

CBTS improves time-to-market with innovative unified communications SaaS by BroadSoft



Executive Summary

CBTS, a wholly owned subsidiary of Cincinnati Bell, combines their deep technical expertise with a full suite of flexible unified communications (UC) and cloud solutions that drive business outcomes, improve operational efficiency, mitigate risk, and reduce costs for large enterprise and mid-market businesses in all industries across the United States and Canada.

CBTS has been a partner of BroadSoft since 2003, offering hosted PBX services to over 80,000 users from their scalable BroadWorks cloud PBX and UC platform.

For CBTS to improve their competitive advantage and continue to grow in other markets, they needed to offer a full unified communications (UC) experience to their customers. So they began the process of expanding and repackaging their portfolio, which was going to require adding more software and hardware to their existing BroadWorks platform, and take over a year to deploy.

Delays in time to market would result in missed opportunities and declining revenue. CBTS approached BroadSoft for solutions.

BroadSoft's response was UC-One software-as-a-service (SaaS).



(Consult, Build, Transform, Support)

Headquartered in Cincinnati, Ohio

1,500+ employees

4 practices

- Cloud
- Communications
- Infrastructure
- Consulting Service

Acquisitions: OnX and Suntel

Challenges

Time-to-market

One of CBTS's biggest challenge was getting new features and enhancements to market quickly. New versions of their client software were delivered once or twice a year, which meant that they were always behind in providing the latest capabilities to their customers. They knew that if they continued at this slow-moving pace, they would begin to lose business to their competition.

Labor and time expenses

In addition to updating their software, branding their clients was a challenge. Every time CBTS introduced a new version of their client software, they also needed to update the branding which was a labor intensive process that further delayed getting latest features to customers.

Mobility innovation gap

Due to the nature CBTS's traditional business, they lacked internal expertise to fully drive mobile innovation. CBTS looked to BroadSoft for that expertise with solutions to help them scale and address this vital aspect of communications.

Operational efficiencies

CBTS needed to increase operational efficiencies so they could free up their engineering and operational teams' time to work on more strategic projects. An important goal was to make everything "activatable", but this meant they needed more innovation, which could only be achieved with a cloud-based solution.

Solution

Like CBTS, many BroadWorks partners were experiencing similar challenges in trying to get UC and mobility innovation to market faster.

BroadSoft listened. The result was a "hybrid" deployment option for UC-One, comprised of advanced telephony from BroadWorks hosted in the service provider network, with comprehensive unified communications from BroadCloud, BroadSoft's fully managed software-as-a-service platform.

A perfect fit for CBTS

The CBTS and BroadSoft teams jointly analyzed the costs of adding more software and hardware to their BroadWorks platform, versus leveraging the new SaaS. It was a "build vs buy" decision and the numbers were clear that UC-One SaaS delivered the right balance of savings and benefits. CBTS became the first service provider to deploy the solution.

What is UC-One?

[UC-One](#) is an intuitive SaaS collaboration application for calling, messaging, and meeting. It provides all the essential unified communications and collaboration capabilities including HD voice and video, instant messaging, presence, file sharing, screen sharing, online meeting rooms with guest access, and integration with popular business applications to

provide quick access to content during conversations. UC-One is available on desktop, mobile and tablet.

UC-One comes with a fully-built, easy-to-brand digital microsite which includes all kinds of great content such as tutorials, videos, and collateral, and the ability for customers to try and buy the service. This helps service providers accelerate time to market, and easily manage the entire SaaS lifecycle.

UC-One includes a 30 day free trial for end users. New UC-One users download the clients, self activate, and experience all the benefits of UC-One. Transitioning the trial user to a commercial user is seamless.

To help service providers onboard quickly, BroadSoft created an extremely intuitive portal for configuration and connectivity to UC-One SaaS. Onboarding is simple and can be accomplished in a few minutes.

UC-One marketing support is available through [Powered by BroadSoft](#), a program that helps service providers go-to-market with their offering through campaigns, sales enablement, and marketing collateral and programs.

"In the past, when our customers would ask if they could trial the solution before they committed, we would usually find a way to give them this experience and not charge for it.

Now, a trial is automatically available to them."

– **Melissa Goldstone, CBTS Solution Enablement Manager**

"As the first service provider on the UC-One SaaS offering, BroadSoft provided white-glove treatment with focus from the Development team. It was valuable and important to be able to talk to them directly about our feedback."

– **Joe Putnick, VP and Chief Solution Officer, CBTS.**

Results

CBTS is more agile, has reduced labor and time expenses, and has significantly improved their time-to-market and competitive advantage, with an innovative, scalable, mobile UC offer from BroadSoft.

The typical installation for a new service added to a BroadWorks platform in a service provider environment is 12 - 18 months. CBTS was able to accomplish this in 4 months.

In their own words ...

"Reducing development time by adopting UC-One SaaS, enables CBTS to be the leader in cloud based unified communications. We're open for business across North America", said **Chris Pope, VoIP Core Engineer at CBTS.**

"Our penetration with mobility and UC today is very low - probably 1%. We are really hoping to take more market share and believe that through the microsite we'll be able to make an impact". Said **Joe Putnick, Vice President and Chief Solution Officer, CBTS.**

According to **Melissa Goldstone, CBTS Solution Enablement Manager**, "It's a differentiator to be able to offer a free trial and self-activation to our customers. This will make a difference long term in reducing installation times."

Chris Pope adds: "The self-activation of end-users and having a common app in the app store with the name UC-One, provides a more intuitive and better user experience for our end-users".

The cost and pricing structure of UC-One simplifies internal processes for CBTS. "Having a predictable month-to-month expense-based model, makes it painless for us to bill the product." Said **Joe Putnick, VP and Chief Solution Officer, CBTS.**

Onboarding service providers is simple and takes mere minutes. "Honestly what impressed me the most about the onboarding process was its simplicity. Using the BroadSoft portal and staging environment which included step-by-step instructions for configuration and connectivity, was very intuitive. Being the BroadWorks System Administrator, it spoke the same simple language for me - an experienced admin as it would for a new admin with little experience." Said **Chris Pope, VoIP Core Engineer at CBTS.**

"Compared to a traditional deployment method, introducing UC-One SaaS took 15% of that time. It was exceptional." Said **Tony King, Solution Lead at CBTS.**

"It's a holistic offer. The "all-in-one" packaging of UC-One which includes the essential UC and collaboration features, makes it easier for our sales teams to have a conversation with our customers." Said Melissa.

Other key benefits

Overall, CBTS person hours have been significantly reduced from weeks to sub-hours with the new UC-One solution.

Because UC-One has real-time branding, CBTS only needs to upload their branding assets once in the admin portal. If they change their assets at any time, the application will update branding automatically, so there's no need to republish and reinstall the application, saving them a ton of time and effort. This also results in less client updates for their end users when the branding changes.

Another big win for CBTS is that they have the innovation of UC-One SaaS without dedicating significant resources, so they can focus on their core business and on sales. And because UC-One SaaS doesn't depend on the release of the BroadWorks platform, it relieves them of the need to sync-up the releases which accelerates the innovation cycle even further.

According to Melissa Goldstone, "We've been able to leverage the materials and campaigns to drive traffic to our microsite. Everything has the same look and feel, and consistent content and messaging. It's also very easy to change the logos, colors and graphics on the microsite. I'm not a website developer and it was extremely easy to do this."

"BroadSoft was instrumental in helping us develop digital assets containing rich content which, in turn, allowed us to more rapidly deploy messaging to existing users and new prospects. "We are thrilled to have an option to offer trials to help us with adoption." Said **Craig Kathman, CBTS Product Marketing Manager**.

And finally, CBTS is leveraging the Powered by BroadSoft program, working closely with the BroadSoft team on a variety of email and online campaigns that will all link back to the microsite to create awareness and get customers to sign-up for the free trial.

Benefits to CBTS

- Speed to market
- Competitive advantage
- Expand market reach
- Reduced labor and time
- Business and operational agility
- Technology and marketing innovation

"We value the relationship with CBTS. The Beta process provided CBTS with an early look at the UC-One hybrid deployment model, and gave BroadSoft valuable feedback on every aspect of the product."

- **Jamie Palmer, Vice President of Product Management, BroadSoft**

Improving competitive advantage for CBTS

"The fact that we're able to bring this to market first puts us ahead of our competition. And we can extend our reach, since user activation is easier."

"With this new packaging, our stance is much different. We're selling UC as opposed to just selling phones. Innovation is targeted to mobile users and devices. Users are wanting to conduct business when they're not at their desk. Being able to offer this, puts us ahead of our competition."

"No capital outlay, it's consumption based. You charge us for what we use."



Why BroadSoft?

When asked why they have stayed with BroadSoft over the years, without hesitation, their answer was this: "BroadSoft's hosted IP PBX allows us to have a scalable SIP trunking offering. Broadsoft is a great enabler as an organization. They stay out of our way and are always there when we need them."

For more information about CBTS please visit www.cbts.com.

About BroadSoft

Cloud business communications, team collaboration and contact center SaaS

	Company	\$341M Revenue (2016)	22% CAGR Since '10	1,750 Employees (Q4 2017)	80+ Country Presence
	Leadership	25 of the top 30 service providers by revenue	600+ Channel Partners	19M Business lines installed base (Q4 2017)	

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