BroadSoft **Hub** and **UC-One Connect** Mobile app

Bringing context to communications on your smartphone

WHY IT'S HARD TO GET THE SIMPLEST TASKS DONE WHILE MOBILE

Many of us are struggling to stay productive when we're on the road. We're spending more time away from our desks and more time searching for information. We're using a multitude of tools to do our job, yet we still don't have full access to key information from our smartphones. This is one of the biggest impediments to mobile workforce productivity.

However popular business apps like email, cloud storage, messaging, CRM and social media apps are all accessible from smartphones today - but they're distinct and isolated apps on our phones, making it hard to "connect the dots" while on the road. Finding exactly what we need, when we need it, especially during an important phone call, can be challenging from a smartphone.

Consider the traveling executive who needs to make a quick decision without having all the essential background information at her fingertips? Or the salesperson whose client calls them needing a last minute change that will make or break a deal? Or the product manager who is managing multiple projects and can't find the related email or remember where he filed an important document, during a review with his boss?

Communicating can't happen in a silo. We need our contacts to be associated with the relevant content that resides within the apps we use every day. Because when they're not, everything slows down. Instead of meaningful conversations, we're forced to search for files, lost attachments, and abundant emails. This hurts our productivity and our ability to solve problems, close deals, and move projects forward quickly - which ultimately hurts our bottom line.

There's a simple solution that puts everything into context

BroadSoft Hub brings all your communications and applications together - in a single, cloud-based, work environment. It "connects the dots" between who you're communicating with, and the emails, files, social media engagements, and messages you've shared with that person. Which means every call happens in context, with the insights and data you need to do your job.

On the move, when documents are harder to find, BroadSoft Hub combined with UC-One

Connect becomes a business imperative. With one swipe, Hub displays this relevant content while you're chatting or talking from your UC-One Connect mobile app.

Uniting these two apps, creates a powerful contextual communications experience for mobile professionals. It helps them see the "big picture" and conversations become smarter and more informed. Decisions can be made. Problems can be solved.

- Business professionals spend 60% of their time away from their desk

- Half of today's mobile professionals use their smartphone as their primary device for work

- 80% mobile workers use text messaging for business

- 59% of employees use mobile devices to run line of business applications

Connecting the dots with BroadSoft Hub

BroadSoft Hub supports a variety of popular cloud applications including Google G Suite email, calendar, and drive, Microsoft Office 365 email and calendar, Salesforce, Twitter, and BroadSoft Team-One.

By enabling Hub from the UC-One Connect settings on your smartphone, you can choose the apps you want displayed when you're communicating. These apps are all pre-integrated, out-of-the-box. Set-up takes seconds so there's no need to get help from IT.

Picture this. Your boss sends you a chat asking if you've approved the document she shared with you via email last week. You completely forgot that today was the deadline, and haven't had time to sort through your inbox and there are abundant new emails. With one swipe, you can easily view all the emails from your boss

listed in sequential order. Saving you time and embarrassment, you open the attachment, do a review, and provide her with your approval.

You can also conveniently access documents shared in your Google Drive. So when a colleague calls and wants to review some of his changes with you, all you have to do is swipe and open the document from your drive. No searching or launching a separate app. No delays or hassle. You discuss his changes on the spot, and breeze through your call more productively and far more efficiently.

These are just a few examples of how BroadSoft Hub with UC-One Connect help keep you organized and focused while you're mobile. Bringing context to every conversation, wherever you are, increases productivity, optimizes process workflows and elevates your experience as a mobile professional.

Key Capabilities

BroadSoft Hub's contextual intelligence capability finds, retrieves, and displays relevant content in sequential order from the following cloud applications:

- **Google G Suite and Microsoft Office 365** – Hub dynamically displays relevant Google or Microsoft Office 365 emails, attachments, and Google shared drive files. You can also filter and search content for emails and attachments. Quick Actions allow you to Delete or Archive emails, or Accept/Decline a calendar invite.

- **Salesforce** – Hub automatically matches your contact with the relevant Salesforce account and opportunity information, eliminating the need to launch and search from within the Salesforce app.

- **Twitter** – Hub displays recent tweets only relevant to the person you're communicating with. Quick Actions allow you to view and work with each tweet directly and perform functions such as Retweet, and Like. You can also filter Twitter information based on My Tweets, Retweets, and Mentions.

- **BroadSoft Team-One -** When you're collaborating with colleagues in a Team-One workspace, you can view team tasks and make updates such as re-assign tasks, change due dates or mark as complete.

Why BroadSoft Hub and UC-One Connect?

- Have quick and convenient access to relevant information from anywhere

- Improve responsiveness and productivity while you're on the road

- Rich context keeps you organized, more informed and helps you see the big picture

- Manage information overload and navigate through information effortlessly and instinctively

- Your favorite cloud applications are pre-integrated, out-of-the-box. Set-up takes seconds without any help from IT

> **At BroadSoft we believe that collaboration should be second nature. Conversations should happen in context. And everything you use should be in one place. And now it is, with BroadSoft Hub.**
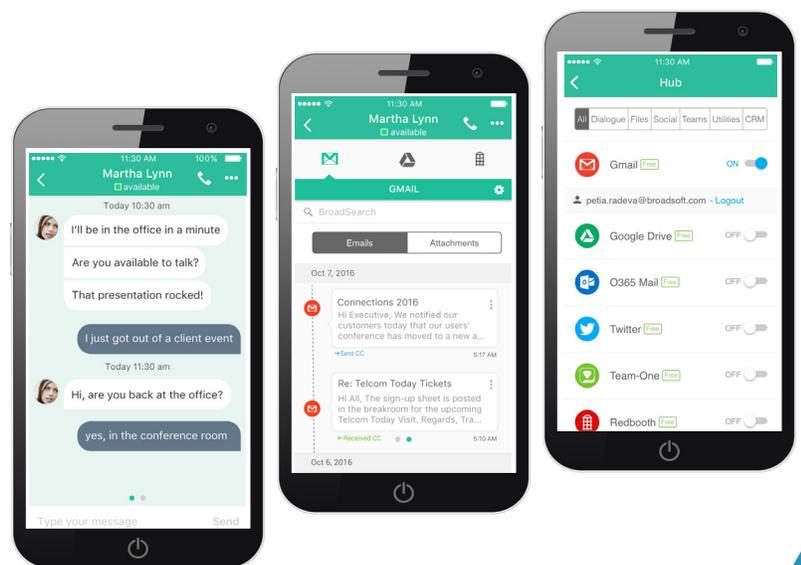
About **Broad**Soft

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

	COMPANY	NASDAQ: BSFT	$279M Revenue (2015)	26% CGAR Since '09	1,247+ Employees (2015)	80+ Country Presence
	CHANNELS	25 of the top 30 service providers by revenue		600+ Channel Partners	$8B Enterprise revenue based on BroadSoft solutions	
	LEADERSHIP	#1 Global Market Leader	41% Market Share	15M Business lines installed base (Q4 2016)	85M+ Total end users served	

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