



## **BroadSoft and Varaha Systems Partner to Enable Fixed-Mobile Convergence Offering for SimpleSignal's Hosted SMB Customers**

*BroadSoft Certifies Varaha's uMobility Solution with BroadWorks; SimpleSignal to Deploy the Joint FMC Solution as 'SimplyMobile' in Multiple Markets*

DALLAS, TX, DANA POINT, CA AND SCOTTSDALE, AZ, October 7, 2008 – Varaha Systems, Inc., a leading provider of fixed-mobile convergence (FMC) solutions, and BroadSoft, Inc., the leading provider of VoIP application software, announced today that BroadSoft has certified Varaha's uMobility™ solution with BroadWorks® to enable a turn-key FMC solution for BroadSoft® service providers to market and deploy to their small and medium-sized business (SMB) customers.

The combined fixed-mobile convergence solution from Varaha and BroadSoft is being deployed by SimpleSignal, a BroadWorks® service provider with a nationwide and international VoIP footprint.

BroadSoft provides VoIP applications and SIP trunking to telecommunication carriers worldwide, has completed certification of Varaha's uMobility FMC solution with BroadWorks, BroadSoft's industry-leading VoIP application platform for fixed-line and wireless service providers. BroadWorks offers a range of carrier-grade applications that includes hosted PBX, unified communications, mobile PBX, business trunking, and residential broadband.

Varaha's patented uMobility solution lets subscribers make and receive BroadWorks calls from their cell phone - anytime, anywhere. uMobility works with all cellular networks and most popular Wi-Fi infrastructure solutions. By certifying the products together, the companies offer service providers a complete FMC solution for customers of all sizes.

"By partnering with Varaha BroadSoft is demonstrating our commitment to leading the evolution of fixed mobile convergence." said Leslie Ferry, Vice President of Marketing for BroadSoft. "SimpleSignal and other service providers can continue to offer innovative voice services to their business customers."

"BroadSoft is clearly the leader in the VoIP application server market," said Jogen Pathak, CEO of Varaha. "Their certification, combined with SimpleSignal's deployment, validates uMobility as an excellent solution for wireline service providers who are looking to differentiate their service offerings while winning-back talk minutes currently being lost to the cellular operators."



“Our new SimplyMobile offering perfectly leverages the BroadSoft/Varaha partnership – it combines the convenience of cellular with the features and cost savings provided by hosted VoIP services,” said David Gilbert, Founder and President of SimpleSignal. “We believe the simplicity of having all your business and personal communications managed by one number, one phone and one voicemail box will be extremely attractive to our business subscribers.”

Today, everyone is using a cell phone at the office and at home due to the convenience of mobility. However, with poor in-building cellular coverage and multiple ways to communicate, the result is often missed calls and increased costs. uMobility enables cell phone users to make/receive BroadWorks calls directly from their smartphone - anytime, anywhere - regardless of their physical location or cell phone provider.

uMobility also allows BroadWorks subscribers to roam between cellular and Wi-Fi networks. The solution automatically hands-off calls between networks and dramatically improves the quality of cell phone conversations that occur inside buildings. The cost savings and productivity gains realized from uMobility are equally applicable to all types of businesses from small, home offices that “always want to be at the office” to larger enterprises with multiple locations and highly mobile staff.

#### About the BroadWorks Platform

BroadSoft's IMS-compliant BroadWorks® platform provides a comprehensive range of VoIP applications, including Hosted Unified Communications, Mobile PBX, Business Trunking and residential broadband services fully integrated into a single VoIP application platform. BroadWorks is 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 eight of the Top 10 and 14 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](http://www.BroadSoft.com).



### About Varaha Systems

Varaha Systems is a leading provider of fixed-mobile convergence solutions for small and medium-sized businesses. Varaha's patented and comprehensive uMobility™ solution offers Service Quality Aware (SQA), seamless network hand-offs, superior voice quality and enterprise-grade security along with a rich set of mobile capabilities. Varaha is headquartered in Dallas, TX and has R&D centers in Ahmedabad and Delhi, India. Learn more about Varaha by visiting [www.varaha.com](http://www.varaha.com).

### About SimpleSignal

SimpleSignal is a facilities-based complete network provider of business VoIP. The company's enterprise-grade service is designed specifically for small to medium-sized businesses, combining voice and data, hosted PBX, long distance and conferencing into one powerful, cost-effective communications solution. Delivering more capabilities than on-premise PBX systems, with greater flexibility, simplicity, and personalized service. Now businesses of any size can leverage the power of advanced IP communications technology, improving business productivity, while significantly reducing overall telecom costs. SimpleSignal is privately held and headquartered in Dana Point, CA. SimpleSignal services are deployed in over 40 states and 6 foreign countries. For more information about SimpleSignal, visit [www.simplesignal.com](http://www.simplesignal.com).

# # #

*BroadSoft and BroadWorks are registered trademarks of BroadSoft, Inc. Varaha and uMobility are trademarks of Varaha Systems, Inc. SimpleSignal is a trademark of SimpleSignal, Inc. All other names are trademarks of their respective companies.*

For further information contact:

Varaha Systems

John Martindale

+1 (972) 755-1859

[jmartindale@varaha.com](mailto:jmartindale@varaha.com)