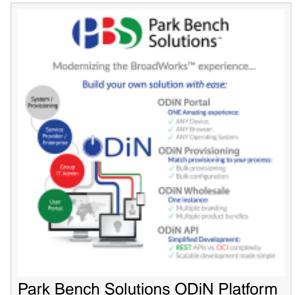# Park Bench Solutions allows BroadSoft-based Service Providers to 'build-your-own' Solution with ODiN

An Enterprise administrative portal is only the first layer.

TAMPA, FLORIDA, USA, October 22, 2015 /EINPresswire.com/ -- Deploying an overall communications solution around one of the most rapidly growing industries is critical to every Service Provider. Park Bench Solutions works with [BroadSoft™](#)-based Service Providers around the globe, allowing for the best overall experience atop the leading hosted voice application platform, [BroadWorks](#).

"Starting with a robust administrative portal is key for the user experience - but only the first layer," says Marc Tribbe, CEO of Park Bench Solutions. Rapid technology changes have challenged Service Providers with fulfilling many core components such as enterprise level self-service management, integration, automation, and provisioning. Park Bench Solutions core product, ODiN, continues to serve as the growth engine platform for many Service Providers addressing each of these challenges.

Park Bench Solutions ODiN Platform

BroadSoft™ BroadWorks offers the most advanced platform when it comes to Unified Communications & Collaboration (UCC) services. Marc Tribbe points out, "We aimed to take an already robust platform [BroadWorks] and make it more flexible. Our platform [ODiN], is the first and only platform that allows BroadWorks-based Service Providers to 'build-your-own' solution when it comes to simplifying integration and automation to existing products & processes."

The industry has seen a rise in the adoption of more cloud-based solutions and the need for more agile development, especially when it comes to simplified APIs. BroadSoft™ BroadWorks offers an extensive library of its own APIs (called OCI and XSI) but the complexity often taxes development resources. One of Park Bench Solutions newly released core components of ODiN is the RESTful API overlay to BroadWorks. The ODiN [REST](#) API introduces an industry-standard method that simplifies development towards the BroadWorks platform. The additional components, such as ODiN's provisioning, bulk configuration tools, product & services bundling, brand management and complete enterprise self-service portal are just some of the latest modules to stem from the ODiN API.

Dusty Doris, CTO and head of development at Park Bench Solutions explains, "BroadWorks OCI is a great tool but we felt faster development and integration efforts could be gained by simplifying it to a standardized REST API. ODiN is the first consumer of its own API. But, now anyone can speed up development of their own enterprise solutions such as a customer portal, OSS/BSS integration, apps, and service tools using our REST API."

Park Bench Solutions will be showcasing their latest solutions at the BroadSoft™ Connections show next week October 25th through the 28th, 2015 in Phoenix, Arizona. For more information, you can visit http://parkbenchsolutions.com and also http://broadsoftconnections.com/

About Park Bench Solutions Inc.
Park Bench Solutions is a next generation software & services company. The company has built their focus around "tying applications & services together" and integrating them into the world-wide leading hosted voice provider, BroadSoft™ and the BroadWorks application platform.

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