



Xtended

The Internet, Web 2.0, mobility and social networking have permanently changed the landscape of the communications industry. End-user's have become more discerning and demand seamless communication experiences that fit into their everyday lifestyle; quickly discarding services that don't. The BroadSoft Xtended program is focused on delivering new and innovative communications applications into the hands of end-users using new development and business models. BroadSoft Xtended is based on a combination of open Internet technologies (Xtended Web Services), a vibrant developer community (Xtended Developer Program), and an online marketplace (Xtended Marketplace) for application distribution and monetization. Xtended leverages a combination of technology, community, and commerce to create value for the entire communications ecosystem including end-users, service providers and software developers.

Application Provider Benefits

Traditional telecom networks have been relatively closed to developer innovation due to proprietary APIs, monolithic architectures, and a lack of definition of appropriate business models. With the free Xtended developer program, BroadSoft offers open Web Services APIs that enable developers to leverage the full power of the BroadWorks platform while retaining carrier-grade voice reliability. With a well defined application on-boarding process and a marketplace business model that focuses on developer innovation and success, the Xtended program allows developers to tap into a massive channel of BroadSoft's 450+ service providers and their 500 million end-users.

Service Provider Benefits

Service Providers are facing a growing competitive challenge of delivering value-added applications over and above basic hosted telephony services. With Xtended, service providers are able to tap into free innovation and R&D network of thousands of voice and web developers and partners. They can pick and choose the applications that fit the needs of their customer base. These applications can be made available to end-users using BroadSoft's online Xtended Marketplace for billing and provisioning. Service providers can set-up a storefront within the BroadSoft Marketplace. With Xtended, service providers can focus their resources on managing their core service and package new and innovative services from Xtended to increase adoption and retention, while generating significant new recurring revenue streams for their business.

BroadSoft Xtended Developers Program

The BroadSoft Xtended Developers Program is a free program that supports third-party development to extend the value of the BroadWorks platform. The Xtended Developers Program promotes and evangelizes the BroadWorks Xtended Services Interfaces. The program includes:

- A web portal for access to information and tools on the application programming interfaces (APIs).
- Sample applications showing how the APIs work and how they integrate with web based services and other applications.
- Access to a BroadWorks system to test and experiment with new mashup applications.
- Forums to facilitate developer interaction and for BroadSoft to provide answers to questions related to the APIs.
- Information about the BroadWorks management interfaces for billing and service provisioning.

Learn more: <http://developers.broadsoft.com>.

Program Overview

The BroadSoft Xtended program provides an ecosystem for third party applications that integrate BroadWorks voice and call functionality with Web-based applications. The core components of the program are:

- BroadSoft Xtended Developers Program
- BroadSoft Xtended Services Interface
- BroadSoft Xtended Marketplace

PRODUCT DATA SHEET**BroadSoft Xtended Services Interface**

The BroadWorks Xtended Services Interface is an application programming interface that supports the integration of BroadWorks voice and video calling functionality with web-based applications and services to create new applications or mashups. Currently, most service providers offer a voice service that provides connectivity, advanced calling features, phone number and usage or minutes. By adding access to an API, BroadWorks based voice services can be integrated with popular web-based services and other applications. Mashups are created primarily by end-users, third-party developers and service providers.

The BroadWorks Xtended Services Interfaces are a set of Representational State Transfer (REST) APIs, which allows resources to be defined and addressed over HTTP with simple XML. This approach requires less client-side software to be written than with other developer approaches, and is overwhelmingly the developers' choice for creating innovative web applications. The interfaces expose a broad spectrum of functionality to support a variety of web applications. The areas exposed are:

- **Call Control** — Real-time call control primitives such as Click-to-Dial, Answer, Hold, Transfer etc.
- **Call Status** — Real-time presence primitives to retrieve the list of active calls and determine call status.
- **Call Lists** — Data primitives to retrieve commonly accessed lists such as placed, received and missed call logs, as well as enterprise, group and personal directories.
- **Service Control** — Configuration primitives to retrieve and configure a user's profile and services.

BroadSoft Xtended Marketplace

A critical component of the Xtended program, the BroadSoft Xtended Marketplace provides an opportunity for end-users to browse and buy innovative applications for the BroadWorks platform through an online ecommerce enabled transaction model. These applications are offered by third parties, service providers and BroadSoft.

Business Applications

The web address for the Xtended Marketplace is <http://marketplace.broadsoft.com>.

For more information on BroadSoft services please contact us at +1 301.977.9440.