



**UK Press contacts:**

Perveen Akhtar  
Cisco Systems Inc.,  
+44 20 8824 4478  
[pakhtar@cisco.com](mailto:pakhtar@cisco.com)

Armand David/Nick Hay  
Brands2Life  
+44 20 7592 1200  
[cisco@brands2life.com](mailto:cisco@brands2life.com)

## **Cisco Systems Ships Its Millionth Internet Protocol Telephone in Europe to BEC Denmark**

*Danish Customer Bankernes EDB Central (BEC) to Deploy IP Communications in 78 Banks; Largest Project of its kind in Denmark*

**Copenhagen, Denmark, 11th August 2004** - Cisco Systems today announced that it has shipped its one millionth Internet Protocol (IP) telephone in Europe. The recipient is Bankernes EDB Central (BEC), a leading Danish technology provider to 78 banks in the country. The millionth IP phone is part of a shipment of 6,000 IP phones being installed over the next three years, making this the single largest IP telephony project in Denmark to date.

To mark this milestone, Tim Stone, Head of IP Communications Marketing for EMEA, Cisco Systems, awarded Leo Svendsen, Director, BEC, with a commemorative phone at a special ceremony at BEC headquarters in Roskilde, Denmark on 9th August.

With the majority of BEC's customers being small to medium-sized banks in Denmark, it is important the solutions provided to them are cost effective and installed with minimum disruption to business. In a close alliance with Cisco Systems and NetDesign, a leading Danish IT and telephony systems integrator, BEC now has the full capability to deliver IP enabled solutions including data centres, PCs, routers and operational systems, which Danish banks of any size can take advantage of.

Leo Svendsen, Director, BEC, said: "We're greatly honoured to receive the one millionth Cisco IP phone here in Roskilde. All the members of BEC, comprising 78 financial institutions, have chosen to invest in IP telephony. I'm sure that Cisco technology will help our customers to improve processes whilst reducing process costs. The merging of telephony and IT opens up a whole new way of serving banking customers, for example through offering video conferencing and the ability to

document telephone conversations. I'm sure our members will gain competitive advantages – not only through cost savings but also through the introduction of new services.”

Chris Dediccoat, senior vice president, Cisco Systems EMEA, said “We are very proud to be announcing the shipment of the one millionth IP phone in EMEA. This is a perfect example of how we are spreading the word on IP Telephony – not only will one company be affected, but 78 BEC customers will experience the benefits of easier and more cost effective converged telephony.”

The first stage of the roll out will commence in early October, and will involve the deployment of 700 predominantly Cisco 7940G IP phones to BEC's offices, plus 800 IP phones to two customer locations, Diba and Forstaedernes Bank. All banks expect to fully migrate to IP telephony by 2007.

In addition, Cisco and NetDesign will provide BEC with an IP Contact Centre for 500 agents, offering BEC customers a hosted contact centre service.

The implementation of advanced end-to-end reliable Cisco IP Communications services to financial organisations improves process, reduces process costs, optimises resource allocation, and helps to achieve compliance right through the organisation.

The new system will enable BEC's customers to move to IP telephony as a hosted deployment, to benefit from reduced telephony costs through increased efficiencies and lowered maintenance costs.

The shipment of Cisco's millionth IP phone in Europe marks a major milestone in IP telephony, demonstrating Cisco's strong and sustained market momentum in this area. In Western Europe, according to IDC, Cisco ships 49% of all IP telephony products, which are a part of the enterprise telephony market. Cisco has over 14,500 IP Communications customers globally and has sold over 3 million phones worldwide.

### **About Cisco IP Communications**

Cisco IP Communications is a comprehensive system of enterprise-class solutions including IP telephony, unified communications, rich media IP audio and videoconferencing, IP video broadcasting and customer contact solutions that take advantage of customers' existing Cisco IP infrastructure to deliver new converged applications. Since shipping its first IP phone in 2001, Cisco has in the past 12 months

alone shipped over 450,000 IP phones in the European region. More information about Cisco IP Communications is available at:

<http://newsroom.cisco.com/dlls/innovators/VoIP/index.html>

- ends -

#### **About Cisco Systems**

Cisco Systems, Inc. (NASDAQ: CSCO), the worldwide leader in networking for the Internet, this year celebrates 20 years of commitment to technology innovation, industry leadership and corporate social responsibility. Information on Cisco can be found at <http://www.cisco.com>. For ongoing news, please go to <http://newsroom.cisco.com>.

#### **About BEC**

As a full service IT-centre, BEC – (Bankernes EDB Central: The IT Centre of Banks) designs, builds and operates on IT-applications for the financial sector primarily in Denmark. BEC has 580 employees, several hundreds customers and provides IT-services in Banking, Investment, Mortgages, Insurance and Pensions. BEC uses leading edge technology in the market in order to match the customers' expectations in a safe and effective way. BEC is owned by 78 financial institutions to whom BEC also delivers all IT – and now also telephony.

#### **About NetDesign**

NetDesign A/S supplies complete communication solutions integrating IT and telephony systems and thus streamlining the customers internal and external business processes. Since its establishment in 1988, NetDesign has accumulated comprehensive industry knowledge and experience and has been awarded with the highest competency status as Cisco Gold Certified Partner with the following specializations: IP Communication, VPN Security and Wireless.