

O1 Communications Selects BroadSoft for Cloud Unified Communications Business Offering

BroadCloud Will Power O1 Phone VoiceStream, Delivering Hosted PBX and UC Services to Business Customers



BroadSoft, Inc. September 2, 2015 8:00 AM

GAITHERSBURG, MD and EL DORADO HILLS, CA--(Marketwired - Sep 2, 2015) - [BroadSoft, Inc.](#) (NASDAQ: BSFT) today announced that O1 Communications, a leading California VoIP telecommunications company, will leverage BroadCloud®, BroadSoft's fully-managed hosted service, to power its [O1 Phone VoiceStream](#) hosted PBX and Unified Communications (UC) offering.

Prior to the sale of its retail division in 2010, O1 Communications utilized the BroadWorks® platform to deliver hosted PBX and SIP Trunk services to small business and mid-market customers. As the company prepared for its entry back into the enterprise market in 2015, O1 sought a cloud-based solution that can extend beyond voice to meet growing business demand across all market segments for innovative [Unified Communications services](#) and business phone solutions. [BroadCloud](#) offers a robust, bundled UC solution, along with an intuitive, self-service web portal, to provide O1 customers a superior user experience and to simplify management and delivery of the VoiceStream product.

"Forward-thinking service providers such as O1 Communications are increasingly looking to rapidly and easily customize and take to market voice and UC services that meet the diverse communications needs of their business customers," said Josh Holmberg, vice president, sales, BroadSoft. "With BroadCloud powering its compelling VoiceStream cloud offering, O1 Communications is strongly positioned with an affordable, easy-to-use, and feature-rich solution."

VoiceStream is a powerful, yet simple to manage cloud PBX and integrated unified communications offering. The solution includes [BroadSoft UC-One®](#) -- a full unified communications experience that enhances productivity for the increasingly mobile workforce by making voice, video, business directories, call logs, instant messaging and

presence available on a single application. Additionally, O1 can ensure the highest quality of service across the network through BroadSoft's cloud-based quality of service (QoS) management tools.

"We are pleased to extend our long-term relationship with BroadSoft and to collaborate with them to provide the benefits of BroadCloud's comprehensive unified communication services," adds Max Seely, Senior Vice President, O1 Communications. "We now have a packaged, turnkey solution to take our VoiceStream product to market and to support the rapid transition of today's businesses to cloud communications, a mobilized workforce, and customizable UC solutions."

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," "enhance," and "can" and other similar terms and phrases and include, among others, statements regarding the benefits to O1 Communications' customers resulting from the use of BroadCloud managed services in O1's 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 O1 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 September 2nd, 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 O1 Communications:

O1 Communications, Inc. is a full-service provider of innovative telecommunication products. O1 provides wholesale VoIP peering solutions to service providers for originating and terminating voice traffic. The company also provides customizable Unified Communications solutions and high-quality service to enterprise customers with its O1 Phone VoiceStream products. For more information, contact 888.444.1111 or visit www.o1phone.com.