup>2</sup>

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/7419342f-5b20-4216-9f75-d93512251c3f>

**Jeremy Duke, founder and chief analyst, Synergy Research Group, observed:** "BroadSoft is the leader providing hosted and public cloud call control to the top communication service providers (CSPs) and UCaaS providers globally. BroadSoft continues to be in a unique position as a strategic partner to CSPs. In Synergy's latest report, 'IP PBX – Premise & Hosted/Cloud Call Control,' the installed base of hosted and public cloud call control was measured at 37 million subscribers and licenses – of which BroadSoft maintains a leading position of 45% installed base market share and increased its lead in in the cloud UCaaS new users shipped market share to 49%, nearly half of the total market."

"We are pleased that Synergy Research market data shows that BroadSoft is the global UCaaS market share leader with 49% of new lines shipped for 2016, over twice the nearest player," said Taher Behbehani, chief digital and marketing officer, BroadSoft. "This demonstrates how the BroadSoft Business UC offering and our global communication service providers channel model are resonating with businesses as the market rapidly shifts to the cloud."

BroadSoft increased its leadership position with the 2016 launch of [BroadSoft Business](#), a fully integrated portfolio of enterprise-ready cloud unified communications, team collaboration and contact center applications. BroadSoft Business can scale to all market segments, and includes three core applications: UC-One, Team-One, and CC-One, with BroadSoft Hub providing artificial intelligence across the entire platform so users can access business critical information and applications they need in one place.

<sup>1</sup> Synergy Research Cloud & On-Premise IP PBX Market Share Report June 2017. New shipments share for CY16, market share as of 1Q17

<sup>2</sup> Gartner, Forecast: Unified Communications, Worldwide, 2014-2021, 2Q17, Meghan Fernandez, et al. 27 June 2017

#### About BroadSoft:

BroadSoft is the technology innovator in cloud PBX, unified communications, team collaboration, and contact center solutions for businesses and service providers across 80 countries. We are the market share leader for cloud unified communications with an open, mobile and secure platform trusted by 25 of the world's top 30 service providers by revenue. Our BroadSoft Business application suite empowers users and teams to share ideas and work simply to achieve breakthrough performance. For additional information, visit [www.BroadSoft.com](http://www.BroadSoft.com).

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