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BroadSoft and AudioCodes One Voice Portfolio to Address the Needs of Mid-Market Enterprises

Joint offering to address the specific communications needs of verticals such as hospitality, education and government

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Highlights

- AudioCodes and [BroadSoft](#) announced the expansion of the BroadSoft BroadCloud® call control platform to focus on the needs of mid-market enterprises and verticals
- Verticals such as hospitality, education and government have specific requirements such as local survivability, PSTN breakout, WAN resiliency, integration of large install bases of analog phones and compliance with emergency calling requirements
- The joint solution supports organizations that are migrating to the cloud, without the need for major changes in their existing analog communications infrastructure
- The joint solution ensures continued survivability of internal communications even if the connection to cloud server is lost, as well as providing cellular WAN resiliency

Details

AudioCodes (NASDAQ: AUDC), a leading provider of voice networking solutions that enable enterprises and service providers to transition to all-IP voice networks, and BroadSoft, a global unified communication software as a service (UCaaS) leader, today announced that the two companies will be offering a solution for mid-market enterprises and verticals such as hospitality, education and government intending to migrate their communications to the cloud. The joint AudioCodes and BroadSoft solution will address the needs of these verticals which include survivability, PSTN breakout, WAN resiliency, integration of large install bases of analog phones, IP phones, and emergency calling.

The BroadSoft BroadCloud call control software as a service offering provides a managed, end-to-end operating platform that supports the full life-cycle of the business customer – from initial quote to service activation to support processes.

The joint AudioCodes and BroadSoft solution is well-suited for vertical markets such as hospitality, government and education. Many of these verticals want to migrate to cloud unified communications (UC), but require resiliency to ensure uninterrupted communications even when the connection to the cloud is lost. They also do not wish to incur the additional expenses that would be required to replace their existing analog communications infrastructure.

The joint solution overcomes these challenges by ensuring essential survivability of internal communications should the connection to the cloud go down and by seamlessly integrating analog devices via high-density analog gateways.

“AudioCodes is united with BroadSoft in driving successful and innovative BroadSoft Business mobile unified communications, team collaboration and contact center solutions,” said Taher Behbehani, chief digital and marketing officer, BroadSoft. “We are thrilled that AudioCodes has chosen to make this announcement at Connections, and to join us as we collectively change the game by transforming our industry and the market.”

“AudioCodes has developed specific solutions for verticals such as hospitality and for mid-market enterprises,” said Lior Aldema, COO and Head of Global Sales at AudioCodes. “These organizations need to maintain their analog infrastructure and require local survivability and WAN resiliency options such as 3G/4G backup. The joint solution with BroadSoft is ideal for these types of organizations from the perspective of simplified deployment, cost savings and the variety of business services and capabilities provided by the BroadSoft platforms.”

AudioCodes is a **Platinum Plus sponsor** at BroadSoft Connections 2016, taking place from November 13-15 in San Antonio, Texas. [Click here for more information.](#)

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About AudioCodes

AudioCodes Ltd. (NASDAQ, TASE: AUDC) designs, develops and sells advanced Voice-over-IP (VoIP) and converged VoIP and Data networking products and applications to Service Providers and Enterprises. AudioCodes is a VoIP technology market leader, focused on converged VoIP and data communications, and its products are deployed globally in Broadband, Mobile, Enterprise networks and Cable. The Company provides a range of innovative, cost-effective products including [Media Gateways](#), [Multi-Service Business Routers](#), [Session Border Controllers \(SBC\)](#), [Residential Gateways](#), [IP Phones](#),

[Media Servers](#), [Value Added Applications](#) and [Professional Services](#). AudioCodes' underlying technology, VoIPerfectHD™, relies on AudioCodes' leadership in DSP, voice coding and voice processing technologies. AudioCodes' High Definition (HD) VoIP technologies and products provide enhanced intelligibility and a better end user communication experience in Voice communications. For more information on AudioCodes, visit <http://www.audiocodes.com>.

Statements concerning AudioCodes' business outlook or future economic performance; product introductions and plans and objectives related thereto; and statements concerning assumptions made or expectations as to any future events, conditions, performance or other matters, are "forward-looking statements" as that term is defined under U.S. Federal securities laws. Forward-looking statements are subject to various risks, uncertainties and other factors that could cause actual results to differ materially from those stated in such statements. These risks, uncertainties and factors include, but are not limited to: the effect of global economic conditions in general and conditions in AudioCodes' industry and target markets in particular; shifts in supply and demand; market acceptance of new products and the demand for existing products; the impact of competitive products and pricing on AudioCodes' and its customers' products and markets; timely product and technology development, upgrades and the ability to manage changes in market conditions as needed; possible need for additional financing; the ability to satisfy covenants in the Company's loan agreements; possible disruptions from acquisitions; the ability of AudioCodes to successfully integrate the products and operations of acquired companies into AudioCodes' business; and other factors detailed in AudioCodes' filings with the U.S. Securities and Exchange Commission. AudioCodes assumes no obligation to update the information in this release.

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