

BroadCloud International Overview

Faster deployment of global enterprises in multiple geographies.

Over the last few years, we have been actively adding new capabilities to BroadCloud, our global managed service platform that delivers the BroadSoft Business application suite. We are now expanding the platform to better address the needs of carrier customers supporting multinational corporations.

Multinational Corporation (MNC) Needs

MNCs need a secure, agile and connected solution to operate efficiently, all the while maintaining a truly localized presence in their market. As enterprises expand globally,

they are often faced with the challenges of decentralized, varied voice solutions. This adds complexity and cost to their business and impedes the introduction of new innovations allowing them to stay agile in the market and address the demands of their workforce. While delivering this solution, our partners must also address the needs of regulatory compliance and data sovereignty—both policy driven and commercially driven—that can vary greatly from market to market.



BroadCloud Platform Benefits

BroadCloud is the global cloud platform for delivering BroadSoft Business application. The BroadSoft Business Application Suite includes Cloud PBX, Unified Communications, team collaboration and customer engagement solutions.

BroadCloud's comprehensive and integrated mobile first cloud portfolio enables you to expand your market reach. It is a fully managed end-to-end SaaS platform that accelerates innovation and speed to market while reducing IT, operations and CAPEX burden.

Built for Multinationals

The BroadCloud platform enables MNCs to mobilize their global workforce and ensures their information flows over a secure and resilient platform. The BroadCloud International capability extends the BroadCloud platform to address

the needs of large multinational corporations, domestic customers expanding to neighboring countries, and customers who are consolidating disparate legacy solutions across markets.




Supporting enterprise dialing and collaboration within a single site, a single BroadCloud region, or across the globe, between multiple BroadCloud regions.

Platform to Accelerate Global Expansion

We are actively expanding our global footprint by adding additional countries and geographies as well as leveraging interconnected partners for extended country coverage. In addition, the flexibility of the solution allows carriers to bring their own network or leverage a pre-integrated partner for PSTN. Enterprises moving to BroadCloud will benefit from our vision of global expansion aimed at supporting a global enterprise.

About BroadSoft

Cloud business unified communications, team collaboration and contact center Software-as-a-Service (SaaS)

	Company	NASDAQ: BSFT	\$341M Revenue (2016)	25% CAGR Since '10	1,800 Employees (2016)	80+ Country Presence
	Channels	25 of the top 30 service providers by revenue		600+ Channel Partners	\$8B Estimated enterprise revenue based on BroadSoft solutions	
	Leadership	#1 Global Market Leader	41% Market Share	16M Business lines installed base (Q4 2016)	85M+ Estimated total end users served	

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