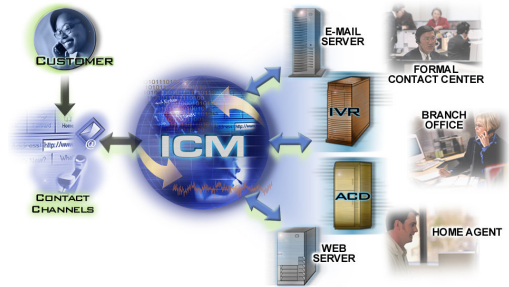




ARCHITECTURE FOR
VOICE, VIDEO AND
INTEGRATED DATA

VTG Contact Centre Win



WHO?

Taiwan Teleservices & Technology- TCC(Taiwan Cellular Corp.) Group.

Taiwan Teleservices & Technology(TT&T) is the authorized company running all the call center operation for TCC and TFN with 500~1200 agent seats now. TT&T is a service bureau for call center outsourcing business. TCC is the largest mobile operator with more than 7 million mobile subscribers in Taiwan. TFN (Taiwan Fixed Network) is one of the largest fixed network operator with domestic and international voice and data business.

WINNING TEAM

Sales: Jeffrey Chung
Supporting SE : Spenser Lin
Account SE: David Yeh
SE Specialist Team: Spenser Lin(Enterprise Team, Cisco Taiwan)
Consulting System Engineer Group: Erica Shim

WINNING STRATEGY

Provide unique value proposition

Solution: Contact Centre of 3000 agents (Phase 1-now:1200, Phase 2 : 800, Phase 3 : 1000)

Products: Now - ICM, Future - NAM, Web Collaboration, IPCC

HOW MUCH?

ICM 1200 seats(including 1st Yr maintenance) : \$850K now
Network Equipment : \$150K now

ICM 1800+ seats, NAM, Web Collaboration, IPCC : \$3Million within 4 Yrs

COMPETITION

For the Call Center CTI we were competing against Alcatel (Genesys) and Lucent.

WHY did they choose Cisco?

Customer chose Cisco based on the value proposition we provided plus the ability to go total IP telephony in the next few years.

Can this be a reference customer?

Yes, but not until full deployment which should be in the next few months.