



ONECLOUD NETWORKS SHIFTS TO BROADSOFT'S BROADCLOUD FOR HOSTED BUSINESS UNIFIED COMMUNICATIONS SERVICE

BroadSoft's fully managed cloud service enables OneCloud Networks to extend beyond PBX to rapidly deliver hosted UC services; expand U.S footprint.

GAITHERSBURG, Md., April 16, 2015 – [BroadSoft](#), Inc. (NASDAQ: BSFT) today announced that [OneCloud Networks](#) will upgrade its hosted PBX and Unified Communications (UC) offering by migrating to BroadCloud®, a fully-managed end-to-end service. BroadCloud enables OneCloud Networks to speed time-to-market for delivering comprehensive Unified Communication services to their business customers, minimizing up-front investment and accelerating time to new service revenue.

Since 2007, OneCloud Networks has leveraged the BroadWorks® platform to deliver hosted PBX services to small businesses and mid-market enterprises in the Dallas and New York City areas. OneCloud Networks sought a cloud-based solution that would allow the firm to expand its footprint nationally, while rapidly delivering new UC features to the market.

“BroadCloud significantly speeds our service innovation and, at the same time, increases our geographic market coverage,” said Haider Mirjat, chief solutions officer, OneCloud Networks. “With BroadSoft’s cloud service, we can now scale our solution nationally beyond current markets, while covering the full business customer lifecycle, from initial quote to service activation to support.”

Existing and future OneCloud Networks business customers now gain access to UC-One® – a full unified communications experience that transforms the way individuals communicate. Regardless of the user’s preferred mobile device, type of connectivity, or type of communication service connectivity (hosted or premise-based PBX), UC-One provides voice, video, business directories, call logs, instant messaging and presence availability through a single interface. BroadSoft service providers have the option to deploy UC services via the BroadWorks platform or via BroadCloud.

OneCloud Networks – and its business customers – will experience several key benefits by shifting to BroadSoft’s BroadCloud managed service, including:

- **Ability to deliver full customer lifecycle support** – With BroadSoft’s cloud infrastructure, OneCloud Networks can fully manage BroadCloud and customer lifecycle



management, from initial quote to service activation to support. BroadSoft reduces operational costs so that OneCloud Networks can shift from being a “phone company” to a managed cloud solutions provider.

- **Accelerated time to new service revenue** – BroadCloud provides an enhanced user experience through BroadSoft’s web-based service operating platform and allows OneCloud Networks to more quickly sell, provision, activate and bill for BroadCloud.
- **Enhanced set of UC features beyond PBX** – The BroadSoft UC-One application equips OneCloud Networks business customers of all sizes with a true mobile experience and access to a broad range of [hosted Unified Communications](#) services, such as video calling and conferencing, mobility, and unified messaging.

“OneCloud Networks is a forward thinking cloud innovator that recognizes the technologies, products and services businesses need to effectively communicate and collaborate,” added Ken Rokoff, vice president, BroadCloud, BroadSoft. “We are thrilled OneCloud Networks will leverage BroadCloud to rapidly deliver hosted communications services to market and to scale to an expanded national footprint.”

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 “will,” “allows,” and “can” and other similar terms and phrases and include, among others, statements regarding the benefits to OneCloud Networks’ customers resulting from the use of BroadCloud managed services in OneCloud Networks’ service offering to end-users. 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 managed services by OneCloud Networks in its product offerings as well as those factors contained in the “Risk Factors” section of BroadSoft’s Form 10-K for the year ended December 31, 2014, filed with the Securities and Exchange Commission, or SEC, on February 25, 2015, and in BroadSoft’s other filings with the SEC. All information in this release is as of April 16, 2015. 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 BroadSoft:

BroadSoft is the leading provider of 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.

For additional information, visit <http://www.BroadSoft.com>.

About OneCloud Networks:

OneCloud Networks is a BroadSoft service provider, delivering unified communications solutions to manage businesses more effectively. OneCloud Networks integrates unified communications with CRM and other business platforms to create ONE seamless business process.

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