

BroadSoft Unified Connector seamlessly integrates BroadWorks® and Salesforce, providing an unparalleled way to communicate with customers and business partners. The new joint solution will enable enterprise users to integrate the BroadWorks VoIP platform directly into the force.com platform, allowing users to access advanced voice features including click-to-dial, recorded-call logging and others. The BroadSoft Unified Connector brings the respective market leaders in hosted communications and CRM together to deliver an essential business solution.

### BroadSoft Unified Connector Overview

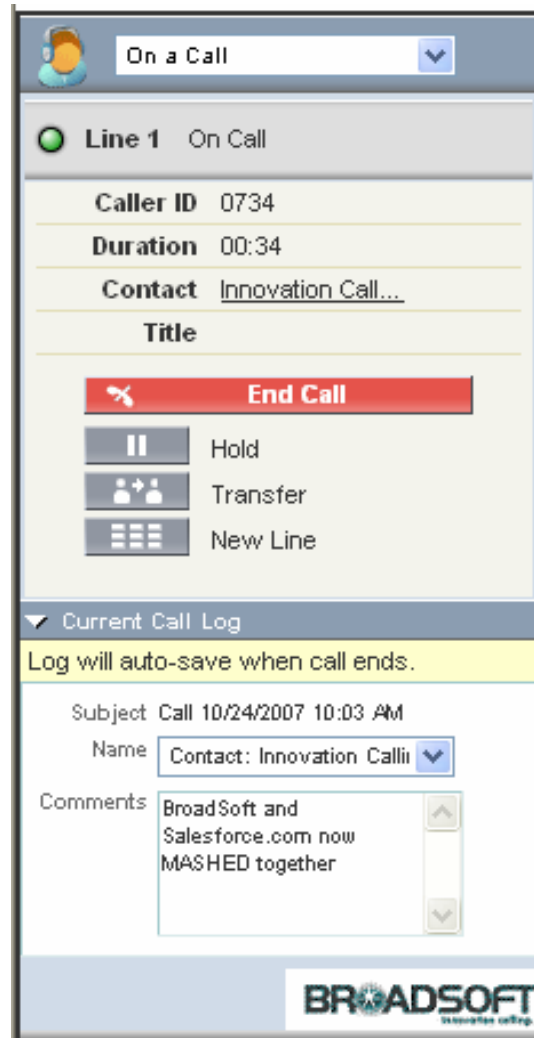
By introducing the BroadSoft Unified Connector for the BroadWorks platform, Salesforce users can now fully integrate with a BroadWorks phone system. This lets enterprises use their carrier-grade VoIP calling features – such as call control, call hold and call transfer – in conjunction with their CRM features in Salesforce. Also, BroadWorks end-users can automatically capture and manage a detailed log of all calls from within Salesforce to track interactions with customers. The integration automatically opens a caller's contact record when the user receives an incoming call.

Telecom service providers can offer the BroadSoft-Salesforce integration as a value-added service. The BroadSoft-salesforce.com solution is now available for service providers on a free trial basis.

*"BroadSoft and salesforce.com bring two market leaders in their respected categories – hosted VoIP and on-demand CRM applications – into the spotlight with an integration that has broad, practical appeal for many users," said Laurie McCabe, vice president of SMB Insights and Solutions for AMI-Partners. "SMBs and large enterprises that want a more unified and streamlined way to integrate contact management with VoIP should find this offering compelling."*

### Key Features

- No PBX, no CRM server required – everything is hosted and managed in the network
- Screen pop on inbound and outbound calls based on calling line ID
- Information tracking direct from the application -- all information auto-logged with the contact file
- Integrated call control gives users the ability to control desk phone from the web
- Click-to-dial on any contact or number in Salesforce



### BroadSoft Unified Connector

### Availability

The BroadSoft Unified Connector is free to all users of a BroadWorks powered phone system. Contact your telephony provider today to see if your phone service qualifies. The Unified Connector is supported by Release 13 and 14 of BroadWorks and the Microsoft Internet Explorer web browser. To obtain a copy of the Unified Connector, please contact your BroadSoft account manager.

## Detailed Feature Overview

BroadSoft Unified Connector	Description	Benefit
Screen pop on incoming and outgoing calls	<ul style="list-style-type: none"> <li>Received and placed calls are matched to the corresponding record in CRM and all relevant information is automatically presented to the user</li> </ul>	<ul style="list-style-type: none"> <li>Saves the end-user time and presents a more professional appearance.</li> <li>Instead of navigating for relevant information, staff is ready to engage with the customer</li> </ul>
Call logging	<ul style="list-style-type: none"> <li>Log all information direct from the Unified Connector</li> <li>All information is auto-logged with the associated contact</li> </ul>	<ul style="list-style-type: none"> <li>Record detailed notes easily</li> <li>Ensure that no details are missed</li> </ul>
Click to answer	<ul style="list-style-type: none"> <li>Click answer from the web interface and phone is automatically answered.</li> </ul>	<ul style="list-style-type: none"> <li>Improves efficiency and ensures that customer calls are answered more promptly</li> </ul>
Click to dial	<ul style="list-style-type: none"> <li>Click on the phone number of any contact and you are immediately connected.</li> </ul>	<ul style="list-style-type: none"> <li>Ensure that the correct number is always dialed</li> <li>Saves an estimated 20 seconds for every outgoing call.</li> </ul>
Integrated call control	<ul style="list-style-type: none"> <li>Control any call direct from Salesforce</li> <li>Answer, hold, transfer or end the call all with a simple click.</li> </ul>	<ul style="list-style-type: none"> <li>Easily transfer a call with the click of the mouse</li> <li>Improves productivity and ensures that calls are properly handled</li> </ul>
Call reporting	<ul style="list-style-type: none"> <li>Run detailed reports on call usage by employees</li> <li>Track which customers are calling in most frequently</li> </ul>	<ul style="list-style-type: none"> <li>Detailed reports from key insights on which employees are being the most productive and an understanding of which accounts are calling in most frequently</li> </ul>
Selective match	<ul style="list-style-type: none"> <li>If caller ID matches multiple records, the user can select the appropriate record when the caller has been identified verbally</li> </ul>	<ul style="list-style-type: none"> <li>Gives the user control over how to match the call when there are multiple matches</li> </ul>

Requirements		Specifications	
External Service	<ul style="list-style-type: none"> <li>Phone system powered by BroadSoft</li> </ul>	Publisher	<ul style="list-style-type: none"> <li>BroadSoft Inc.</li> </ul>
"Salesforce.com Edition"	<ul style="list-style-type: none"> <li>Professional</li> </ul>	Type	<ul style="list-style-type: none"> <li>Composite</li> </ul>
	<ul style="list-style-type: none"> <li>Enterprise</li> </ul>	Salesforce.com Certification	<ul style="list-style-type: none"> <li>Application is certified</li> </ul>
	<ul style="list-style-type: none"> <li>Unlimited</li> </ul>	Pricing	<ul style="list-style-type: none"> <li>Free</li> </ul>
	<ul style="list-style-type: none"> <li>Developer</li> </ul>		

