



## BroadSoft Announces New Integrated and Intelligent Cloud Communication and Collaboration Experiences

October 23, 2017

### Upgrades deliver on the BroadSoft Business cloud unified communication vision to deliver intuitive, consistent client experiences across the entire suite and reinvent workflow efficiencies

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 unveiled several enhancements to its [BroadSoft Business](#) portfolio at its annual user conference, [BroadSoft Connections](#). Now leveraging a microservices architecture, BroadSoft Business offers updated app experiences and next-generation capabilities across the BroadSoft Business applications, UC-One, Team-One and CC-One.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/0df82bc5-5481-4429-9586-bba075849626>  
[Introducing BroadSoft Meet](#)

Business users today are overwhelmed with managing their workflows through multiple communication channels - from BroadSoft Meet to UC-One, Team-One and CC-One - and often waste time and energy searching for information. In fact, [research](#) from The Economist<sup>1</sup> notes that employees who believe their workplace effectively uses mobile technology solutions are more creative, satisfied and productive at work. Meanwhile, businesses are increasingly aware of how inefficient and redundant workflows affect their bottom line.

"Our objective with BroadSoft Business is to provide a comprehensive offering - from telephony to high-quality meetings to document sharing - to meet the needs of all market segments," said Michael Tessler, president and chief executive officer, BroadSoft. "While other companies are just now talking about how to integrate UC with team collaboration platforms, the BroadSoft Business application suite is already delivering on our promise of complete business productivity."

#### Open Microservices Architecture: Encourages Rapid Cloud Innovation

BroadSoft Business now supports a modern microservices architecture that offers key functions, such as BroadSoft Meet and [BroadSoft Hub](#), that can be used across the entire application suite - UC-One, Team-One, and CC-One - to provide a consistent, integrated and intelligent end-user experience.

#### Introducing BroadSoft Meet: Enhances Remote and Guest Collaboration

BroadSoft Meet is a fully integrated, secure online meeting room purpose-built to enable virtual teams and their guests to collaborate and engage with HD video, voice, messaging and screen sharing from any device. The benefits of BroadSoft Meet include superior video collaboration experience with full HD 1080p at 20fps on desktop, simple guest access and sharing capabilities, hassle free click-to-join with no dial-in or passcode numbers needed, and a consistent experience across other BroadSoft Business applications.

#### UC-One Enhancements: The Future of Mobile Productivity

BroadSoft UC-One introduces an enhanced mobile user and workstream experience, with a new web app landing page that allows customers to create a custom main screen that plugs directly into the UC mobile app, providing specialized capabilities for a particular function or vertical, such as hospitality, while leveraging the robust calling and messaging available with the UC-One mobile client. Read more [here](#).

#### Team-One Upgrades: Integrates Calling, Live Meetings and Content-in-Common

BroadSoft Team-One has advanced its collaboration capabilities, integrating BroadSoft Meet for a full HD video and audio meeting experience linked to the workspace and adding smart guest access capabilities, AI-driven content-in-common for teams and a thoroughly refreshed UX and an enhanced global footprint. Read more [here](#).

#### CC-One Upgrades: Provide a Complete Solution from One Vendor

New updates to BroadSoft CC-One include a new user interface (UI) with embedded omni-channel and unified communications (UC) capabilities, new CRM integrations, PCI Level 1 compliance and automated outbound campaign functionality, which were designed to help mid-market and enterprise contact centers improve agent productivity and better service their customers. Read more [here](#).

[BroadSoft Business](#) is a fully integrated portfolio of enterprise-ready cloud PBX, unified communications, team collaboration and contact center applications, delivered in the cloud providing contextual intelligence across the entire platform so users can access the information and apps they need in one place.

Read more about BroadSoft Business updates [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 "enable" 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 the BroadSoft Business applications. 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 the BroadSoft Business applications, 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](http://www.BroadSoft.com).

[Twitter](#) | [LinkedIn](#) | [BroadSoft Blog](#)

#### Investor Relations:

Chris Martin

BroadSoft  
+1 561-404-2130  
[cmartin@broadsoft.com](mailto:cmartin@broadsoft.com)

**Media Relations:**

**Matter for BroadSoft**

Erin Knapp  
Matter  
+1 617-502-6546  
[BroadSoft@matternow.com](mailto:BroadSoft@matternow.com)

**AxiCom (EMEA)**

Tom Johnson  
AxiCom  
+44 7960 209361  
[BroadSoft@axicom.com](mailto:BroadSoft@axicom.com)

**Navigate Communication (APAC)**

Terry Alberstein  
+61 (0) 458-484-921  
[terry@navigatecommunication.com.au](mailto:terry@navigatecommunication.com.au)

**BroadSoft**

Niaobh (Neve) Levestam  
BroadSoft  
+44 7919 605660  
[nlevestam@broadsoft.com](mailto:nlevestam@broadsoft.com)

<sup>1</sup>[Mobility, performance and engagement](#), The Economist Intelligence Unit Limited, 2016

[Primary Logo](#)

Source: BroadSoft, Inc.