



CISCO #1 IN WORLDWIDE IVR MARKET SHARE

August 15, 2012

Executive Summary

The latest industry report from market analyst Tern Systems ("Telephone Self-Service: Markets, Products, and Suppliers", August 2012) shows that Cisco is the **#1 interactive voice response (IVR) vendor** by a wide margin. The table below summarizes worldwide Tern Systems data from CY2011 for Cisco and other noteworthy IVR vendors:

Manufacturer	IVR Ports Shipped CY2011	Market Share CY2011
Cisco	356,224	41.2%
Genesys	140,222	16.2%
Avaya/Nortel	110,047	12.7%
Intervoice/Convergys	56,114	6.5%

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's sharp rise in IVR market share compared to the previous year is due to two primary factors: 1) Organic growth in our IVR business, 2) Tern began counting our reported IVR upgrade ports shipped (in addition to our new ports shipped, which Tern was already counting). This is consistent with how Tern counts other vendors' shipments.
- Avaya had minimal growth of 3% in IVR ports shipped from CY2010 to CY2011, while Genesys experienced growth of 4.7%. In contrast, Cisco shipped **over 30% more** IVR ports in CY2011 compared to CY2010.

Conclusion

Cisco continues to gain worldwide IVR market share, making us #1 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