



# BroadSoft Business: The Future of Work

**Move Core Business Applications  
to the Cloud to Begin Your  
Digital Transformation**





# It Happens Quickly

**Information Overload.** A tsunami of information overwhelms us daily, making it hard to isolate the content and data we need for strategic decision making.

**Disconnected Workflows.** The mobile workforce pays a steep price when they are disconnected from people, content and project activities.

**Fragmented Communications.** Widespread use of a growing list of isolated applications and content impede business responsiveness.

**Inefficient Meetings and Projects.** The loss in productivity, caused by using multiple disconnected meeting and content management technologies is estimated at 40%, on average.

**Cost and Complexity.** The common, piecemeal approach to applications quietly undermines business performance and leads to an unsustainable cost and complexity model.



**Fragmented Communications**

**\$650B**

– annual cost of interruptions to the U.S. economy.



**Inefficient Meetings**

**\$37B**

– wasted in the U.S. annually in unnecessary meetings.



**Disconnected Workflows**

**40%**

– lost productivity, due to multi-tasking and disjointed processes

# The Talent Rush

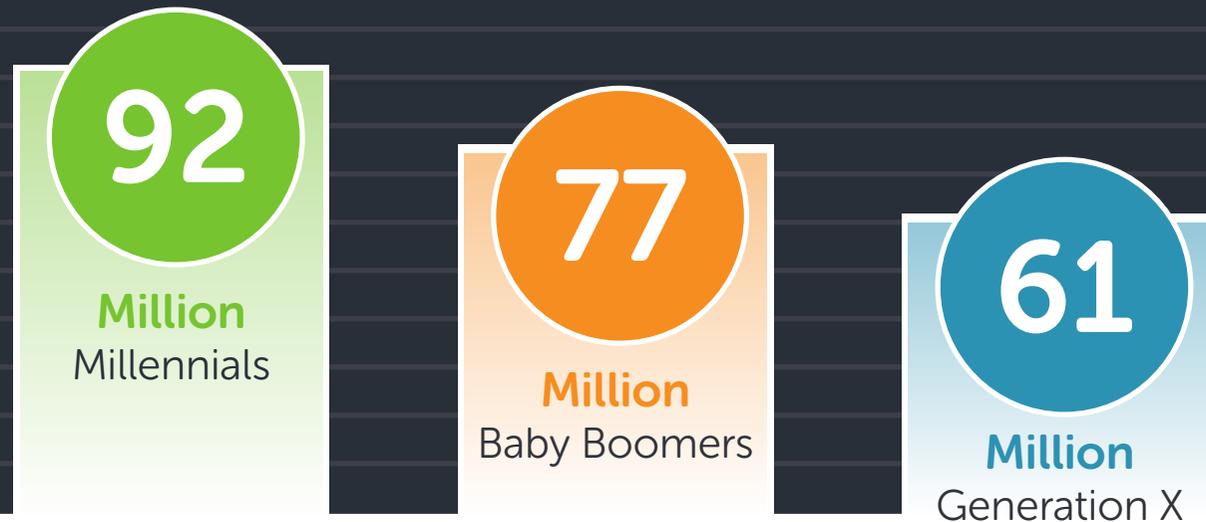


Rapid advances in technology have changed almost every aspect of business. As we look to harness technology, for greater flexibility, autonomy and control of our business interests, it is imperative to foresee the big picture implications our collaboration technology choices will have on overall performance.

**By 2025, millennials are predicted to make up more than half of the workforce.** Businesses able to attract and retain the top young talent will be the ones who adopt a much more integrated approach in their choice of business communication services.

## A Larger Cohort

The millennial generation is the biggest in US history – even bigger than the baby boomers.





# From the **Shadows**



Most of us have access to sophisticated applications on the home front. FaceTime, Snapchat, texting and social networking have become ways of life. We access music and photos from anywhere and are in constant contact with family and friends.

When we don't find the same types of resources in the workplace, we often choose to bring our own devices and apps along, rather than do without. This shadow IT movement has caused an unprecedented proliferation of diverse and disconnected applications in the workplace.

As a result, **business technology decisions are no longer being made solely by IT.**





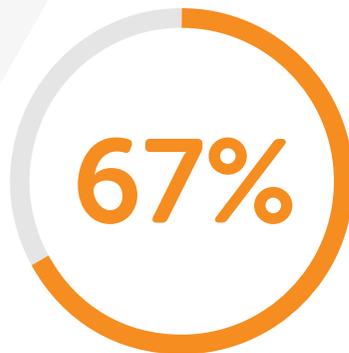
# The Cloud Emerges



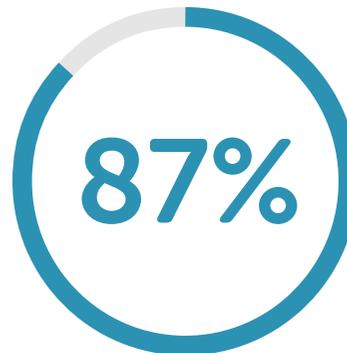
**Many businesses have started their digital transformation process by moving core applications to the cloud.** By integrating cloud communications services with other cloud applications they see significant improvements in key business processes, such as sales, customer service, development, and manufacturing. By connecting email, CRM, ERP, and content management applications, for example, with voice, video, conferencing, and contact center services, these businesses gain agility and responsiveness.

The transition from premises-based systems to cloud-based services supports the fundamental business needs for greater mobility, flexibility, simplicity, and affordability.

For businesses adopting a cloud connected approach to applications, the biggest challenge, to date, has been **identifying a cloud partner** who can bring all their applications into alignment together, to accelerate workflows, improve decision making and drive performance improvements.



Executives believe digital transformation is now a question of survival  
*(Source: MIT Sloan Management)*



Companies see digital transformation as an opportunity to develop a competitive edge  
*(Source: PWC)*



Companies claim main benefit of digital transformation is increased productivity  
*(Source: TechValidate)*





# BroadSoft Business

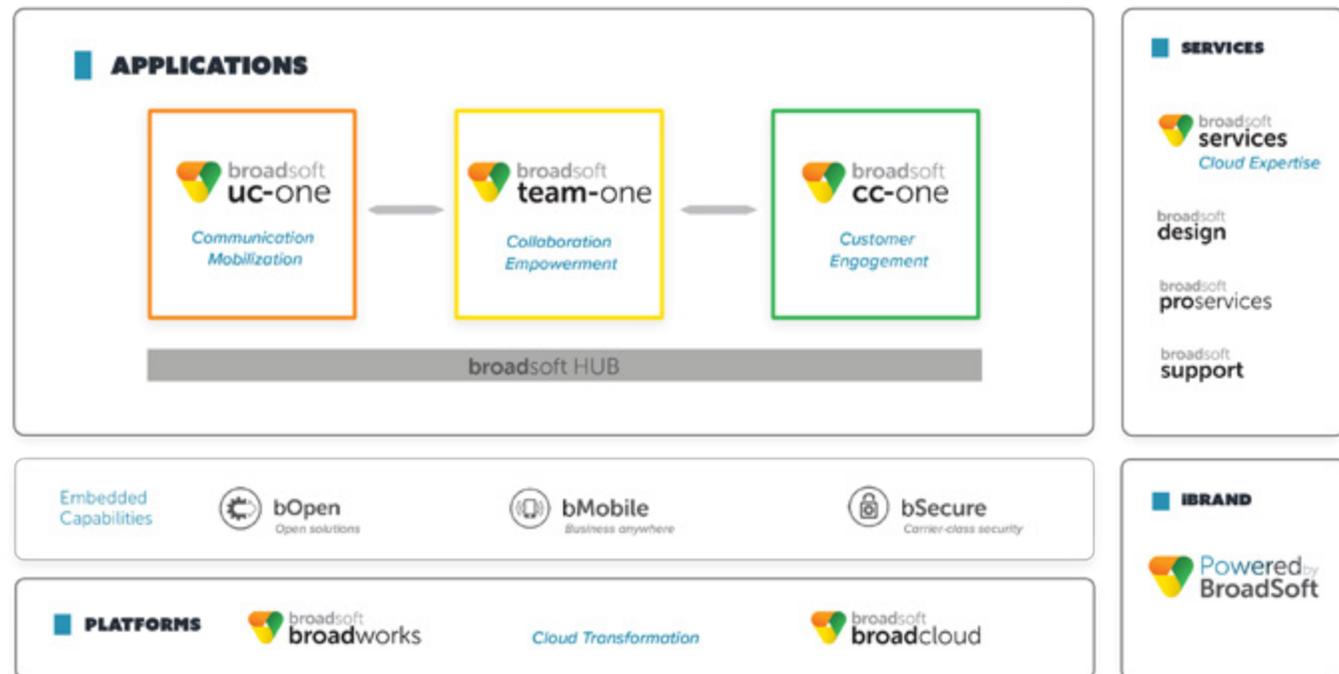


**BroadSoft Business is the low-risk option for businesses to secure the most advanced portfolio of cloud PBX, UC, team collaboration, contact center, and network services available, delivered in the cloud from a certified partner.**

BroadSoft Business is the foundation for **next generation contextual communications**. Designed to support small to large enterprise businesses, BroadSoft Business enables individuals and teams to **reach new levels of productivity through a unified user experience** that adapts to the situation, network, device, and location.

BroadSoft is transforming work by ensuring our customers can access advanced communications and collaboration services from within the applications and workflows they use, to drive business results.

## BroadSoft Business At-a-Glance



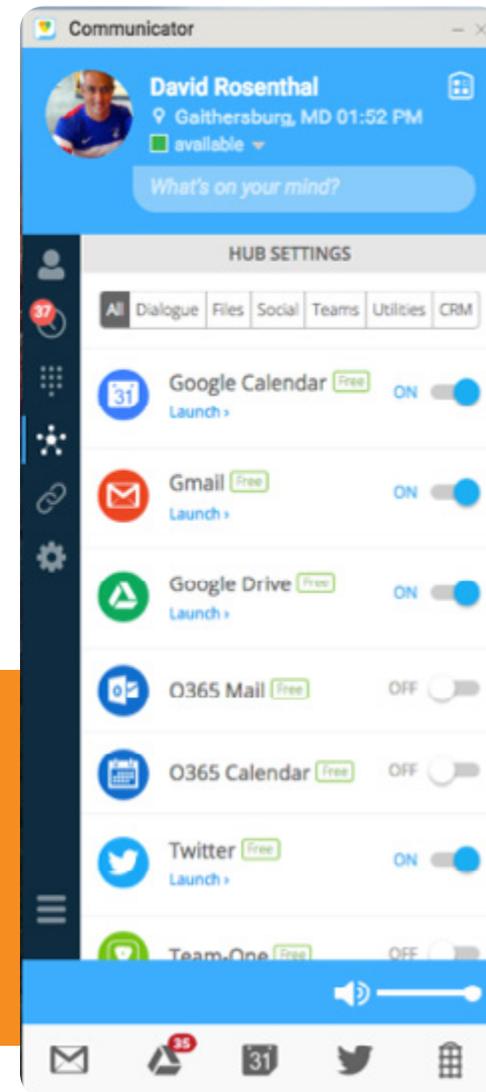
# Experience More

**BroadSoft Business gives the end user choices, depending on their preferred user experience.** First, for users spending the majority of their time working on dispersed solutions, we will offer a centralized user experience enriched with cloud application integrations and contextual intelligence.

Second, for users spending the majority of their time on a specific cloud application, such as Salesforce, we will offer open APIs and software libraries to embed BroadSoft Business capabilities into this third-party user experience.

## Contextual Intelligence

BroadSoft has developed contextual reasoning algorithms in our apps that intelligently collect content relevant to new communications requests. So when a call or message comes in, BroadSoft users are presented the most recent content (messages, documents, social posts) associated with the calling party.





# Smarter Workforce, Smarter Company



## Gain Business Agility:

Projects move faster, with fewer delays and more enthusiastic project teams, using one app to communicate, manage content, and collaborate. Log in from anywhere, to a single, consolidated workspace to access to all your projects, files, contacts, and apps.



## Streamline Meetings:

Projects teams and group meetings run smoothly, with teams using persistent and intelligent workspaces to capture and document results, tasks and timelines.



## Business Intelligence:

Gather all workflows and data into one contextual project dashboard. Relationships between people, content and projects are captured and managed, to add rich context to every interaction.



## Connected Mobility:

Mobile-first design ensures integrity and connectivity from anywhere. Harness your data, capture insights on your communications and pending actions, or tasks within a single dashboard.



## Integrated Simplicity:

Use one collaboration service that delivers integrated and contextual workflows. Our software learns your needs and preferences, prioritizes information and helps you optimize how you spend your time.



# The Future is Now



**BroadSoft Business brings the future into the present, as the foundation for next generation contextual communications.**



**Application Integrations** – Application integrations allow users to access cloud applications and social media in order to correlate information and perform quick actions on these other applications, so the user remains engaged in their workflow experience.



**Contextual Intelligence** – Contextual intelligence filters the information presented to the user, based on the user's particular situation, such as conversations, on-going projects, or information type.



**Enterprise Messaging** – Enterprise messaging allows users to create dedicated and persistent project rooms to share documents, manage tasks, coordinate activities, etc. Information in project rooms is always accessible by the project team.



**Unified Directory Services** – Unified directory services allow service providers to extend advanced BroadSoft capabilities and federate their services with business communities outside their network boundaries.



**Open Source Software & SDK** – Open source software and an SDK enable third-party developers to create their own custom application integrations.



**APIs & Software Libraries** – APIs and software libraries provide the necessary toolkit to extend BroadSoft Business application services into other third-party user experiences.

# We're Ready? Are You?



**BroadSoft Business is our pathway for transforming the future of work.**

We address the problems of information overload, fragmented communications, and disconnected workflows, with one integrated cloud solution that is both cost-effective and simple to manage.

Today, we deliver a powerful tool that aggregates communications, information, cloud applications and contextual intelligence into one convenient work space. **We will continue to advance quickly on our mission of empowering our communication service provider partners to deliver an amazing mobile and desktop experience for small to large enterprises, as together we embark on solving the challenges of improving the future of work.**



For more information, please send an email to [bsb-info@broadsoft.com](mailto:bsb-info@broadsoft.com)



# About BroadSoft

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

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

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

**Contact** | P: 301-977-9440

**General Inquiries** | [bsb-info@broadsoft.com](mailto:bsb-info@broadsoft.com)

**Press and Analyst Relations** | [pr@broadsoft.com](mailto:pr@broadsoft.com)

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