



## One Net Business: the digital workplace out of the cloud for SMEs

- Fixed net, mobile, instant messaging and video conferencing on one single platform
- Full integration of mobile delivers added value versus conventional cloud solutions
- Perfect for mobile employees because all functions can be used on smartphones
- Technology partnership with top unified communications provider BroadSoft

Düsseldorf, 8 March 2016 – The vast number of communication options available to business and their employees these days are associated with both benefits and challenges. A regular employee generally has a mobile and a desktop phone, which means he has two voicemail boxes and two call lists to manage. He has to go to a specially equipped room for a video conference, and smart messaging only works on the smartphone. This creates parallel fixed and mobile infrastructures that are incompatible, cost-intensive and often too complex for daily use. Many people also don't even bother to use new functions such as desktop sharing or virtual conference rooms to make teamwork processes faster and more efficient. One Net Business unites these infrastructures and functions in a cloud-based telephony and communication system. Employees get fast and simple access to the same functions and services from any location using their phone, mobile, tablet or computer. They also get one single number to make or take calls from any mobile or landline phone. Vodafone's technology partner is the world's number one unified communications specialist BroadSoft. One Net Business is primarily geared to SMEs.

"One Net Business is unique in the German market because we're offering our customers the first fully integrated digital workplace. We're improving collaborative processes, making employees more mobile and making businesses more efficient. This product is also very easy to install and use," said Zoltan Bickel, Head of Product Management Enterprise at Vodafone Germany. With One Net Business, Vodafone is expanding its unified communications portfolio.

### Full mobile phone integration: one number, one voicemail and seamless call transfers

With One Net Business company employees can be reached at one landline number on all devices. This same number even shows up when the user places a call with the mobile. What's more, mobile phones are completely integrated in the system via the Vodafone network. Unlike other cloud solutions, this has the advantage that users don't have to open an app to make calls, and there's no data tariff for smartphones to make calls via the system. So even regular mobile phones without internet can be integrated as a fully functioning extension, like a fixed net phone. There's only one voicemail box for all devices, a synchronised call list and calls can be transferred seamlessly from one device to another.

"With only five percent of German businesses currently using cloud-based unified communication solutions, we see great potential and are delighted to enter this market with Vodafone as our partner," said Michael Tessler, President and Chief Executive Officer of BroadSoft. "We believe that the cloud unified communications' value proposition of reduced costs, improved flexibility and productivity-enhancing features has powered our largest

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service provider customers to a growth rate almost three times greater than those offering voice only cloud solutions."

### **Fast and simple upgrades**

Unlike conventional telephone systems, One Net Business uses software and an SIP trunk for fixed network telephony. This offers numerous advantages. Businesses only need one single data cable and employees can make and take calls wherever they are – in the office, home or car – with one dedicated fixed network number. Additional numbers can be added quickly and flexibly in an online process whenever they're needed – for new employees or so that a higher volume of calls can be taken during a marketing campaign, for example. Existing and new branches or sales offices can be quickly integrated in the network without the need to install any additional hardware on site. In the past, system configuration was a complex task performed by engineers. Today, with One Net Business, it only takes a few mouse clicks.

### **Virtual team work made easy**

Virtual teams can use both the basic functions and add-on services on any device, even if team members work at different sites or in different countries. These functions include desktop sharing, instant messaging, video and audio conferences and a personal virtual conference room. One Net Business also has a presence function with status indicator that shows whether an employee is in a meeting or taking a call. The user interface is identical on all devices, which makes it very easy to use.

### **Maximum security hosting at German data centres**

One Net Business is provided by two high security German data centres on a redundant basis. The data connection used to access the system is encrypted. The service is billed by month and user, and there is no initial investment like there would be for a conventional telephone system. Vodafone offers One Net Business as a fully managed service. This means that the customer gets all the platform components, fixed lines, mobile connections and devices from Vodafone. A special service team is also available day and night, and new functions are automatically installed via software updates.

*Vodafone will be exhibiting in Pavilion 32 at this year's CeBIT in Hanover from 14 to 18 March 2016. It is showcasing products for SMEs, large corporations and public-sector companies reflecting the motto: "Getting you ready for gigabit business". The portfolio extends from innovative network solutions to IoT and cloud applications and unified communications products. The Vodafone Press Conference is taking place in Pavilion 32 at 9.45 a.m. on Sunday 13 March.*

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# Press Release

**Vodafone**  
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## Vodafone Germany

Vodafone Germany is a leading integrated telecommunications company in Germany with 45 million customers, € 11 billion in revenue and 14,000 employees. It is a one-stop provider of fixed network, mobile communications, internet and TV services - and the only company in the market with mobile communications, DSL and cable technology. The Düsseldorf-based company offers a comprehensive ICT portfolio for enterprise customers. Vodafone secures corporate networks and communications, networks machines and stores enterprise data in the German cloud. 90% of all DAX-listed companies and 15 of 16 federal states are already Vodafone customers.

Vodafone Germany is the largest operating company of the Vodafone Group, one of the world's largest telecommunications companies with its own cellular networks in 25 countries and partner networks in a further 57 nations. It also has fixed network infrastructures in 17 countries. Vodafone has around 461 million mobile service customers and 13 fixed network service customers around the world.

Visit the website at [www.vodafone-deutschland.de](http://www.vodafone-deutschland.de) for further information.

### About BroadSoft

BroadSoft is the leading provider of cloud software and services that enable mobile, fixed-line and cable service providers to offer Unified Communications over their Internet Protocol networks. The Company's core communications platform enables the delivery of a range of enterprise and consumer calling, messaging and collaboration communication services, including private branch exchanges, video calling, text messaging and converged mobile and fixed-line services. For additional information, visit [www.broadsoft.com](http://www.broadsoft.com)

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