



Powered by BroadSoft Channel Program Introduces New Digital Customer Lifecycle Platform and Services to Enhance Revenue Growth

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Powered by BroadSoft now includes more than 100 global channel partners to realize the full potential of the cloud unified communication and collaboration market opportunity

PHOENIX, Oct. 23, 2017 (GLOBE NEWSWIRE) -- [BroadSoft, Inc.](#) (NASDAQ:BSFT) a global market share 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 the addition of new digital customer lifecycle management tools including the BroadCloud® Channel Support System (CSS) and three new services: BroadSoft go-to-market services, BroadSoft onboarding services and BroadSoft adoption services.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/b86c0264-fb6d-44fd-a7ae-38bba426e281>
Powered by BroadSoft Channel Program

Powered by BroadSoft, which launched at BroadSoft Connections last year, currently supports 116 channel partners across the globe, and is now being expanded to support a complete end-to-end digital journey, including best-practice support to maximize selling, onboarding and adoption activities. BroadSoft announces three new channel services

"Using the Powered by BroadSoft program, I'm able to offer a quality digital marketing service to my network of more than 1,000 resellers. I'm delighted with the range and quality of content in the digital campaign toolkits structured around today's digital buyer's journey," said Justin Coombes, Head of Marketing, [Gamma](#). "We realized impressive results from our first Powered by BroadSoft campaign with marketing conversion rates twice the industry standard, and a key ingredient for increasing our Horizon Cloud PBX base by 62% in 2016."

The new BroadCloud Channel Support System platform not only streamlines ordering, servicing and subscriber management, but can also provide digital marketing and onboarding support speeding channel partner time to market and customer adoption - turning prospects into lifelong advocates. In addition, BroadSoft has announced three new channel services to enhance customer lifecycle management:

- **BroadSoft go-to-market (GTM) services** include digital campaigns, microsites, sales enablement, branding and digital transformation services
- **BroadSoft onboarding services** include customer training, installation and migration services
- **BroadSoft adoption services** include service assurance, customer support, channel help desk, billing services, analytics and reporting

"We are excited about the new BroadCloud Channel Support System platform and the new go to market services to acquire, grow and maintain customers by understanding their needs," said Taher Behbehani, chief digital and marketing officer at BroadSoft. "In the past, channel partners had to design, build and deploy solutions, but with SaaS there is a new opportunity to sell an end-to-end experience from selling to onboarding and adoption. This is what will drive engagement and create lifelong customers."

To find out more about the Powered by BroadSoft program, [click here](#).

To find out more about the Channel Support System (CSS), [click here](#).

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements may be identified by their use of terms and phrases such as "will" and "can" and other similar terms and phrases and includes, among others, statements regarding the benefits to BroadSoft's customers resulting from the use of BroadSoft's BroadCloud channel support system. The outcome of the events described in these forward-looking statements is subject to known and unknown risks, uncertainties and other factors that could cause actual results to differ materially from the results anticipated by these forward-looking statements, including, but not limited to, the financial and other benefits to BroadSoft resulting from the use of BroadSoft's BroadCloud channel support system, as well as those factors contained in the "Risk Factors" section of BroadSoft's Form 10-K for the year ended December 31, 2016, filed with the Securities and Exchange Commission, or SEC, on February 23, 2017, and in BroadSoft's other filings with the SEC. All information in this release is as of October 23, 2017. Except as required by law, BroadSoft undertakes no obligation to update publicly any forward-looking statement made herein for any reason to conform the statement to actual results or changes in its expectations.

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 a market 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.

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