

# BroadWorks Hosted PBX/IP Centrex

With Hosted PBX/IP Centrex, businesses no longer need to worry about the significant cost of managing and maintaining premises communications systems. They can focus on their core business, allowing their service provider to deliver their communications solutions. With state-of-the-art features, easy support for mobile, remote, and home employees, and built-in video, conferencing, call center, and unified messaging functionality, this solution gives businesses great power and productivity across any type of phone system or location.

## Overview

BroadWorks® provides all standard PBX functions, plus fully integrated enhanced services, such as call centers, conferencing, voice, video, and fax mail, as well as mobile integration. All setup and configuration is easily managed through a Web portal, enabling service providers to target businesses with as few as five end users or large enterprises with thousands of users distributed across the globe. With its powerful capabilities and ease of use, BroadWorks Hosted PBX/IP Centrex empowers carriers to increase revenue and offer a more cost-effective value proposition to businesses.

BroadWorks Hosted PBX/IP Centrex is part and parcel of BroadSoft's Unified Communications solution that blends:

- BroadWorks Business Telephony and Trunking features and functionality
- BroadWorks integrated Call Center, Conferencing, and Messaging functionality
- Integration with IT Applications like Microsoft Outlook/OCS, IBM Sametime, and Google Apps
- Integration with Business Mobiles using BroadWorks Anywhere



- Built-In Video Telephony and Video Business Services
- Integration with Enterprise Applications like CRM, ERP, and vertical apps

Hosted PBX/IP Centrex is the answer for service providers to compete with and surpass premises-based PBX in functionality, economics, and ease of operation for their customers.

## Why Hosted PBX/IP Centrex?

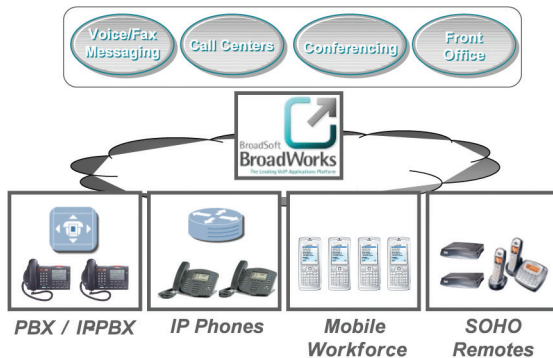
BroadWorks Hosted PBX/IP Centrex enables service providers to increase revenue, minimize management headaches, and deliver a feature-rich solution.

Attribute	Hosted PBX	Premise Solutions
Scalability	• Essentially Unlimited	• Typically, 1-10K Users • Limited number of IP Phones
Multi-site Networking	• Uniform Dialing Plans • Full Feature Set • Centralized Management	• Hard-to-manage Dial Plans • Limited Network Features • Service Islands
Total Cost of Ownership	• Lower Cost with Outsourcing	• Higher Costs Overall: Staff & Support, Access (PRI vs. T1), Limited CPE Choices
Open and Standards	• Open and 3rd Party CPE • SIP-Based	• Limited, Closed CPE • Proprietary Content
Reliability, Resiliency, and Survival	• Carrier-grade Platforms (typically well over 5 9's) • Cost borne by Service Provider • Sun Solaris & IBM Linux mission-critical elements • Robust IP networking, including geographic redundancy	• Typically, 5 9's only by complex, expensive methods • Cost borne by Enterprise • Use of Windows and other less-hardened elements; Unix/Linux use growing. • Software reliability and churn remain an issue
Technology Risk	• Borne by Service Provider	• Borne by Enterprise
Operations and Management	• Centralized System Management • Located at CO and/or Data Center • Supports Multi-location and Multi-Tenant Usage	• Separate Management Systems • Located at Customer Site • Typically Supports Single Site, Non-networked

## The Converged Business

BroadSoft's industry-leading applications can be combined to address any enterprise configuration and all user types building a differentiated solution.

BroadWorks applications are decoupled from the underlying architecture, which means total freedom to evolve the infrastructure. For example, service providers can start with a standalone fixed network and evolve to IP Multimedia System (IMS) to encompass a mobile network with the same services for end-users.



**Reliability:** BroadWorks is proven software that runs on reliable, low-cost Solaris and Linux NEBS servers

**Scalability:** Major functions run on separate servers, which provide unparalleled flexibility to grow the installed base by adding another server or upgrading an existing one.

**Availability:** Local and geographic redundancy provides zero downtime on upgrades and repairs.

**Maintainability:** Essential network management interfaces and tools plus end-user IP Phone configuration and with BroadWorks Device Management.

## Key Features

With Hosted PBX/IP Centrex, service providers can deliver an unparalleled set of productivity-enhancing features:

- Remote Office – Users can take their offices on the road with them
- BroadWorks Anywhere – BroadSoft's native FMC solution
- Selective Call Forwarding – Allows users to decide who reaches them, at what number, and when
- Pre-integrated Services – Voice/Video/Fax mail, Call Centers, Conferencing and Personal Mobility.

In addition, BroadSoft® has a comprehensive interoperability program with access, network, third-party application, and OEM partners.

A host of powerful personal features as well as group and enterprise features provides carriers the tools they need to serve small office/home office (SOHO), medium and large enterprise markets.

## Leverage Brandable Client Applications

BroadSoft offers a suite of client applications that put the power of Hosted PBX/IP Centrex just a click away and keeps the service provider's brand name on the user's desktop.

- BroadWorks Assistant-Enterprise is a carrier-class, light-weight desktop communications management product for everyday users of Microsoft Outlook, Microsoft Internet Explorer, or Mozilla Firefox. Users can manage incoming and outgoing messages, maintain up-to-date connection information, and configure controls on calls and voice mail.
- BroadWorks Receptionist is an attendant console for use by receptionists or telephone attendants who manage and screen inbound calls for enterprises.
- BroadWorks Call Center Agent and BroadWorks Call Center Supervisor are tightly integrated with the BroadWorks Call Center service. All these elements combine to provide a Call Center solution, in which all the functionality is exposed through a compact and concise user interface.

## Personal Features

- Alternate Numbers
- Anonymous Call Rejection
- Auto Callback
- Automatic Hold/Retrieve
- BroadWorks Anywhere
- Call Forwarding Always/Busy/No Answer/Not Reachable
- Call Forwarding Remote Access
- Call Forwarding Selective
- Call Notify
- Call Return
- Call Transfer
- Call Waiting
- Calling Line ID Delivery
- Connected Line Presentation
- Calling Line ID Blocking and Override
- Call Pickup
- Custom Ringback
- Distinctive/Priority Alerting
- Diversion Inhibitor
- Do Not Disturb
- Extension Dialing
- Hoteling
- In-Service Call Activation
- Last Number Redial
- Prepaid
- Push to Talk
- Remote Office
- Selective Call Acceptance
- Selective Call Rejection
- Sequential Ring
- Shared Call Appearances
- Simultaneous Ring
- Speed Dial
- Three-Way, N-Way Calling
- Two-stage Dialing
- Voice Portal Calling

## Group and Enterprise Features

- Account Codes
- Authorization Codes
- Auto Attendant
- BroadWorks Anywhere Portal
- Call Centers
- Call Intercept
- Call Park and Pickup
- Calling Group ID Delivery
- Calling Plan (Incoming and Outgoing)
- Click-to-Dial Directories
- Configurable Feature Access Codes
- Hunt Groups
- Instant Group Call
- Least Cost Routing
- Loudspeaker Paging
- Multi-site dialing plans
- Music on Hold
- Series Completion
- Voice/Video/Fax Mail
- Voice Virtual Private Networking