BroadWorks® Competitive Summary

BroadSoft's market leadership is in large part due to the technological capabilities of the company's award winning product, BroadWorks. Service providers select BroadWorks for the following reasons:

- **Most extensive feature set**: As the leading provider of IP Centrex and Hosted PBX applications, BroadSoft offers the most extensive set of features in the market. The company's sole focus is in providing world-class telephony applications that are highly usable and intuitive, thereby increasing productivity.

- **Mobile worker support**: BroadWorks enables service providers to easily support the increasing number of employees working from home or on the road. The Remote Office feature provides employees with remote access to their voice services from any phone, without the need for expensive and proprietary hardware.

- **Voice VPN:** BroadWorks enables multi-location enterprises to configure their own private dial plans for on-net calling routing between sites, including those using premises-based solutions (e.g. PBXs, key systems).

- **Centralized service management**: Unlike legacy voice solutions, BroadWorks can be hosted centrally in a data center deployment model. Thus, service providers can offer a more compelling solution for enterprises that span multiple locations. Services (e.g., auto attendant, hunt groups) can be deployed across all of an enterprise's sites, whether regionally, nationwide, or worldwide.

- **Maximum service flexibility:** BroadWorks offers unparalleled flexibility for service providers to customize their feature bundling to meet the requirements of any and all target customer segments, from the price-sensitive mass market to higher value enterprise customers.

- **Geographic redundancy**: BroadWorks' redundancy solution enables service providers to avoid downtime from server and IP network failures. Redundant servers are deployed in geographically disparate locations and fail-over is automatic, thus minimizing any service impact to enterprise customers.

- **Integrated CALEA solution**: BroadWorks provides the most elegant solution in the marketplace to comply with CALEA. The BroadSoft solution allows for event monitoring, logging, and administration to be conducted on the application server and media monitoring and interception to be conducted on the media server. Thus, BroadWorks can provide a self-contained CALEA solution without requiring an external specialized (and expensive) CALEA server and/or interoperability from all routers in a network.

- **Widest variety of CPE options**: BroadSoft offers the widest variety of choices for customer premises equipment available in the market today, including integrated access devices, access gateways, IP phones, and digital phone adaptors of all sizes and shapes. These devices also support a wide variety of protocols, such as ADSL, SDSL, G.SHDSL, Ethernet, T1, and ATM. BroadSoft's robust interoperability program ensures that certified solutions have been extensively tested prior to commercial deployment.

- **Scalability and modularity:** BroadWorks' architecture can scale up to support millions of subscribers in a single network, serving a wide variety of deployment and integration requirements. Also, BroadWorks' modular architecture enables service providers to roll out IP telephony services with incremental investments in their network infrastructure, thereby more closely matching spending with revenue growth.

- **Seamless system integration**: BroadWorks integrates seamlessly into existing operations support systems, voice mail systems, and networks. Use of industry-standard interfaces and protocols allows service providers to make use of existing tools and skills, without compromising ease of use or system management. In addition, BroadWorks provides configuration audit trails to log all changes made by the system provider, including adds, changes, and deletions.

- **Open, standards-based design**: BroadWorks supports a variety of standard protocols, such as SIP, MGCP, CORBA, CPL, and XML. Developers have the option to easily create and deploy innovative applications to complement BroadWorks' existing suite of services. The robust service creation capabilities enable new applications to be rapidly and inexpensively developed by BroadSoft, service providers, integrators, and third-party software developers.