In today’s hyper-connected society, the way that individuals want to communicate in both their work and personal life is always changing. People want to communicate anywhere, anytime and on any device. One of the fastest growing communications tools today is Instant Messaging and Presence status exchange.

**BroadCloud Instant Messaging & Presence Overview**

BroadCloud™ Instant Messaging & Presence (BroadCloud IM&P) enables secure rapid information exchange and real-time decision making, which can be integrated into a BroadWorks® hosted telephony offer, providing service providers with a more robust and feature rich competitive offering.

The BroadCloud IM&P service is a multi-tenant Instant Message & Presence service based on the Extensible Messaging and Presence Protocol (XMPP) and works with any XMPP compatible client. BroadCloud IM&P is offered by BroadSoft® on a per user/per month basis. Service providers can re-brand and resell the service to their end business customers.

BroadCloud IM&P integrates with a service provider’s BroadWorks system (Release 17SP3 or greater) for service control from BroadWorks. BroadWorks license assignments trigger provisioning actions within BroadCloud IM&P.

**Functional Overview**

BroadCloud IM&P is delivered from a BroadSoft-managed data center and accepts connections from XMPP-based clients anywhere on the public internet.

BroadCloud IM&P accepts authenticated connections from a service provider’s BroadWorks system to facilitate the assignment of the service on a per user basis. This provides seamless integrated management of user service assignment and service delivery with minimal enhancements to the service provider’s open-source software (OSS).

**Service Provider Benefits**

- **Added Value** – Add significant value to an integrated IM&P service by combining it with a telephony offer at a potentially higher margin - offering a competitive set of capabilities to your end customer

- **Low Cost** – As a Software-as-a-Service (SaaS) model, service providers have the ability to offer an integrated IM&P service with minimal investment in hardware and engineering since BroadSoft maintains the infrastructure in the BroadSoft cloud

- **Customer Loyalty** – Strengthen customer loyalty by providing a fully integrated solution
• **Strengthen Brand** - Deliver a service that has your brand on it. Increase customer satisfaction and avoid introducing a competitor’s product into the customer environment

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.

**End-User Benefits**

• Real-Time Communication – Allows for the exchange of information and decision making in real-time, improving organizational responsiveness and customer retention

• Mobility - Send and receive instant messages, monitor and set presence from any device on any network - whether it's from your desktop, mobile device or tablet

• Accessibility - Communicate across the building or around the world without difficulty

• Unified Communications - Brings together communications tools into a single interface

• Flexibility – Click-to-call to originate phone calls from a desk phone, mobile phone or any other phone on the network

**Summary**

BroadCloud IM&P provides service providers with a solution that can quickly enhance their end business offering. Because it is a cloud offer from BroadSoft, service providers can introduce and deploy IM&P quickly and efficiently, allowing them to maintain financial control over their operating expenses and potentially to see a faster return on investment.

**Key Features**

• **Contact Lists** – Maintain a directory with the option to communicate through preferred mediums, such as instant message, phone or email - to one or more chosen contacts

• **Instant Messaging** – Stay in immediate contact with a quick, efficient instant message to those both inside and outside of the user's network

• **Presence** – Allows the user to easily check the status of a contact and determine the best way of contacting them

• **Telephony Presence** – Share the presence status of your BroadWorks-based phones (desktop, mobile, or soft clients) to show that you’re “On the Phone”. See the phone status of people in your contact list to choose the best way to contact them

• **Chat** – Create and participate in a multi-party chat with two or more friends

• **Click-to-Call** – Automatically “click-to-call” from your contact list using your desktop, computer or mobile phone. Choose the most convenient device

• **File Exchange** – Send or “push” files of any type to another user