



CISCO ACHIEVES #1 IN WORLDWIDE IVR MARKET SHARE

August 31, 2011

Executive Summary

The latest industry report from market analyst Tern Systems ("Telephone Self-Service: Markets, Products, and Suppliers", August 2011) shows that for the first time Cisco's interactive voice response (IVR) business has achieved the **#1 worldwide market share** position, as measured by port shipments. The table below summarizes worldwide Tern Systems data from CY2010 for Cisco and other noteworthy IVR vendors:

Manufacturer	IVR Ports Shipped 2010	Market Share 2010
Cisco	109,605	13.3%
Avaya/Nortel	107,621	13.1%
Genesys	60,586	7.4%
Intervoice/Convergys	56,114	6.8%
Syntellect/Envox	48,670	5.9%

Note: Cisco data includes shipments of Cisco Unified Customer Voice Portal, Cisco Unified IP-IVR, and IVR ports shipped with Cisco Unified Contact Center Express.



Talking Points

- Cisco's rise to the #1 position in the IVR industry is even more remarkable considering that the numbers for Avaya and the former Nortel are combined in the report. Cisco's IVR business is nearly twice the size of Avaya's or Nortel's when the latter are taken separately.
- All of the top IVR vendors shipped fewer ports in 2010 compared to 2009 as smaller, regional players took a more prominent role in the market. Cisco experienced only a 4% reduction in IVR ports shipped during this period, compared to a 9% reduction for Avaya/Nortel and a major 25% reduction for Genesys. Avaya's and Genesys' inability to sell even to their large install base underscores these vendors' continuing disarray.

Conclusion

In the eight years since the introduction of the award-winning Cisco Unified Customer Voice Portal, Cisco has climbed to the #1 position in the IVR market. Cisco's leadership in the IVR/Voice Portal industry is an important milestone in our steady march toward number one in the overall contact center market.

Additional information on Cisco IVR products can be found at:

www.cisco.com/go/cvp

www.cisco.com/en/US/products/sw/custcosw/ps3651/index.html