

BroadSoft

BroadSoft extends functionality of its hosted telephony, multimedia and unified communications, and mobile services with open source Adobe® Flex™

BroadSoft

www.broadsoft.com



Industry

Telecommunications

Challenges

- Create rich, browser-based user experience
- Develop robust platform to manage communication demands

Solution

- Rich Internet Applications (RIAs)
BroadSoft is using Adobe Flex to develop RIAs that enhance the quality and interactivity of online services.

Results

- Delivered expanded and more comprehensive features for end users
- Accelerated application development by as much as 60%
- Improved customer experience

Systems At A Glance

- Adobe Flex

Creating a better experience for our customers

BroadSoft® Inc. creates voice over IP (VoIP) application software for telecommunications service providers to offer advanced calling features to enterprise and residential customers. Its BroadWorks® application software is the VoIP platform of choice for the delivery of hosted telephony, mobile services, and multimedia and unified communications.

BroadSoft's customer community includes global wireline, wireless, and cable operators, as well as regional competitive carriers, wholesalers, and ISPs across the Americas, Europe, Asia Pacific, Middle East, and Africa (EMEA). 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, Telefónica de España, Telstra, Deutsche Telecom's T-Systems, and Verizon.

As part of its mission to continually improve services to customers, the BroadSoft development team was looking to create a richer user experience, across a number of platforms.

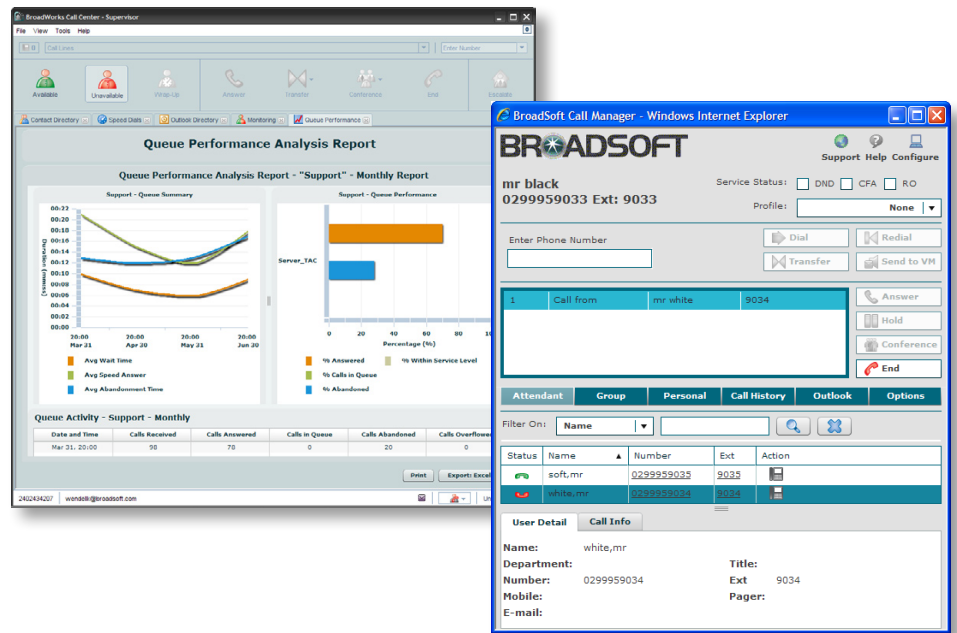
“Although offering excellent functionality, BroadSoft sought to update its existing products that were developed in previous years. We wanted to offer our customers the benefits of newer web technology,” says Wendell Keuneman, director of desktop applications development at BroadSoft.

After extensive research, the BroadSoft team chose to rebuild a number of applications in Adobe Flex, including CommPilot Manager and Attendant Console, a web-based product that provides users with a call control client for managing incoming and outgoing calls. In addition, BroadWorks Call Center—an integrated, full-featured hosted solution for contact center management—uses Adobe Flex for dashboards and reports. These applications complement BroadWorks Anywhere, a fixed-mobile convergence function of the BroadWorks platform that extends desk phone features to any fixed or mobile device.

“Adobe Flex offers developers a complete environment using familiar tools. The combination of Eclipse™ and the Adobe Flex Builder™ plug-in provided rapid application development. No other technology met our requirements to provide an engaging, multimedia, web-based end-user experience across many platforms.” says Keuneman.

Adobe Flex is Adobe's development of a free open source framework for building expressive web applications that deploy consistently on all major browsers, desktops, and operating systems. It provides a modern, standards-based language and programming model that supports common design patterns and includes an Eclipse based development environment; advanced data services and a fast, enterprise-class client runtime based on the ubiquitous Adobe Flash® Player software. Flex enables enterprises to create highly interactive, expressive applications that dramatically enhance the user experience, increasing customer satisfaction and user productivity.

BroadSoft used Adobe Flex to build its CommPilot Manager and Attendant Console applications which provide users with a call control client for managing incoming and outgoing calls. BroadWorks Call Center—an integrated, full-featured hosted solution for contact center management—also uses Adobe Flex for dashboards and reports.



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Wendell Keuneman,
Director of desktop applications development,
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Quick adoption, swift roll out

Describing it as a revamp rather than a complete rewrite, Keuneman was impressed by how easy it was to adopt Flex to improve upon the existing applications. “It took years to finalize the original versions of our BroadWorks applications, with training and education. With Flex it took months and greatly reduced the time to redevelop the platform, add functionality, and stabilize the product,” he says.

While admitting there is always a learning curve, Keuneman stated that Flex was very similar to Java™. The resemblance allowed BroadSoft’s developers to grasp the new programming quickly. “The most important feature of Flex is its ease of use. We managed to port a great deal of Java, HTML, and other code, which proved a huge benefit.”

Using Flex, the developers added a rich charting package to the BroadWorks Call Center solution, offering new tracking functionality to users. Similarly, they enhanced BroadWorks’ web-based CommPilot Call Manager and Attendant Console to offer phone status monitoring so users, via the web, can see if colleagues are on a call.

“Telephony applications are required to be as robust as possible. Important factors are responsiveness, scalability, and real-time availability. We have a large user base and Flex has proven itself in the field as being more than up to demand,” says Keuneman.

For More Information

www.adobe.com/products/flex/
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