

WUN Systems Case Study



Executive Summary

“WUN Systems is an award-winning provider of an end-to-end Workspace Management Platform delivering all the tools needed to grow a smart and connected Coworking or Flexible Workspace.” The WUN Platform allows all technology to intelligently work together from IT infrastructure to real-time bookings to automated back-office workflows. With all the hardware, software, and essentials for building a thriving workspace, WUN’s platform helps to increase revenue, maximize productivity, and build community.

The WUN Platform provides a total package which includes voice, data, internet, software, and 24/7 door access. Through this unique solution, operators, members, and guests can enjoy greater opportunities for revenue and productivity when it comes to billing, booking spaces, managing opportunities, and keeping the community connected to new developments.

WUN Systems is an industry leader in providing avenues for automation, integration, and collaboration. Over 80,000 members are currently utilizing WUN’s technological solutions within North America and the United Kingdom. With over a decade’s experience in providing avenues for automation, integration, and

collaboration, WUN Systems is an industry leader in helping optimize for growth.

Challenges

The WUN Platform is an end-to-end workspace management solution that gives workspace operators the ability to manage their space effectively while delivering a seamless experience to their members. Office space, virtual offices, meeting rooms, events, voice and data services can all be easily purchased and managed via WUN’s white label self-service platform, driving more revenue for workspace operators.

WUN systems wanted to offer a highly reliable and scalable VoIP service that would easily integrate into their platform. There were a multitude of vendors offering VoIP service, but WUN was looking for an enterprise-grade, solid platform that would enable their customers to communicate seamlessly, whether they were working from their HQ, regional office or a remote location. WUN Systems was looking for an innovative, reliable and experienced communications vendor.

Solution

After an exhaustive search, WUN selected the BroadCloud Platform as a Service (PaaS) Solution from BroadSoft. The BroadCloud PaaS solution is reliable and scalable, providing open APIs, flexibility, and control. This enabled WUN to adapt their offering to the various needs of their workspace customers, and allows WUN to focus on selling and bundling meaningful services to customers, rather than investing in commodity management. Also, BroadSoft was able to provide everything that WUN required, including a choice of endpoints.

“We wanted to offer the best in class for our customers. After doing the research, we found Broadsoft to have the superior integration component with the WUN Platform.” -Victor Vasev, Chief Technology Officer, WUN Systems.

Broadsoft excelled in meeting several of WUN’s voice needs including, providing new innovations and features, high level technical support that goes directly

to the supplier, cost-effective pricing measures, and making sure the phone service exceeded the uptime standards.

Results

WUN Systems has been able to accelerate their business model by using reliable technology deployed in a stable environment that allows them to innovate, integrate, and deliver, as the Hosted PBX / UCaaS market opportunity in workspaces has grown and evolved. With the WUN platform as a differentiator, they rely on BroadSoft to provide PBX functionality and BroadCloud PaaS to support and advance the technology, along with their own strong development and sales effort to rapidly expand their results in the workspace segment. WUN understands that the communications market is dynamic - having BroadSoft as a partner allows WUN to focus on customers and growth with confidence, knowing that future innovations and the combined BroadSoft/WUN solution will add to their success

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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