Citel Technologies, Inc. Announces BroadX, its BSS/OSS for BroadSoft®

Citel Announces It Has Developed a BSS/OSS to meet the Growing Demand for a Seamless Customer Experience with BroadSoft BroadWorks®.

BroadSoft Connections 2014, SCOTTSDALE, AZ — October 12, 2014 — Citel Technologies, Inc., is pleased to introduce at BroadSoft Connections 2014: *Power Up* BroadX, Citel's Business Support Systems / Operations Support Systems (BSS/OSS) offering specifically designed for BroadSoft® Users. This system, expected to be market ready by early First Quarter, 2015 is designed to support the numerous end-to-end telecommunication services, including customer management systems, service delivery, service fulfillment, including network inventory, activation and provisioning, service assurance, billing and customer care.

Citel is well known for its VoIP Migration devices, including the BroadSoft compatible Portico™ TVA™, a device that SIP-enables legacy handsets to work on BroadSoft's BroadWorks® platform. Citel leveraged its knowledge of the VoIP environment and working with its partners developed BroadX to meet many of the needs customers advised they had when migrating end users to their IP telephony platform.

With the rapid growth in user numbers in recent years, extreme pressure has been placed on operators' BSS / OSS. Some have had to scale up many times their original capacity to cope. With this growth, new users now want to be in control and to get the services they pay for. Support systems need to provide agility so that operators can meet customer expectations, staying ahead of the game. Citel's goal in developing BroadX was not only to provide scale but diversity and most of all user needs.

"BroadX simplifies scalability" says Andrew Davies, VP, Engineering for Citel, "We have developed it to be flexible and configurable and with the partners involved in the design process BroadX has been designed by operators for operators". BroadX provides a streamlined customer experience from ordering service to service fulfilment helping companies achieve shorter sales cycles and higher take rates, heightening a service provider's overall productivity by *leveraging* the partnership *between* reseller and end user.

About Citel Technologies, Inc.
Citel enables SMBs, large enterprises and service providers to realize the cost and productivity benefits of IP telephony while at the same time leveraging their existing PBX infrastructure. Businesses with single or distributed locations and PBX vendors can now deploy next-generation IP applications and services at their own pace, with minimal business disruption. Service providers can deploy Hosted IP telephony services quickly, without having to "rip and replace" existing enterprise PBX handsets and LAN cabling. Citel is based in Amherst, New York with offices in Loughborough, England (UK) and Toronto, Canada.

About BroadSoft Connections 2014
BroadSoft Connections is an annual users' conference that offers critical insight into the unified communications needs of businesses and provides strategies for service providers to meet market requirements and ensure the success of their organization. The theme for this year's event, "Power Up," will focus on strategies to power the unified communications (UC) that enterprises are seeking to heighten their productivity and improve business efficiency.

BroadSoft Connections will take place at the Westin Kierland Resort & Spa in Scottsdale, Arizona, October 12 -15, 2014. You can follow all activities using the official event hashtag #BC14.

#########