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CISCO LAUNCHES ONLINE TOOL TO MEASURE CHANNEL PARTNER SATISFACTION

Tool Enables Cisco to Identify and Address Key Channel Partner Issues

LONDON, UK, October 1, 2002 – Cisco Systems, Inc., the worldwide leader in networking for the Internet, today unveiled the channel partner satisfaction phase of its popular PAL (Partner Access Online) tool. Designed to help Cisco quickly identify and address key channel partner issues, the channel partner satisfaction phase of PAL, is critical to increasing channel partner productivity and driving mutual profitability.

“We cannot increase channel partner productivity or drive mutual profitability without fully understanding the critical business issues our channel partners face,” said Nick Watson, Unified Channel and Alliance Director, UK & Ireland. “We are excited to be providing our partners with a first of its kind tool that allows them to provide feedback about Cisco issues and strengths. This tool will enable them to create a foundation for conducting future business analysis and development helping them increase their productivity and profitability.”

Partners Give Cisco Feedback

Cisco channel partners will be able to provide feedback about their relationship with Cisco through the online tool. The tool will allow partners to provide feedback on seven Cisco process areas by completing The Cisco Partner Relationship Survey. This online survey measures partner satisfaction and loyalty. The survey inquiries solicit overall satisfaction, presales, tech support, global services, training and development, and tools. This feedback provides Cisco with a measurable means to determine if its delivering maximum value to channel partners.

Cisco Addresses Partner Issues

In addition to allowing channel partners to provide Cisco with critical feedback about business issues, Cisco is using this feedback to identify and address issues online through the corrective action part of the tool. This tool gives the Cisco channel account managers (CAMs) the ability to put a customized action plan in place to resolve partner issues. Channel account managers will receive personalized content sent directly to them from channel partners through the survey. This content will include detailed analysis of the issues as well as strengths identified by channel partners. Partners will be able to review the issues via the online tool and determine when they have been closed to their satisfaction. Cisco CAM's and the partners will collaborate on issue resolution. This process of sharing information about business issues will enable partners to spend more time addressing end customer satisfaction.

Availability

Cisco certified channel partners can begin accessing the new tool in October.

About Cisco Systems

Cisco Systems Inc. (NASDAQ: CSCO) is a worldwide leader in networking for the Internet. News and information are available at [http:// www.cisco.com](http://www.cisco.com).

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