



CISCO REMAINS THE WORLD'S TOP IVR VENDOR

June 17, 2014

Executive Summary

The latest industry report from market analyst Tern ("Telephone Self-Service: Markets, Products, and Suppliers", June 2014) shows that Cisco remains the world's **#1 interactive voice response (IVR) vendor** by a wide margin. The table below summarizes Tern Systems data from CY2013 for Cisco and other noteworthy IVR vendors:

Manufacturer	IVR Ports Shipped CY2013	Market Share CY2013
Cisco	324,662	34.9%
Genesys	159,268	17.1%
Avaya/Nortel	125,237	13.5%
Syntellect	46,743	5.0%

Note: Cisco data includes shipments of Cisco Unified Customer Voice Portal, Cisco Unified IP-IVR, and IVR ports shipped with Cisco Unified Contact Center Express. Genesys did not report their CY2013 IVR shipments, so they are listed with the same number they had in CY2012.



Talking Points

- Cisco holds over twice the IVR market share of our nearest competitor.
- Cisco entered the IVR market in 2003 and in just seven years we attained the top market share position worldwide. We have held the #1 position ever since.
- Over the last nine years, Cisco's IVR business has had a Compound Annual Growth Rate of over 30%--far greater than the industry average.

Conclusion

Cisco continues to hold the top position in worldwide IVR market share by a wide margin. Cisco's leadership in the IVR/Voice Portal industry is an important milestone in our steady march toward number one in the overall contact center market.

Additional information on Cisco IVR products can be found at:

www.cisco.com/go/cvp

www.cisco.com/en/US/products/sw/custcosw/ps3651/index.html