

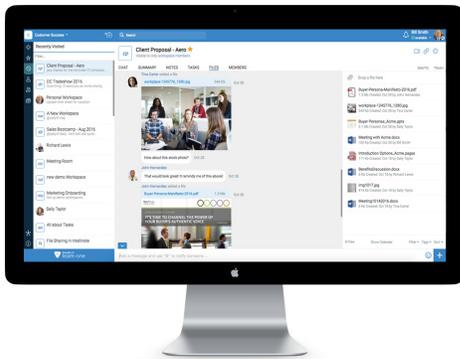
TEAM-ONE CASE STUDY: BAYLY GROUP

OneGTM



When technology vendors and service providers are launching new products and services, real-time collaboration during the go-to-market lifecycle is critical. A breakdown or delay at any stage of the project – from strategic planning and messaging to creative execution and channel enablement – can threaten launch timing and ultimately hit the bottom line.

For OneGTM, a consultancy based in London that delivers go-to-market programs for these types of organizations, project collaboration and management can mean the difference between project success or failure. With a small core staff in the London area needing an easier, more cost-effective way to collaborate with consultants out in the field as well as current and prospective customers, OneGTM turned to BroadSoft Team-One.



Prior to Team-One, the OneGTM team relied on applications such as Slack for messaging and WebEx for conferencing, but grew frustrated with the lack of a single, shared workspace for these applications that could make work easier and collaboration seamless with customers and partners. At the same time, because of the limited capabilities within each application, the consultancy had to keep adding more tools to plug the gaps.

And that's the issue with today's available solutions, which manage just one aspect of work – communications or tasks or content – leaving teams disconnected from real-time work conversations or separating them from the flow of work content and information. Team-One was built

as the first and only workforce collaboration platform to synthesize all three of these vital and interrelated aspects of work management into a holistic, integrated collaboration experience.

Team-One empowers collaboration and boosts productivity with persistent team workspaces, contextual intelligence and critical tools such as task management and content sharing.

“ In the months since we have been using Team-One, the benefits have been numerous. Our clients have a single team workspace to share knowledge and information without the need for constant emails and file attachments, and with screen sharing built into the integrated messaging and video conferencing experience, project teams can interact in real-time... **”**

Tim Hallac
Director, OneGTM

and notification controls. Team-One goes beyond today's business messaging services, with prebuilt integrations to popular applications and deep integrations with the Broadsoft Business suite of communication services.

As a fully cloud-based solution, Team-One reduces traditional onboarding and capital deployment concerns. With a simple per-user, per-month, pay-as-you-grow pricing model, service providers can easily add Team-One to their existing cloud business offerings. Team-One is also built for the modern, increasingly millennial, mobile and dispersed workforce made up of individuals and teams that communicate and collaborate in many different ways.

The modern workforce seeks game-changing features and capabilities, and Team-One delivers with:

- Business chat
- Integrated live meeting
- Contextual intelligence
- Messaging bots
- Persistent workspaces
- Task management
- Built for business with APIs & app connectors, carrier grade security and performance, and broad configuration options.



About BroadSoft

BroadSoft is the leading provider of cloud software and services that enable mobile, fixed-line, cable service providers to offer Unified Communications over their Internet Protocol networks. The company's core communications platform enables the delivery of a range of

enterprise and consumer calling, messaging and collaboration communication services, including private branch exchanges, video calling, text messaging and converged mobile and fixed-line services.

Cloud business unified communications, team collaboration and contact center Software-as-a-Service (SaaS)

	COMPANY	NASDAQ: BSFT	\$279M Revenue (2015)	26% CAGR Since '09	1,247+ Employees (2015)	80+ Country Presence
	CHANNELS	25 of the top 30 service providers by revenue		600+ Channel Partners	\$8B Enterprise revenue based on BroadSoft solutions	
	LEADERSHIP	#1 Global Market Leader	41% Market Share	15M Business lines installed base (Q4 2016)	85M+ Total end users served	

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