

# A New Era for Mobile Productivity

## Communications needs of today's mobile enterprise

### User Needs

- Greater accessibility to people and information
- The flexibility to use any device (BYOD or company liable)
- Use one device for business and personal
- The ability to achieve a better work-life balance



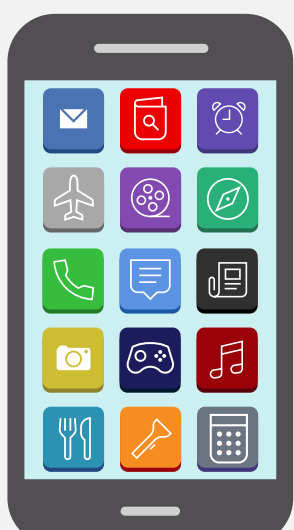
- Expand my talent pool to all geographies
- Increase productivity by integrating communications with my business workflows
- Lower costs, with seamless cloud-based communications and collaboration services
- Improve workplace efficiency through better teamwork and collaboration

### Business Needs

The mobile device has become the centerpiece of many people's lives, from millennials to baby boomers

50%

Employees use their smartphone as their primary device



60%

Time spent away from our desks

91%

Mobile users believe access to content is extremely important

48%

Millennials view video solely on their mobile devices

50%

Workforce will be millennials by 2020

50%

Companies require employees to supply their own device for work

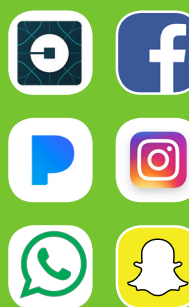
55%

Emails opened on mobile devices

## The disjointed mobile experience

### Personal

- Call my doctor, nanny, mom, accountant, etc.
- Check my personal email
- Online browsing and shopping
- Texting with friends



- Video conference call
- Check business email
- Text colleagues
- View web collaboration
- View content from other apps

### Professional

67%

Workers use their personal mobile devices in workplace

83%

Mobile users want seamless experience across all devices

>80%

People use text messaging for business

59%

Employees use mobile devices to run line of business apps

## Virtual teams are growing



46%

Global companies use virtual teams

33%

Global companies use virtual teams to improve productivity

79%

Knowledge workers work in dispersed teams

82%

Knowledge workers believe their smartphone plays a critical role in their productivity



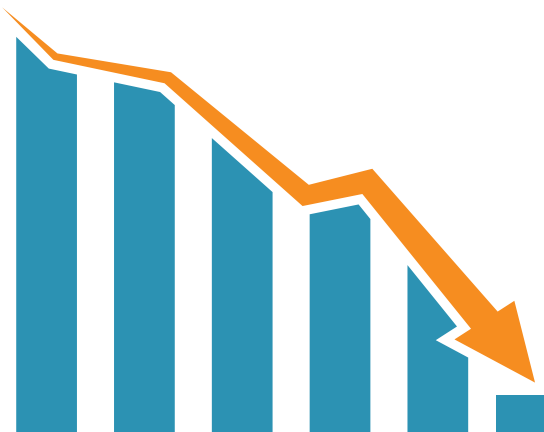
## Ineffective mobility hurts business results

80%

Feel it's harder to work in distributed mobile teams

33%

Cite poor communications as their greatest challenge when mobile



37%

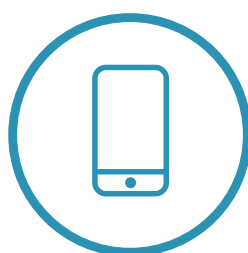
Meetings start late due to inefficient access for mobile teams

14%

Report difficulty in accessing expertise and knowledge when mobile

## The core principles of mobile productivity

The key to mobile productivity is to empower employees to work the way they want, from anywhere, on any network and any device.



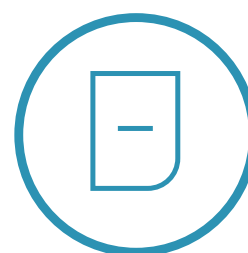
### Multi-devices

Use the device of your choice



### Any network

Use Wi-fi at home, cellular on the road



### Simplicity

Intuitive apps that let you work the way you want



### Work anywhere

Have the same functionality from wherever you are



### Multi-identity

Use your personal smartphone to make business calls



### Context

See everything relevant to a contact while communicating

## About BroadSoft

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

Corporate Headquarters | 9737 Washingtonian Blvd. | Suite 350 | Gaithersburg, MD 20878

Contact | P: 301-977-9440

General Inquiries | bsb-info@broadsoft.com

Press and Analyst Relations | pr@broadsoft.com

[www.BroadSoft.com](http://www.BroadSoft.com) | [Twitter](#) | [LinkedIn](#) | [Work It!](#)