

Press Contact:

Angela Hesse
Cisco Systems
020 8824 4478
ahesse@cisco.com

Jo Heslop
Insight Marketing
01625 500 800
jheslop@insightmkt.com

British Companies Lead The Way in Developing XML Applications for Business

UK Company Checkmate wins the Cisco European XML IP Telephony Applications Competition

London, March 26, 2002 – British companies are investing more heavily in new technology and providing innovative solutions, a recent European competition can reveal. Four UK companies reached the final of the Cisco Systems European XML IP Telephony Applications awards this week. Checkmate, a company based in Leicester, won the overall competition and now goes through to the global stage of the competition to be held in Dallas on 3rd and 4th April 2002.

Cisco Systems, the worldwide leader in networking for the Internet, is experiencing a growing demand for IP (Internet Protocol) telephony business solutions among enterprise-class companies in the United Kingdom. By enabling all data, voice and multimedia to run over one IP network, companies can save costs and improve communications.

Recognising that customised XML applications are a major driving force behind the widespread adoption of IP telephony, Cisco Systems launched the competition, targeted at European software developers, to encourage greater innovation and collaboration in the industry, as well as promoting new capabilities of IP phones.

Companies were invited to showcase their applications, turning the phones into Internet appliances, enabling customers to get the right information at the right time. With an open development approach, Cisco can connect their customers directly with independent XML developers to create a wide array of productivity-enhancing business applications.

Out of a total of 70 companies who entered the competition, eighteen companies from across Europe went into the final, including four companies from the UK – Checkmate, Eyretel, Datavoice and Magnetic North. As runner-up in the European competition, Eyretel also qualifies as a global finalist.

Customers, partners, press and Cisco delegates judged the competition with the voting being done over an IP phone. Each delegate had a unique user name and password, courtesy of an IP application developed by Cisco Systems.

Checkmate, with its Abridge Online solution was voted as the winner. The company's business dashboard solution sends both static and real-time business information to the screen of IP Phones allowing end-users to receive targeted information, which helps them to make informed purchasing decisions.

“Checkmate took a strategic decision to work with Cisco as the company is the clear market leader in IP Telephony. Together our solutions deliver customers with competitive edge and strategic advantage in their own markets. We are delighted that our approach has been validated as a result of our recent win of the European Cisco XML competition” said Jo Ferri, Managing Director of Checkmate.

The underlying infrastructure, which helps enable the delivery of new applications, is based on Cisco's AVVID (Architecture for Voice Video Integrated Data) an open, IP standard based architecture for simplified and cost effective deployment of new services.

The companies who offer the best XML IP telephony applications are selected to work with Cisco, through the Cisco AVVID Partner Program. These solutions are then offered

by Cisco Systems when a customer has installed an IP network as additional services and functions.

“ We believe our customers will drive the next generation of applications which will run on converged networks. At Cisco, we are able to better facilitate this process by linking our customers directly with developers who can bring their business application ideas to life,” said Phil Smith, Business Development Director, UK & Ireland.

Customers in the UK & Ireland for Cisco’s IP Telephony solutions include Capital One, the Football Association, Surrey County Council, the Royal Borough of Kingston, Paul Smith, the RSPCA, Heinz, York NHS Trust, Business am, Poundland and Tipperary Institute.

About Checkmate

Checkmate, the Customer Relationship Specialist, was formed in 1992 to meet the demands faced by customers adopting converged communications and multimedia customer management.

The company has more than 550 end user customers around Europe and the UK, including Dell, HP, Barclays and Halifax. Checkmate create innovative solutions with provide customers with competitive edge and help to maximise IT investment in next generation communication technologies. <http://www.checkmate.com>

About Cisco Systems

Cisco Systems, Inc. (NASDAQ: CSCO) is the worldwide leader in networking for the Internet.

Cisco news and information are available at <http://www.cisco.com>. In Europe, the Middle East and Africa, Cisco products are distributed by resellers of Cisco Systems International BV.

Cisco, Cisco Systems and the Cisco Systems logo are registered trademarks of Cisco Systems, Inc. in the U.S. and certain other countries. All other trademarks mentioned in this document are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any of its resellers.

Editor's Notes:

About IP telephony

IP (Internet Protocol) telephony allows data, voice, and video to be transmitted over a single network infrastructure. Enterprise technologies such as IP telephony are enabled by Cisco AVVID and provide converged applications such as unified communications and contact center solutions.

About Cisco AVVID (Architecture for Voice, Video and Integrated Data)

Cisco's IP telephony solutions are based on the company's AVVID (Architecture for Voice, Video and Integrated Data), an open, standards-based architecture that defines how companies can integrate technologies such as IP telephony seamlessly into an underlying network foundation. AVVID is a key enabler for delivery of end-to-end enterprise communication solutions such as IP telephony.

About Cisco IP telephony products:

Cisco's VoIP and IP telephony products include IP telephones (7900 series), VoIP Gateways (AS5400, AS5000 series, MGX8000 series), 2600/3600 series Routers, Cisco Catalyst 6000 switch (incorporates Voice features) and Cisco Analogue Telephone Adapter (ATA) 186 (Komodo). Cisco IP telephony software includes Unified Messaging applications (Cisco Call Manager, Unity), Cisco SoftPhone, Personal Assistant and Web Assistant.

Cisco Systems held the number one worldwide market position for revenue and line (Phone) shipments of LAN Telephony for the first half of calendar year 2001, according to Synergy Research. Cisco's market share of shipments of lines (phones) increased to 42.9% with revenue increasing to 44.1% worldwide. In EMEA, Cisco_achieved 51.9% market share measured by revenue. |