

LOS ANGELES, Oct. 2, 2013 /PRNewswire/ -- [gUnify](#) , a leading provider of Unified Communications (UC) services for the

[BroadWorks®](#)

platform, today announced it has signed an agreement to distribute its connector for Google Gmail and Salesforce.com applications through BroadSoft Marketplace. These applications now become part of an ecosystem where service providers can tap into BroadSoft's community of more than 5,000 developers for rapidly delivering innovative applications to enterprise customers and consumers.

The gUnify Connector for Google Gmail is a cloud-based integrated unified communications solution for Google Apps customers on the BroadWorks platform. The application is installed as a gadget within Gmail, and allows users to initiate calls on-screen to Google contacts and phone numbers appearing in Gmail messages. The gUnify Connector for Gmail solution also includes the gUnify Click-to-Dial browser extension. The extension allows users to click-to-dial any number appearing in a Google Chrome browser and connects the call through their BroadSoft service provider.

The gUnify Connector for Salesforce.com also includes the Click-To-Dial browser extension, and automatically logs all incoming and outgoing call data, captures user's call notes, and records this information in Salesforce.com. The gUnify Connector for Salesforce.com is enabled via the Google Chrome browser extension.

"We couldn't be more ecstatic to be a part of the BroadSoft Marketplace. To be associated with a trusted brand like BroadSoft signifies our technology is truly useful," says Crisantos Hajibrahim , CEO and Founder of gUnify. "Our goal is to help bridge that gap for VoIP providers like BroadSoft and their customers, enabling service providers to take full advantage of the growing market acceptance of the Google Apps ecosystem."

Dave Gilbert, CEO of [SimpleSignal](#), is a BroadSoft service provider and has deployed the gUnify connector for Google Apps. "It's exciting to participate in the evolution of gUnify. We already had connectivity with the Microsoft Lync service, and were anxiously awaiting a Google Apps solution that integrates with BroadSoft. Now we have the flexibility to offer our end-users connectivity to both of these fast-growing applications."

gUnify will be showcasing their Google Apps and Salesforce.com solutions at the [BroadSoft Connections 2013](#)

event,

October 16-19

at the Hilton San Diego Bayfront,

San Diego

. Announcements and other news originating from BroadSoft Connections 2013 will appear on Twitter (@BroadSoftNews and #BSFTConnections).

About gUnifygUnify was founded to give companies the ability to create a simple, seamless, and cohesive experience between telephony and other business critical applications to empower their employees to be more productive and efficient. For more information, visit: www.gunify.com

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