# iLinc Web Conferencing Customers Save $1 Billion In Travel Costs By Using Firm's Green Meter Technology

*Real-time dashboard enables firms to calculate cost savings, miles of travel eliminated and reduction in $CO_2$ emissions by using iLinc Web conferencing*

**PHOENIX, AZ, February 2, 2012** – BroadSoft iLinc Communications, Inc. today announced that the firm's patented Green Meter™ technology – a real-time dashboard that enables organizations to calculate total emissions, travel and dollar savings that result from utilizing iLinc to conduct meetings online rather than in person – has shown $1 billion in collective cost savings ( i.e., includes estimated airfare, mileage, hotels, per diem and employee productivity for time spent travelling) for the firm's global customer base.

iLinc®, a leading provider of web conferencing and collaboration services for global businesses, governments and educational institutions, introduced Green Meter in 2008 to provide customers with greater insight into the environmental – and financial – impact of travelling to conduct meetings in person. The Green Meter dashboard calculates for businesses in real-time the (a) cost savings (b) miles of travel eliminated and (c) reduction in $CO_2$ emissions made possible by leveraging iLinc for Web conferencing.

Green Meter has been measuring the environmental benefits of iLinc meetings for more than four years, and the ROI and impact shown through the use of Green Meter's technology to date is staggering:

- **$1 billion** in cost savings for iLinc customers, based on estimated mileage or airfare, hotel costs, per diem and employee productivity for time spent travelling
- **10 billion** miles of travel eliminated, calculated based on the location of each participant in a Web conferencing session
- **4.5 billion** pound reduction in $CO_2$ emissions, calculated based on the location of meeting participants

"While enterprises, schools, government agencies and other organizations have implemented green initiatives to reduce the travel burden and increase telework options, accurate tracking of these programs has been difficult," said Drew Kaufman, Director of Marketing, BroadSoft iLinc Communications, Inc. "Our Green Meter technology provides organizations with the flexibility to measure the green metrics that matter to them, and provides customers with greater insight into the financial and environmental impact of employee travel. We are delighted that our product has enabled our customers to reach

the $1 billion cost savings milestone."

Green Meter, built into every iLinc subscription, is an intelligent tool that determines the public IP address of the leader and each participant in a Web conferencing session. It then identifies the location based on longitude and latitude coordinates, and by doing so it can calculate carbon emissions based on appropriate mode of travel (plane, car) depending on the distance.

Thousands of iLinc customers have experienced the dramatic cost and ROI benefits using iLinc Web Collaboration and the Green Meter, including the State of Oregon Department of Administrative Services (DAS). Approximately 20 State agencies and 1,000 users across Oregon actively utilize Green Meter to track travel cost savings and reduction in $CO_2$ emissions by leveraging iLinc web conferencing to conduct meetings, virtual training and virtual classroom sessions. During the past 18 months of using Green Meter, Oregon state agencies have calculated $2 million in travel cost savings.

"In evaluating web conferencing solutions that could enable State of Oregon agencies to conduct business more efficiently, cost-effectively and in a sustainable way, iLinc's Green Meter tool was a true differentiator and we found there is nothing else out there like it," said Theme Grenz, Program Manager, State of Oregon Department of Administrative Services (DAS). "Agency employees are able to view in real-time the financial and environmental benefits of meeting virtually rather than physically, which has led to positive results."

For additional information on iLinc and its Green Meter technology, visit: http://www.ilinc.com/greenmeter.


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**About BroadSoft iLinc**
Phoenix-based BroadSoft iLinc Communications, Inc., a subsidiary of BroadSoft, Inc. (NASDAQ: BSFT), provides advanced web conferencing services for businesses, governments, and educational institutions around the world. For more than a decade, the company has specialized in helping organizations leverage virtual events and conferencing to reduce travel time, expenses and environmental impact. iLinc and its respective logo are the registered trademarks of BroadSoft, Inc.


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