

Etisalat launches 'eCentrex' BroadSoft

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Etisalat Launches 'eCentrex' Services in UAE on BroadSoft Platform

Using BroadWorks application software, Etisalat targets enterprises with hosted and trunking IP telephony services

PHOENIX, BROADSOFT CONNECTIONS 2007, October 15, 2007 — BroadSoft, Inc., a leading provider of VoIP application software, today announced at the BroadSoft Connections 2007 Executive Users Conference that Etisalat, a United Arab Emirates-based telecom service provider, has selected BroadSoft's BroadWorks® VoIP application software as the framework for its new VoIP services. BroadSoft partner Emircom, a leading system integrator operating in the Middle East, is under contract with Etisalat to provide the BroadWorks platform. Etisalat will use the platform to deliver "eCentrex" services to small, medium and large enterprises across the UAE.

Etisalat's eCentrex will provide Hosted PBX and business trunking services, including value-added features such as conferencing, video calling and multiple call lines, which effectively combine a company's headquarters and branch offices into a single virtual office.

eCentrex services will also offer client applications from BroadSoft, such as BroadWorks Assistant and BroadWorks Receptionist. BroadWorks Receptionist is a carrier-class IP telephony attendant console to manage and screen inbound calls for enterprises. BroadWorks Assistant is an integrated toolbar that gives users the convenience of click-to-dial calling and changing call settings from within Microsoft® Outlook® and the Microsoft Internet Explorer® and Firefox® web browsers.

"Because customers can use the eCentrex service wherever they happen to be, distance becomes irrelevant," Etisalat said in a statement. "The scalable BroadWorks platform will enable companies to readily reach all the emirates and improve productivity through faster accessibility to company personnel. This translates into faster decision making and better service for our customers."

"As the powerhouse of VoIP technology, BroadWorks provides a foolproof VoIP solution that enables service providers to offer customers advanced voice services without requiring a large capital investment," said Michel Sawaya, CEO of Emircom. "With Emircom, Etisalat has a partner that is committed to Etisalat's success as it expands its service offerings."

"In today's competitive business environment where operators are striving to offer innovative services in attractive packages, Etisalat is taking a leading position in the Middle East by bringing the benefits of VoIP to enterprises of all sizes," said Michael Tessler, president and CEO of BroadSoft. "Etisalat's new BroadWorks-based eCentrex service gives UAE companies the productivity gains, cost savings and flexibility of VoIP."

About Etisalat

Established in 1976, Etisalat is a leading UAE-based Telecom services provider. Etisalat stands 140th among the Financial Times Top 500 Corporations in the world in terms of market capitalization, and is ranked by The Middle East magazine as the 6th largest company in the Middle East in terms of capitalization and revenues. The corporation is the largest contributor outside the oil sector to development programs for the UAE federal government, and is an award-winning, socially responsible corporation.

About Emircom

Emircom is a leading system integrator operating in the Middle East that builds custom solutions

to meet the information systems and telecommunication challenges of its customers. Emircom uses its expertise and best practices to deploy solutions that form the foundation of an effective communication infrastructure.

About the BroadWorks Platform

BroadSoft's IMS-compliant BroadWorks® platform provides a comprehensive range of VoIP applications, including hosted PBX, IP Centrex, mobile PBX, business trunking and residential broadband services fully integrated into a single VoIP application platform. BroadWorks is uniquely capable of providing these applications with the reliability, redundancy, scalability and regulatory capabilities required to deliver carrier-class service.

About BroadSoft®

BroadSoft provides VoIP application software that enables the delivery of hosted telephony and multimedia services. Its award-winning flagship BroadWorks® technology empowers wireless, wireline and cable carriers to deliver next-generation voice and multimedia applications and advanced features that enable them to increase revenue, enhance competitive differentiation and elevate customer satisfaction. BroadSoft's family of carrier-class software products delivers the scale, open architecture and reliability that the world's leading telecommunications companies demand to serve mission-critical enterprise and residential broadband customers. BroadSoft provides VoIP applications to 7 of the top 10 and 13 of the top 25 largest carriers worldwide, as measured by recent annual revenue, including Korea Telecom, KPN, SingTel, Sprint, Telefonica de Espana, Telstra, T-Systems, and Verizon. For additional information, go to www.BroadSoft.com.

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