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Cisco Systems and Siebel Systems Deliver Complete Customer Contact Solutions to Market

Strategic Relationship Offers New IP-Based Contact Centre Solutions

London — August 1, 2001 — Cisco Systems, Inc., the worldwide leader in networking for the Internet, and Siebel Systems Inc., the world's leading provider of eBusiness applications software, today announced an expanded set of validated, Internet Protocol (IP)-based contact centre solutions for companies migrating from legacy technology to IP-based infrastructures.

The validated solutions integrate Siebel Call Centre version 6 with components of the Cisco customer contact software platform - Cisco Intelligent Contact Management (ICM) version 4.1, Cisco Collaboration Server version 4.0, and, most recently, the Cisco IP Contact Centre (IPCC) solution. The validated integration of Cisco contact centre solutions and Siebel eBusiness Applications provide complete customer-centric eBusiness solutions to corporations looking to maximise the return-on-investment of their current infrastructure as they transform their call centres into next-generation contact centres.

“Companies today are challenged with improving customer service, while at the same time maximising dispersed call centre resources for greater cost advantages,” said Brett Shockley, vice president and general manager for Cisco's Customer Contact Business Unit. “The solutions between Cisco and Siebel Systems ensure that customers get best-in-class eBusiness applications software from Siebel Systems integrated with Cisco's leading customer contact software platform — which enables the delivery of superior customer service through a complete IP-based customer interaction solution.”

“This is great news for our customers who want to support their legacy systems while taking advantage of the inherent flexibility and cost advantages only available through IP,” said Steve Garnett, vice president and general manager of alliances for Siebel Systems. “Together with Cisco, we offer a robust, flexible, and cost-effective solution that enables them to have the correct customer-centric information available during every customer interaction, regardless of the media or the agents’ location.”

Enterprise-wide Contact Centre Solutions

The new solutions enable organisations to develop closer relationships with their customers by closely linking customer data from enterprise systems to an IP-based contact centre solution for increased productivity, business flexibility, and reduced operational costs. Customers using Siebel eBusiness Applications integrated with the Cisco customer contact software platform will gain:

- Enterprise-wide contact routing over a multi-site contact centre environment, connecting customers to the most knowledgeable agent, regardless of their location.
- Validated computer telephony integration (CTI) for major automatic call distributor (ACD), private branch exchange (PBX) and interactive voice response (IVR) products.
- Ability to support proprietary, legacy telephony infrastructure and seamlessly evolve to IP standards-based, voice/data infrastructure.
- Single, integrated customer interaction application suite for all types of interactions with customers including voice, web and email.
- Enhanced customer intelligence and reporting with a single comprehensive view of all customer interactions collected in enterprise-wide eBusiness applications.

The solutions exploit the ability of the Cisco ICM component of the Cisco customer contact software platform to pre-route interactions among disparate contact centres, including centres running on heterogeneous switching and network infrastructures. In addition to supporting the migration to IP architectures, the solutions enable enterprises to manage stand-alone or multi-site contact centre networks across various geographies.

The two companies have worked co-operatively to optimise the Cisco IPCC solution and Cisco Collaboration Server to support Siebel Systems' integrated family of eBusiness applications software, enabling sales, marketing, and customer service systems to be deployed over the Web, call centres, field, reseller channels, retail, and dealer networks. This integration enables customers of the joint solutions to support eBusiness on any media (voice, VoIP, and Web), from any location, on any infrastructure.

Joint Customers Praise the Alliance

The integrated Cisco and Siebel Systems offerings are currently operational at customers, such as Sykes Enterprises, Incorporated a global leader in providing customer management solutions and services to technology-enabled companies primarily within the technology, communications, and financial services markets.

“Cisco’s customer contact software platform is capable of supporting large, decentralised, contact centres as well as blended environments,” said Gerry Rogers, chief information officer of Sykes. “Integrated with Siebel eBusiness Applications, Cisco’s customer contact software platform gives us the ability to network our contact centres into a true Virtual Contact Centre environment, blending agents in our contact centres into a single, customer-focused enterprise. We are now able to share critical customer information quickly, intelligently, and cost-effectively, regardless of international borders.”

Continued Integration Development

Future solutions of the validated integrations between Siebel eBusiness Applications and Cisco’s customer contact software platform are planned to support both companies’ future product releases, providing customers with ease of installation and upgrade.

Availability and Deployment

The solutions are available today from Cisco Systems and Siebel Systems. Siebel and Cisco have each individually teamed with IBM Global Services and KPMG Consulting, Inc. which enables these companies to provide a full range of management consulting and solution deployment services around contact centre solutions.

About Siebel Systems

Siebel Systems, Inc. (Nasdaq: SEBL) is the world's leading provider of eBusiness applications software. Siebel Systems provides an integrated family of eBusiness applications software, enabling multichannel sales, marketing, and customer service systems to be deployed over the Web, call centres, field, reseller channels, retail, and dealer networks. Siebel Systems' sales and service facilities are located in more than 37 countries. For more information, please visit Siebel Systems' Web site at www.siebel.com.

About Cisco Systems

Cisco Systems, Inc. (Nasdaq: CSCO) is the worldwide leader in networking for the Internet. News and information are available at <http://www.cisco.com>.

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