



## THE BROADVOICE AUTHORIZATION PROGRAM

### Connecting Customers and Devices

With the accelerating global adoption of broadband Internet telephony, device manufacturers are launching an array of new and innovative communication products that appeal to consumers and businesses.

Rather than imposing one device on all customers like other service providers, BroadVoice pioneered the **Bring Your Own Device™ (BYOD)** concept. BroadVoice's goal was to provide customers the broadest possible choice within the growing universe of SIP devices, so that they could select the one that best fit their individual needs.

As a result, BroadVoice has more types of devices on its network than any other VoIP provider worldwide. Tens of thousands of consumers and businesses in over 120 countries currently use BroadVoice with over 200 different ATAs, IP phones, softphones, PBXes, and other devices. *By choosing their own device, customers can enjoy BroadVoice's industry-leading broadband telephony service tailored to how they live and work.*

### The BroadVoice Authorization Program

The BroadVoice Authorization Program is the first of its kind in the VoIP industry, and is setting new standards for consumer choice and an improved, simplified customer experience across a broader range of devices than ever before. In combination with its distribution partner programs, BroadVoice is furthering the evolution of the VoIP ecosystem and expanding opportunity for all industry participants.

### What It means to be BroadVoice Authorized™

The BroadVoice Authorized™ logo helps customers identify products that deliver a high-quality communications experience with BroadVoice services. Customers know they will get the same quality experience with BroadVoice Authorized™ devices as they do with devices that BroadVoice provides. For manufacturers, obtaining authorization allows them to use the BroadVoice Authorized™ logo on promotions and packaging, entitles them to a listing in the BroadVoice Authorized™ Device Catalog, as well as a host of other benefits, detailed on the reverse.



### What Are the BroadVoice Authorization Program Requirements?

The requirements for BroadVoice Authorization, and other levels of compatibility with the BroadVoice network, are intended to support a good end-to-end experience with BroadVoice services. BroadVoice Compatibility ensures reliable, consistent experience with hardware, firmware, software, features, and customer support. To this end, BroadVoice measures a device's capabilities against established benchmarks in configurability, signaling, media, feature support, administration, and supportability.

For more information on the BroadVoice Authorization Program, as well as specific requirements for BroadVoice Authorization, please visit [www.broadvoice.com/authorized](http://www.broadvoice.com/authorized).

	BroadVoice Authorization			
	BYOD (Any SIP Capable Device)	BroadVoice Tested	BroadVoice Authorized™	
			BroadVoice Authorized™	BroadVoice Platinum Authorized™
Business Benefits	<ul style="list-style-type: none"> <li>Assurance that customers will be able to use your device with a top-tier VoIP provider</li> </ul>	<ul style="list-style-type: none"> <li>Assurance that customers will be able to use your device with a top-tier VoIP provider</li> <li><i>BroadVoice Tested</i> Certificate and ID Number</li> <li>Listed in the <i>BroadVoice Tested</i> device section of broadvoice.com</li> <li>Compatibility validation report/gap analysis from BroadVoice engineering</li> </ul>	<ul style="list-style-type: none"> <li>Assurance that customers will be able to use your device with a top-tier VoIP provider</li> <li><i>BroadVoice Authorized™</i> Certificate and ID Number</li> <li>Listed in the <i>BroadVoice Authorized™</i> device section of broadvoice.com with a compatibility report card</li> <li>Compatibility validation report/gap analysis from BroadVoice engineering</li> <li>Free BroadVoice accounts for testing</li> <li>Use of <i>BroadVoice Authorized™</i> logo</li> <li>Joint PR</li> <li>Inclusion in the BroadVoice Authorized™ Device Catalog on broadvoice.com for online purchase (through partners), with the customer benefits of BroadVoice Authorized™ devices</li> <li>Promotion to BroadVoice's worldwide reseller channel</li> </ul>	<ul style="list-style-type: none"> <li>Assurance that customers will be able to use your device with a top-tier VoIP provider</li> <li><i>BroadVoice Authorized™</i> Certificate and ID Number</li> <li><b>Featured</b> in the <i>BroadVoice Authorized™</i> device section of broadvoice.com with a compatibility report card</li> <li>Compatibility validation report/gap analysis from BroadVoice engineering</li> <li>Free BroadVoice accounts for testing</li> <li>Use of <i>BroadVoice Authorized™</i> logo</li> <li>Joint PR</li> <li>Inclusion in the BroadVoice Authorized™ Device Catalog on broadvoice.com for online purchase (through partners), with the customer benefits of BroadVoice Authorized™ devices</li> <li>Promotion to BroadVoice's worldwide reseller channel</li> <li>Participation in exclusive BroadVoice marketing campaigns and events</li> </ul>
Technical Benefits	<ul style="list-style-type: none"> <li>Device manually configurable for basic use with BroadVoice service</li> </ul>	<ul style="list-style-type: none"> <li>Device manually <b>or auto-</b>configurable for basic use with BroadVoice service</li> <li>Assure customers of basic interoperability with BroadVoice service and function with some BroadVoice features</li> </ul>	<ul style="list-style-type: none"> <li>Device auto-configured by BroadVoice systems upon customer installation</li> <li>Assure customers of interoperability with BroadVoice service and function with some BroadVoice features</li> <li>Device can be auto-provisioned by BroadVoice systems</li> <li>Device may be auto-upgraded by BroadVoice systems</li> <li>Direct access to BroadVoice engineering</li> </ul>	<ul style="list-style-type: none"> <li>Device auto-configured by BroadVoice systems upon customer installation</li> <li>Assure customers of interoperability with BroadVoice service and function with <b>most or all</b> BroadVoice features</li> <li>Device can be auto-provisioned by BroadVoice systems</li> <li>Device may be auto-upgraded by BroadVoice systems</li> <li>Direct <b>priority</b> access to BroadVoice engineering</li> </ul>
Customer Support Benefits	<ul style="list-style-type: none"> <li>BroadVoice Customer Care will provide customers with device settings for use with BroadVoice service</li> </ul>	<ul style="list-style-type: none"> <li>BroadVoice Customer Care will provide customers with device settings for use with BroadVoice service</li> <li>BroadVoice Customer Care will provide customers with your support contact information</li> <li>Link from broadvoice.com to external support website(s)</li> </ul>	<ul style="list-style-type: none"> <li>BroadVoice Customer Care will provide customers with device settings for use with BroadVoice service</li> <li>BroadVoice Customer Care will provide customers with your support contact information</li> <li>Link from broadvoice.com to external support website(s)</li> <li>Device-specific configuration guide on broadvoice.com</li> <li>Step-by-step device reset guide on broadvoice.com</li> </ul>	<ul style="list-style-type: none"> <li>BroadVoice Customer Care will provide customers with device settings for use with BroadVoice service</li> <li>BroadVoice Customer Care will <b>warm-transfer</b> customers to your support queue (where available)</li> <li>Link from broadvoice.com to external support website(s)</li> <li>Device-specific configuration guide on broadvoice.com</li> <li>Step-by-step device reset guide on broadvoice.com</li> </ul>

## About BroadVoice

BroadVoice is the leading provider of high quality, feature-rich broadband phone services to consumers and businesses. BroadVoice VoIP phone service allows thousands of customers in the United States and more than 120 other countries to use their broadband Internet connection to make and receive phone calls anywhere in the world. Customers benefit from unlimited domestic and international calling and a suite of 25 basic and advanced features for one low monthly price. Founded in December 2003, BroadVoice is privately held and based in Billerica, MA. For additional information please visit [www.broadvoice.com](http://www.broadvoice.com).