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## TMCnews Featured Article

June 21, 2007

## Cox Selects BroadSoft's Platform For VoIP



By Narayan Bhat, TMCnet Contributor

BroadSoft (News - Alert), Inc., a provider of VoIP application software, has taken a leap on its growth path with Cox (News - Alert) Business Services, communications solutions provider for commercial customers, selecting its VoIP platform as the "foundation" for its next generation Web-based telephony service.

BroadSoft's "BroadWorks" platform is designed to enable service providers to deliver advanced hosted PBX (News - Alert) services, enhancing PBX functionality over IP connection and eliminating the need for premise-based solutions that require highly trained technicians.

In a statement issued on Wednesday, Kristine Faulkner, vice president of product development and management for Cox Business Services, stated, "BroadSoft's experience and additional know-how of the VoIP world provides a great foundation for us to leverage as we expand our IP strategy and enable customers with advanced communication features to increase productivity and ensure business continuity."

The BroadWorks VoIP platform enables multi-location businesses to function more effectively as an integrated enterprise, keeping all sites securely connected.

"BroadSoft's VoIP platform and networking expertise provides user-friendly, feature-rich offerings at an affordable price for the fast-growing small and medium business market," said Michael Tessler, CEO and president of BroadSoft.

He said he was pleased to work with Cox as the company has a deep understanding of the voice and broadband needs of people.

BroadSoft's platform is comprised of a range of VoIP applications including hosted PBX , IP Centrex, mobile PBX, business trunking and residential broadband services. What is special about it is that here all such services and features are integrated into a single VoIP application platform.

BroadSoft's technology empowers wireless, wire line and cable carriers to deliver next-generation voice and multimedia applications, enabling service providers increase revenue, enhance competitive differentiation, and elevate customer satisfaction.

As a result, BroadSoft today provides VoIP applications to seven of the top 10 and 13 of the top 25 big carriers worldwide, including Korea Telecom, KPN, Singtel, Sprint, Telefonica de Espana, Telstra, T-Systems, and Verizon (News - Alert) to name a few.

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*Narayan Bhat is a contributing editor for TMCnet. To see more of his articles, please visit his columnist page.*

*Don't forget to check out TMCnet's Whitepaper Library, which provides a selection of in-depth information on relevant topics affecting the IP Communications industry. The library offers whitepapers, case studies and other documents which*

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Today's Featured Whitepaper is titled Grow Revenue and Reduce Time to Market with Dialogic Building Blocks brought to you by Dialogic (News - Alert).



#### Voice over IP (VoIP)

X

A real-time communications system that converts voice into digital packets containing media and signaling data that travel over networks using Internet Protocol....more

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