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DIAGEO SELECTS CISCO SYSTEMS TECHNOLOGY FOR GLOBAL IP TELEPHONY SOLUTION

Premium Drinks Business Promotes New Ways of Working Through Converged IP Infrastructure

LONDON – August 16th, 2002 – Cisco Systems, today announced that it has been selected by the world's leading premium drinks business, Diageo PLC, to provide an IP Telephony solution, including 2,000 IP phones, for its new global headquarters. By introducing IP Telephony from Cisco, Diageo plans to support its internal 'Ways for Working' initiative, which it hopes will encourage new progressive working styles within the organisation and drive tangible benefits, such as employee productivity.

The benefits of introducing Cisco's IP telephony infrastructure include more coherent support for a consistent set of desktop services for Diageo's employees – specifically fulfilling many of the requirements for increased flexible working. These include; extension mobility, where a user can configure any phone as their own, hot-desking, where a user can occupy a desk as and when required, and XML user services, including phone directory integration. Cisco Unity voicemail solution, including Cisco Personal Assistant, will streamline communications and help users manage how and when they want to be reached. This also opens the way to migration to full Unified Messaging.

"We're continually looking to introduce new ways of working to help increase employee satisfaction and productivity within Diageo," said Martin Bennett, Group Network Architect, at Diageo. "However, internal mobility and rapid deployment of new services are just not possible with traditional networks. Cisco's experience in dealing with employee productivity and their credibility as a leader in converged network services means that they were the obvious supplier for Diageo."

It was the building of a new global headquarters in addition to its 'Ways of Working' initiative that prompted Diageo's requirement for a converged network. With Cisco's UK Gold Certified Partner Siemens Network Systems Limited providing the systems integration, the initial stage of the deal involves equipping Diageo's new London office with a Cisco IP telephony network and handsets. The key technology deployed at Diageo's global HQ includes [Cisco Catalyst 4000 Series Switches](#) and [Cisco Catalyst 6000 Series Switches](#) at the edge and the core of the network. In addition to the 2,000 [Cisco IP phones](#), equivalent user licences for [Cisco Unity](#) and Cisco Personal Assistant

“Working with Diageo is testimony to our leading position in the IP Telephony market,” commented Mike Ansley, Head of Voice Technologies, Cisco Systems EMEA.

“Businesses are increasingly recognising the benefits that IP Telephony solutions can provide in increasing employee mobility and productivity, along with a real return on investment due to the lower cost of ownership involved in operating converged networks.”

About Diageo

Diageo is the world’s leading premium drinks business with an outstanding collection of brands including Johnnie Walker, Guinness, Smirnoff, J&B, Baileys, Cuervo, Tanqueray and Captain Morgan.

Diageo is a global company, trading in over 180 markets around the world. The company is listed both on the London Stock Exchange (DGE) and on the New York Stock Exchange (DEO). For more information about Diageo, its brands, people and performance, visit us at www.diageo.com

About Cisco Systems

Cisco Systems (NASDAQ: CSCO) is the worldwide leader in networking for the Internet. Cisco news and information are available at <http://www.cisco.com>. Cisco equipment in Europe is supplied by Cisco Systems International BV, a wholly owned subsidiary of Cisco Systems, Inc.

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