



CISCO REMAINS #1 IN WORLDWIDE IVR MARKET SHARE

July 16, 2013

Executive Summary

The latest industry report from market analyst Tern Systems ("Telephone Self-Service: Markets, Products, and Suppliers", July 2013) 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 CY2012 for Cisco and other noteworthy IVR vendors:

Manufacturer	IVR Ports Shipped CY2012	Market Share CY2012
Cisco	351,445	40.2%
Genesys	159,268	18.2%
Avaya/Nortel	116,635	13.3%
Intervoice/Convergys	49,032	5.6%

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. It includes new and upgrade ports shipped (assuming the average customer upgrades every five years).



Talking Points

- Cisco entered the IVR market in 2003 and in just seven years we attained the top market share position worldwide.
- Over the last eight years, Cisco's IVR business has had a Compound Annual Growth Rate of over 33%--far greater than the industry average.
- Genesys's reported IVR port shipments in CY2012 are approximately 13% higher than in CY2011. It is difficult to categorize whether this is true growth or simply more aggressive reporting since they were separated from Alcatel.

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