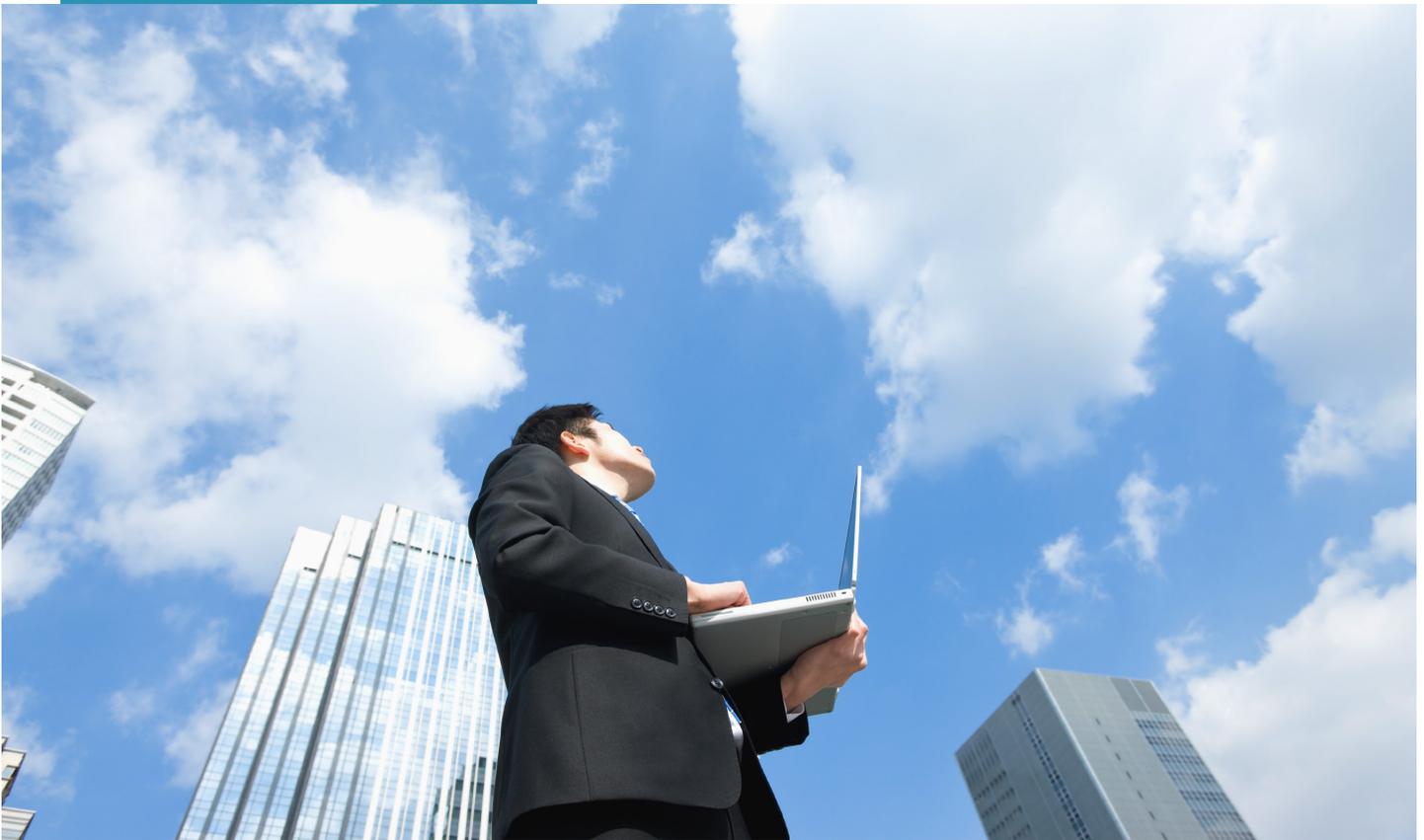![broadsoft](broadsoft logo)

BUSINESS BRIEF

Choosing the Right Cloud Communications Platform — Buy or Build?

A Perfect Storm is Driving Rapid Growth in Cloud Communications

Hosted IP telephony and unified communications and collaboration (UCC) services are now growing at double-digit rates globally, with no end in sight. In fact, Frost & Sullivan says adoption is likely to double over the next two years alone.

The uptick is being triggered by a "perfect storm" of converging factors:

- Organizations are more widely dispersed and workers are more mobile — driving the need for anytime, anywhere communications.

- Legacy communication infrastructures are increasingly complex and costly to maintain.

- Accelerated development cycles are making it necessary to refresh capital-intensive technology more frequently in order to keep pace.

Companies adopting cloud-based IP telephony and UCC services are able to weather this perfect storm and gain a competitive edge. They are able to improve business agility, streamline IT operations, reduce their costs and reduce their risks by purchasing communication as a service.

The SP Decision: Build or Buy Cloud Infrastructure?

Service providers who want to leverage the growing demand for cloud-based communication services need the right technology platform to deliver compelling new services to their customers. And there are two ways to go.

Some use in-house resources to develop their own home-grown cloud delivery platform. These typically are either multi-instance architectures originally developed for premises-based implementations, or multi-tenant architectures based on purpose-built, carrier-grade platforms.

About half of all providers — including top brands like BT, PCCW, and Verizon — rely instead on platforms developed specifically by experts in cloud communications who know the needs of both service providers and their customers. It is an approach that has paid off. Many of these service providers now have a long and successful track record in cloud services and have achieved leadership positions in their various global markets. This success is due in part to the extensive functionality and reliability of the third-party technology they use to power their cloud communications services.

Why a Third-Party Platform Can Be a Better Fit

Here are a few of the many advantages driving demand for third-party cloud communication platforms:

- Your technology partner takes responsibility for the heavy lifting involved in the development and evolution of your cloud infrastructure, leaving you free to focus on delivering the most compelling service possible to your customers.

- You and your customers benefit from your partner's advanced technology expertise and years of experience that have been informed by service provider and end-user feedback.

- Cost-effective scalability and automatic software updates and upgrades facilitate more economical service delivery with fewer disruptions.

- The standards-based technologies and open application programming interfaces used by third-party partners make it easy to integrate cloud communication solutions with other cloud services and with the premises-based applications used by your customers.

Why the World's Top Service Providers Rely on BroadSoft

Not all third-party providers of cloud communication platforms are equal, so it is important to find right fit. You want a partner who offers the precise features, functionality, security, reliability, and evolutionary roadmap you need. For many companies, that right fit is BroadSoft.

The Proven Market Leader

Today BroadSoft holds a 41 percent market share and powers the cloud services offered by hundreds of service providers around the globe, including 19 of the top 25 by revenue. AT&T, BT, Comcast, KPN, TDC, Telefonica, Telstra, SingTel, and Verizon are examples of those who rely on BroadSoft technology to deliver hosted IP telephony and UCC services, SIP trunking, and residential VoIP.

Frost & Sullivan calls BroadSoft an innovator and trailblazer known for its visionary strategy, excellent execution, unwavering commitment to technology innovation, and customer value. The firm attributes BroadSoft's market leadership to a comprehensive feature set; choice of architecture and deployment models; and carrier-grade quality, reliability, and security.

"BroadSoft's industry-leading platform represents a compelling option for businesses looking for tried-and-tested solutions that continue to evolve in step with changing customer needs," writes industry analyst Elka Popova. "Providers using BroadSoft solutions transition customers to cloud communications with simplicity and speed, while protecting customers' existing investments in premises-based communications assets."

A Platform with Compelling Features

BroadSoft offers two alternatives for deploying new cloud-based communication services. Both have the carrier-grade reliability that service providers and their customers expect.

Choose **BroadSoft BroadWorks** if you prefer to integrate your cloud-communications platform into your existing operations. BroadWorks is the industry's most widely deployed hosted IP telephony and UCC application server. It is installed and managed on your own network, where it integrates tightly with both your operations support and business support systems.

Choose **BroadSoft BroadCloud** if you prefer to take advantage of BroadSoft's managed service offering. BroadCloud scales cost-effectively to support even millions of users and addresses a broad spectrum of customer requirements.

Here are a few of the many compelling features/capabilities a BroadSoft platform can deliver.

- **The scale needed** to quickly and cost-effectively launch cloud communications offers across large geographic areas.

- **A smooth customer migration path** that includes VoIP access and SIP trunking services for sites with unamortized premises-based systems, as well as full-featured hosted IP telephony and UCC services for those moving their entire communications infrastructure to the cloud.

- **An extensive communications and collaboration feature set** that includes:
  » Rich business telephony, including extension dialing, call park and hunt groups
  » Voicemail and unified messaging
  » Attendant and auto attendant
  » Contact center
  » Audio, web and video conferencing
  » Mobility (single business number service for incoming and outgoing calls on mobile devices)
  » Enterprise instant messaging, chat and presence
  » Collaboration (file sharing, desktop sharing)

- **Standards-based protocols and open application programming interfaces** that let third-party application developers quickly launch new custom services and applications.

- **Integration with third-party business applications**, including leading customer relationship management solutions (salesforce.com, Sugar CRM, etc.), messaging (Microsoft Outlook, Gmail, IBM Notes, etc.) and vertical business applications (eAgent, Clio, etc.).

With BroadSoft, you can use a single technology platform to meet the requirements of a broad range of customers – from the most demanding global enterprise, to the smallest businesses, to individual consumers looking for both simplicity and affordability.

Capture *Your* Share of the Cloud Communications Market

If you want to capture your share of the growing cloud communications market, give us a call. We can share the insights and experiences of other service providers around the globe, analyze your needs, recommend smart strategies and deliver the precise future-proof platform that best suits both you and your customers. Let's get started today.

About BroadSoft:

BroadSoft is the leading provider of cloud software and services that enable mobile, fixed-line and cable service providers to offer Unified Communications over their Internet Protocol networks. The Company's core communications platform enables the delivery of a range of enterprise and consumer calling, messaging and collaboration communication services, including private branch exchanges, video calling, text messaging and converged mobile and fixed-line services.

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