

The BroadSoft VoWiFi Solution

Extend the Mobile Experience with Carrier-Grade Wi-Fi Calling

Introduction

When you add BroadSoft's VoWiFi solution to your network, your customers can make and receive calls in areas where there is no cellular coverage – helping them stay in touch with colleagues, customers and prospects and remain fully productive.

Mobility on the Rise

It is clear mobility isn't just for road warriors and executives anymore. Individuals at all levels and across all types of functions are using mobile devices to work from home, while traveling or even while in the office. As a result, demand is soaring. Studies show that mobile broadband connections will account for almost 70% of the global base by 2020.

Though expanded 3G/4G service areas are helping, it can be hard to provide reliable coverage indoors and in densely populated areas – leading to dropped calls, customer dissatisfaction and increased churn.

Some users have resorted to over the top (OTT) applications to make calls over the Internet using a Wi-Fi enabled smartphone. Many of these solutions come with their own challenges, though. Often they require a separate phone number and dial interface, and most can't maintain call connections as a user moves between Wi-Fi and cellular.

The Market Opportunity

Operators offering VoWiFi solutions can deliver a truly seamless, carrier-grade Wi-Fi experience that spans coverage gaps. Customers can keep their existing phone number, use the native dialing capability on their device of choice, and move between Wi-Fi and cellular networks without interrupting calls. They can even bring carrier-delivered unified communication and collaboration capabilities with them into the Wi-Fi arena.



Advantages of BroadSoft VoWiFi to Your Business

- Improves the customer experience, builds loyalty and lowers churn
- Extends coverage and connection time
- Deploys less expensively than femtocell and related hardware solutions
- Provides differentiation in a heavily competitive segment
- Allows you to leverage your existing VoLTE IMS investments

Advantages of BroadSoft VoWiFi to Your Customers

- Solves connectivity challenges without adding complexity
- Provides seamless movement between Wi-Fi and cellular
- Delivers improved quality of service
- Makes the advanced unified communication features businesses rely on Wi-Fi accessible

The BroadSoft Advantage

The BroadSoft VoWiFi Solution is software-based and can be implemented quickly and easily on your existing network infrastructure. You will be poised to support both native and application-based Wi-Fi services on virtually any mobile device – delivering a great

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calling experience to both business customers and consumers.

How does BroadSoft VoWiFi work? A simple configuration file is pushed to Wi-Fi enabled mobile phones on your network. When a user is connected to Wi-Fi, the device sets up a secure tunnel and registers with your core network to process incoming and outgoing calls and text messages.

For operation in native mode, customers simply turn on the Wi-Fi feature of their phone. They can stay in touch, just as if they were connected directly to your mobile network.

For even broader functionality, our BroadSoft UC-One® application delivers advanced cloud-based communications and collaboration services over both Wi-Fi and cellular. Customers will benefit from voice and video conferencing, file sharing, instant messaging and presence capabilities. They also benefit from greatly improved quality of service for their Wi-Fi calls. The same app enables customers to link multiple devices to a single number, each providing a consistent look, feel and user experience.

BroadSoft VoWiFi is field-proven – used by a major carrier to support nearly nine million business and consumer subscribers.

Find Out More

BroadSoft solutions are used by more than 700 service providers globally to deliver essential cloud-based business communication and collaboration services to customers. To discover how BroadSoft VoWiFi and other BroadSoft solutions can benefit your business, visit us online at www.broadsoft.com.



For more information,
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