



May 8, 2017

## BroadSoft Launches BroadCloud PaaS

- | *BroadCloud Platform-as-a-Service (PaaS) enables service providers to rapidly bring innovative, customizable cloud unified communication and collaboration services (UCaaS) to market*
- | *As a managed cloud infrastructure residing in BroadSoft data centers, service providers can minimize non-strategic CAPEX and OPEX*
- | *BroadCloud PaaS is another option for the BroadCloud cloud platform powering [BroadSoft Business](#)*

GAITHERSBURG, Md., May 08, 2017 (GLOBE NEWSWIRE) -- [BroadSoft, Inc.](#) (NASDAQ:BSFT) a global market leader in cloud business software for unified communication, collaboration and contact center (UCaaS) announced the commercial availability of BroadCloud Platform-as-a-Service (PaaS). BroadCloud PaaS is a managed cloud infrastructure enabling service providers to rapidly bring the innovative BroadSoft Business cloud applications to market. The BroadCloud PaaS platform provides control over customizations, integrations, and optimizes capital expenditure (CAPEX) and operational expenditure (OPEX) as the infrastructure resides within BroadSoft carrier-class data centers.

According to a recent Frost & Sullivan [report](#), a global transformation to cloud-based services is underway with 45% of telecom providers planning to deploy a turnkey solution hosted and operated by a third-party to improve their ability to offer innovative solutions. BroadCloud PaaS positions service providers to seize upon this growing market demand, meet the evolving need of the business user and maintain brand leadership against an emerging set of competitors. With BroadCloud PaaS, service providers have the ability to:

- | **Accelerate their innovation cycle** with unprecedented control and flexibility to develop differentiated, on-demand cloud unified communication and collaboration services
- | **Gain a 50-75% time-to-market advantage** delivering new cloud communications services based on the entire BroadSoft Business application suite
- | **Minimize non-strategic OPEX and CAPEX** while moving to a consumption cost model that greatly minimizes the ongoing marginal costs for new features and capabilities
- | **Benefit from carrier-class reliability and BroadSoft data centers** with physical, environmental and access level security
- | **Reduce operational complexity** and costs with simplified and scalable packaging options

[WUN Systems](#) is an award-winning provider of all the tools needed to grow a smart and connected Coworking and flexible workspace. While seeking to offer a highly reliable and scalable unified communication and collaboration (UC) services that would easily integrate into its platform, WUN Systems conducted a lengthy search for communications vendors. The BroadSoft BroadCloud PaaS solution was chosen because of the ability to deliver proven platform and enterprise-grade applications that enables WUN Systems customers to communicate seamlessly from any location.

"The BroadCloud PaaS solution is reliable and scalable, providing open APIs, flexibility, and control, which makes it easy to adapt our offering to meet the specific needs of our customers," said Victor Vasev, chief technology officer, WUN Systems. "Using a fully managed, scalable infrastructure of resources, connectivity and security operated by BroadSoft, we are able to accelerate time-to-market for innovation, and set the pace as the hosted PBX / UCaaS market opportunity for businesses has grown and evolved."

BroadCloud PaaS is an option available to service providers as part of the BroadCloud cloud platform powering [BroadSoft Business](#), a fully integrated portfolio of enterprise-ready cloud, unified communications, team collaboration and contact center applications. BroadSoft Business can scale to all market segments, and includes three core applications: UC-One, Team-One and CC-One, with BroadSoft Hub providing contextual intelligence across the entire platform so users can access the information and apps they need in one place.

"Service providers now recognize the importance of rapid and innovative service delivery and see PaaS as a big opportunity to remain competitive while still having the flexibility and control they need," adds Scott Hoffpaur, chief technology officer, BroadSoft. "Now service providers can bring cloud application suites like BroadSoft Business to market more efficiently and cost-effectively because it can be fully managed by BroadSoft. As a result, service providers can focus their energy, resources and budget on their brand and services to continually enhance the end user experience."

**To find out more about transitioning to the cloud with BroadSoft PaaS, click [here](#).**

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## Forward-Looking Statements:

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements may be identified by their use of terms and phrases such as "enables" and "can," and other similar terms and phrases and include, among others, statements regarding the benefits to BroadSoft's customers resulting from the use of BroadCloud PaaS. The outcome of the events described in these forward-looking statements is subject to known and unknown risks, uncertainties and other factors that could cause actual results to differ materially from the results anticipated by these forward-looking statements, including, but not limited to, the financial and other benefits to BroadSoft resulting from the use of BroadCloud PaaS by its service provider and enterprise customers as well as those factors contained in the "Risk Factors" section of BroadSoft's Form 10-K for the year ended December 31, 2016, filed with the Securities and Exchange Commission, or SEC, on February 23, 2017, and in BroadSoft's other filings with the SEC. All information in this release is as of May 8, 2017. Except as required by law, BroadSoft undertakes no obligation to update publicly any forward-looking statement made herein for any reason to conform the statement to actual results or changes in its expectations.

## About WUN Systems:

WUN Systems is a provider of a Workspace Management Platform delivering you all the tools needed to grow a smart and connected workspace. The WUN Platform enables your technology to work intelligently together to help increase revenue, maximize productivity, and build community. WUN's mission is to provide the blueprint for growth and efficiency in your workspace. To learn more about WUN Systems, please visit [www.wunsystems.com](http://www.wunsystems.com).

## About BroadSoft:

BroadSoft is the technology innovator in cloud communications, collaboration, and contact center solutions for businesses and service providers across 80 countries. We are the market share leader for cloud unified communications with an open, mobile and secure platform trusted by 25 of the world's top 30 service providers by revenue. Our BroadSoft Business application suite empowers users and teams to share ideas and work simply to achieve breakthrough performance. For additional information, visit [www.BroadSoft.com](http://www.BroadSoft.com).  
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