Cisco Webex
The world’s #1 business collaboration and customer engagement platform
When the world needs to work, the world works on Webex.

Here is why the world’s leading companies choose Webex to collaborate.

“The BIG GREEN BUTTON! And video everywhere. We’ve made meetings simple and the usage is really taking off, which is very important for a global company separated by distance. We are building a tighter family.”

Brian Kachel
CTO, Premier Research
Webex is recognized by UC Today

UC Today Awards 2020

Webex Platform

Webex Assistant

Expert panel of judges

Rob Scott
Publisher UC Today
Chair of Judges

Irwin Lazar
VP & Service Director Nemertes

Melissa Swartz
VoIP / Cloud Phone Expert Swartz Consulting

Jon Arnold
Principal J. Arnold & Assoc.

Kevin Kieller
Lead UC&C Strategist enableUC

Blair Pleasant
President & Analyst COMMfusion

Zeus Kerravala
Founder / Principal Analyst ZK Research
Cisco is the innovator and leader in Collaboration AI

Strategic AI and Data Analytics Acquisitions

Over half a billion invested
18 patents
180+ people

Webex integrations
Webex Meetings
Webex Teams
Webex Rooms
Webex Contact Center

1. Not including babblelabs
Millions connect through Cisco Cloud Calling, every day.

- 53% Cloud Calling installed base market share
- 100M Calling endpoints shipped
- 20% IP PBX installed base market share
- 65+ Country availability
- 25/30 Of top global service providers

1. Synergy Cloud/Hosted Calling Users Market Share
2. Synergy IP-PBX installed base market share

Unified Communications
Cloud Calling Leadership

Cloud/Hosted Calling Users Market Share

1. Synergy Research, April 2020: Cloud UC Calling users as of Q4 2019. Includes vendors with >1% share.
2. Microsoft acquired Metaswitch; data includes Metaswitch users.
Analyst views of Cisco UCaaS

Gartner UCaaS MQ

Source: Gartner, Magic Quadrant for Unified Communications as a Service, Worldwide, Rafael Benitez, Megan Fernandez, Daniel O'Connell, Christopher Trueman, Pankil Sheth, 11 November 2020

Aragon UC&C Globe

April 2020


IDC UC&C MarketScape

July 2019

G2 Crowd ratings for Cisco Webex Calling

<table>
<thead>
<tr>
<th>Ratings</th>
<th>Cisco Webex Calling</th>
<th>RingCentral</th>
<th>Microsoft Teams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meets Requirements</td>
<td>8.0</td>
<td>8.5</td>
<td>8.5</td>
</tr>
<tr>
<td>Ease of Use</td>
<td>8.5</td>
<td>8.9</td>
<td>8.8</td>
</tr>
<tr>
<td>Ease of Setup</td>
<td>7.0</td>
<td>7.1</td>
<td>6.5</td>
</tr>
<tr>
<td>Ease of Admin</td>
<td>8.5</td>
<td>7.6</td>
<td>8.1</td>
</tr>
<tr>
<td>Quality of Support</td>
<td>8.5</td>
<td>7.3</td>
<td>8.3</td>
</tr>
<tr>
<td>Ease of Doing Business With</td>
<td>8.5</td>
<td>7.4</td>
<td>8.5</td>
</tr>
<tr>
<td>Product Direction (% positive)</td>
<td>8.1</td>
<td>6.7</td>
<td>7.8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reviewers' Company Size</th>
<th>Cisco Webex Calling</th>
<th>RingCentral</th>
<th>Microsoft Teams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small-Business (50 or fewer emp.)</td>
<td>9.9%</td>
<td>97.8%</td>
<td>98.8%</td>
</tr>
<tr>
<td>Mid-Market (501-1000 emp.)</td>
<td>37.4%</td>
<td>35.1%</td>
<td>37.6%</td>
</tr>
<tr>
<td>Enterprise (&gt; 1000 emp.)</td>
<td>62.7%</td>
<td>7.1%</td>
<td>42.8%</td>
</tr>
</tbody>
</table>

as of September 2020
Millions engage in Webex video conferences every day

1.7M
Video endpoints shipped

1
60.5% market share¹
Room and Personal Video devices

#1
41% market share¹
Personal Meetings

5K
Global Partners

Video conferencing

Awards
Webex Desk Pro
Webex Room Panorama

¹ Synergy
Analyst views of Webex Meetings and Video Conferencing

Gartner Meetings Solutions MQ

Aragon Web and Video Conferencing Globe

IDC MarketScape: Worldwide Enterprise Videoconferencing

Gartner Magic Quadrant for Meeting Solutions, Mike Fasciani, Tom Eagle, Adam Preset, Brian Doherty, October 12, 2020


Webex is a leader in paid SaaS conferencing.
Analysts, customers, and media assessments of Webex Meetings

Webex Meetings is #7 overall and the **top video conferencing platform** on G2’s Best Software for 2020 in Remote Tools

"Functional, feature-rich, and reliably secure, **Cisco’s Webex Meetings** is the best alternative we’ve found to our former top pick, Zoom.”
Millions collaborate using Webex every day.

85% Of Fortune 500 companies
21M Webex Meetings paid monthly active users
3K Collaboration partners

“When the pandemic started, our volunteer pool dropped in half. A lot of folks said, ‘we will help out if there’s a possibility for you to go remote.’ We are able to integrate Webex Meetings, Webex Calling, Webex Messaging. It gives our volunteers the feeling of being together in the call room.”

Van Hedwall
Director of Programs,
San Francisco Suicide Prevention
One of the significant capabilities that Webex Teams offers is end-to-end encryption which means that all messages and files, including user actions, are encrypted at rest, in transit, and in-use, using a single customer-specific encryption key.

Jim Lundy
Aragon Research, Founder, CEO, and Lead Analyst
Analyst views of Webex

**Constellation**
ShortList Q3 2020

**INFO~TECH RESEARCH GROUP**

**Gartner peerinsights™**

Customer Experience
- Evaluation & Contracting: 4.5
- Integration & Deployment: 4.6
- Service & Support: 4.6
- Product Capabilities: 4.6

87% Would Recommend
Full range of headsets and devices for any workstyle

100M+
IP phones sold worldwide

Awarded 2019 Global Leader by Frost and Sullivan

GLOBAL
IP HARDWARE COMMUNICATIONS ENDPOINTS MARKET LEADERSHIP AWARD

“I really like this headset, it’s great to use when working to have all your devices connected. I also prefer using these over my AirPods for recreational use music, streaming, etc.”

James Koniecki
IT Professional, NTT
Webex Room and Personal Collaboration Devices are leaders in market share

Worldwide Telepresence (Excluding Video Phones) Endpoints Units Share, Q2-CY2020

<table>
<thead>
<tr>
<th>Company</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cisco</td>
<td>60.5%</td>
</tr>
<tr>
<td>Poly</td>
<td>17.5%</td>
</tr>
<tr>
<td>Huawei</td>
<td>9.4%</td>
</tr>
<tr>
<td>Vidyo</td>
<td>3.1%</td>
</tr>
<tr>
<td>Lifesize</td>
<td>2.1%</td>
</tr>
<tr>
<td>Others</td>
<td>7.5%</td>
</tr>
</tbody>
</table>

Synergy Research, September 3, 2020
Over the years working with Cisco, we’ve developed procedures and standardized solutions that help us in our day-to-day work. We’d proven to ourselves we can scale up and deploy quickly to our faculty and staff as needed. Could we do the same for the City? You bet.

Adam Pawlowski
IT Communications System Engineer,
City of Buffalo
Cisco Contact Center market leadership

Cisco is leading in new and replacement shipments of on-premises agent licenses

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Cisco</td>
<td>21%</td>
</tr>
<tr>
<td>Avaya</td>
<td>20%</td>
</tr>
<tr>
<td>Genesys</td>
<td>19%</td>
</tr>
<tr>
<td>Other Manufacturers</td>
<td>10%</td>
</tr>
<tr>
<td>Huawei</td>
<td>8%</td>
</tr>
<tr>
<td>Mitel</td>
<td>6%</td>
</tr>
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Hosted by Cisco and its service provider partners, we lead the market across our Webex Contact Center, HCS and BroadWorks platforms

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<tr>
<td>Cisco</td>
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</tr>
<tr>
<td>NICE (inContact)</td>
<td>18%</td>
</tr>
<tr>
<td>Genesys</td>
<td>10%</td>
</tr>
<tr>
<td>Enghouse</td>
<td>6%</td>
</tr>
<tr>
<td>Content Guru</td>
<td>4%</td>
</tr>
<tr>
<td>Five9</td>
<td>4%</td>
</tr>
</tbody>
</table>

1H 2019 shipments. Shows providers with > 1% share
Source: MZA: MZA Contact Centre Shipment Review 1st Half 2019. Published Feb 2020

As of YE 2019. Includes providers with >1% share
Source: Synergy Research, April 2020
Cisco Contact Center receives high ratings from analyst and industry

Since 1982

CUSTOMER magazine has been the voice of the call/contact center, CRM and teleservices industry

Jim Lundy
Founder, CEO, and Lead Analyst 30 years of industry experience Silicon Valley, CA

"Cisco, a leader in UCC, has made a series of announcements in 2019 that strengthened its overall focus on contact center, with AI at the center."

Jim Lundy
Founder, CEO, and Lead Analyst 30 years of industry experience Silicon Valley, CA

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<td>7.5</td>
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As of September 2020
Analyst assessments of Cisco’s Contact Center strategy

**Architecture**

- **Sheila McGee-Smith** @McGeeSmith - 19h
  
  @Ryan_Plant's update on the @Webex Contact Center architecture was so good, I was left speechless (and enthusiastically led the applause.) @amychang said, “tweet that!” #CiscoCollabAnalystSummit

- **Mark Smith** @marksmithvr - 18h
  
  @Cisco has taken the enterprise class contact center market on with its own offering that is global, scalable and appears to be robust - available this month! #CiscoCollabAnalystSummit #NiceWork

- **Zeus Kerravala** @zkerravala - 21h
  
  Wow! 24000 agents per tenant is impressive! #ciscocollabanalystsummit @CiscoCollab

**Strategy**

- **Paul Stockford** @paulstockford - 23h
  
  I knew things were changing at @CiscoCX but WOW! This level of #contactcenter commitment is very impressive. #CiscoCollabAnalystSummit #CustomerExperience

- **Stephanie Watson** @SteffWatson - Feb 6
  
  You can argue the toss about measurement metrics, but I don’t think anyone questions the strong contact centre business @CiscoCollab has and if can execute on cloud strategy huge opportunity to strengthen further #ciscocollabanalystsummit #cctr

**Artificial Intelligence**

- **Blair Pleasant** @blairplez - Feb 6
  
  Great quote from @ctbakal - AI is the most overhyped yet underestimated technology. We want to do more augmenting of human capability rather than replacing. #CX #cctr #CiscoCollabAnalystSummit

- **Irwin Lazar** @imlazar - 19h
  
  Notable that Cisco #ContactCenter #AI strategy is more focused on improving agent interactions than on self-service chat bots to minimize agent interaction #CiscoCollabAnalystSummit

**Customer Journey**

- **Robin Gareiss**, Nemertes Research
  
  “Loving this cloudcherry demo showing where problems emerge in CX journey, analysis of unstructured data, & prioritized recommendations on how to act on data. You can’t improve CX without good data that you actually act upon.”

- **Sheila McGee-Smith** @McGeeSmith - 17h
  
  @vinod_cc Customers are now saying: I am not looking for a technology refresh. I want to re-imagine my employee and agent collaboration environment. This is how @CiscoCollab plans to help them #CiscoCollabAnalystSummit
Privacy is a fundamental human right, and we need security and transparency to protect it.

Chuck Robbins
Chairman and CEO, Cisco
Security without compromise

On the topic of security, this has been a differentiator for Cisco for years. Many of the biggest governments, healthcare institutions and financial services firms use Webex, so only best-in-class security will do.

Zus Kerravala
Founder / Principal Analyst, ZK Research

<table>
<thead>
<tr>
<th>International &amp; Local</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISO 27001 / 27017 / 27018</td>
</tr>
<tr>
<td>SOC 2 Type II and SOC 3</td>
</tr>
<tr>
<td>Cloud Computing Compliance Controls Catalog (C5)</td>
</tr>
<tr>
<td>Teams: HITRUST</td>
</tr>
<tr>
<td>FedRAMP</td>
</tr>
</tbody>
</table>

**Information Security + Privacy**
- ISO 27001 / 27017 / 27018
- SOC 2 Type II and SOC 3
- Cloud Computing Compliance Controls Catalog (C5)
- Teams: HITRUST
- FedRAMP

**Cisco’s Quality Management System**
- ISO 9001

**Regulatory**
- HIPAA
- GDPR
- FERPA
- COPPA
- PIPEDA
- PHIPA
- CCPA
- Continually assessing regs

**Cross-Border Transfers**
- Binding Corporate Rules
- EU-US privacy shield
- Swiss-US privacy shield
- APEC cross-border privacy rules
- EU Standard Contractual Clauses

no.jitter.com, 2/10/20
Webex open platform ecosystem. Freedom to innovate

88,000 Integrations
510,000+ DEVNET Members
22,000+ Active Developers

2,500 Webex Ambassadors
3,000 Global Partners
14 Open Source Starter Kits

Strategic Alliances and Integrations

- Apple
- Appspace
- Box
- Google
- NVIDIA
- Office 365
- OKTA
- Salesforce
- Samsung
- Slack
- vBrick
Global leaders choose Webex for collaboration.

<table>
<thead>
<tr>
<th>Industries</th>
<th>Top 10 Global/US</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>8 of top 10</td>
<td></td>
</tr>
<tr>
<td>Retail</td>
<td>7 of top 10</td>
<td></td>
</tr>
<tr>
<td>Global Retailers</td>
<td></td>
<td>2. By market capitalization, ranked by value.today</td>
</tr>
<tr>
<td>Finance</td>
<td>9 of top 10</td>
<td></td>
</tr>
<tr>
<td>US Financial Services</td>
<td></td>
<td>3. In the Fortune 500</td>
</tr>
<tr>
<td>Insurance</td>
<td>8 of top 10</td>
<td></td>
</tr>
<tr>
<td>Global General Insurance Companies</td>
<td></td>
<td>4. Ranked by A.M. Best based on NPW and non-banking assets</td>
</tr>
<tr>
<td>Technology</td>
<td>8 of top 10</td>
<td></td>
</tr>
<tr>
<td>Global Technology Companies</td>
<td></td>
<td>5. By performance, ranked by manufacturingglobal.com</td>
</tr>
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<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>8. Ranked by Stores magazine</td>
</tr>
</tbody>
</table>
Award-winning collaboration solutions

- **Webex Meetings**
  - Customers Choice 2020 Award Meeting Solutions

- **Cisco Devices**
  - 27 Red Dot Awards

- **Webex Teams**
  - InfoTech Leader and Gold Medalist 2019 Team Collaboration

- **Webex Contact Center**
  - Customer Magazine Contact Center Technology Award

- **Webex**
  - TRUE Certified for Truthful and Unbiased Customer Reviews by TrustRadius

- **Webex Rooms**
  - Frost & Sullivan Global Digital Collaboration Board Company of the Year

- **Webex Calling**
  - G2 Crowd VoIP Leader and Momentum Leader

- **Webex Platform**
  - Most innovative and Best Collaboration Platform UC Today 2020 Awards

- **Webex**
  - TrustRadius for companies that exemplify being #Human, in the face of the global crisis
Webex in Entertainment

From their home to ours, Hollywood and beyond continue to make us laugh and cry, capture our imaginations, and inspire our dreams. This is all possible with Webex.
Webex is powering the news

The news as we knew it, will never be the same. Delivered from home or on site, morning or night. Nothing will stop them, not even a pandemic. Webex anywhere, anytime.

The powerful use Webex

Leaders around the world continue to do their jobs from remote. This is all possible with Webex.
Case Study: Pickens County School District

Pickens County School District needed to quickly enable distance learning when the pandemic hit. Leveraging Webex, they successfully transitioned to a synchronous learning model, enabling students and teachers to interact in real time.

Results:

Enabled hybrid learning and easy video calling

- Synchronous remote learning for 16,300 students
- Single sign on and rostering
- Hundreds of digital textbooks online
- Positive parent feedback

“During the first days of the closure, it was about love over lessons. Connecting with children, and that children saw familiar faces.”

Sharon Huff
Assistant Superintendent for Instructional Services, Pickens County School District

Watch video
Case Study: Under Armour

Designing innovative products to help athletes perform at their best, Under Armour chose Cisco Webex for frictionless, real-time collaboration to live up to the promise of their brand, while enabling virtual selling and events and an agile work from anywhere employee experience.

Results:

- Increased number of meetings by 39 percent
- Decreased meeting duration by 18 percent
- Meeting join time reduced from 10 minutes to five seconds saving 121,000 hours

Greater strategic alignment and decision making

“ Our designers and creative teams are still working face to face using Webex. The duration of meetings are much shorter now. They’re able to do all their pre-meeting and post-meeting work within Webex Teams. ”

Karen Dean
Sr Manager Collaboration Services, Under Armour

Watch video
Case Study: Northland Pioneer College

Northland Pioneer College needed an affordable and effective way to connect high school students to the college classroom. They used Cisco Webex video conferencing solutions to deliver college classes to Cibecue High School.

Results:

- Partnering with 16 area high schools
- Serving over 6,000 students in distance learning
- Providing additional services like college advisement, career and financial planning, and tutoring

“Utilizing Cisco technology allows Northland Pioneer College to open the doors to college education for high school students, many of whom would probably never have considered attending college... to transform their lives, which also opens the doors for communities to change their economic sustainability.”

Dr. Jessica Clark
VP of Learning & Student Services,
Northland Pioneer College
Case Study: City of Buffalo

When the governor of New York issued stay-at-home orders on a Friday, the City of Buffalo needed its 311 call center up and running by Monday morning for citizens. Cisco helped the City in a 48-hour race to a work-from-home solution.

Results:

- Vital communication continuity for 250,000 Buffalo residents
- Essential team of 12 City call center agents work from home in COVID-19 crisis
- Seamless transition of call center in 48-hours

“Cisco uniquely understood our situation. We needed to think outside the box and the collaboration of the University at Buffalo and Cisco working with us in a singular purpose, made all of the difference.”

Oswaldo Mestre
Chief Service Officer, Division of Citizen Services, City of Buffalo

Cisco Solutions:
City of Buffalo:
Webex Contact Center
Cisco 8800 Series IP phones
University at Buffalo:
Cisco Unified Communications Manager
Cisco Mobile and Remote Access
Cisco Expressway Series

Watch video
Case Study: Vivint Solar

Vivint Solar was running a piecemeal solution with multiple vendors, before consolidating all their collaboration tools together in the cloud with the Cisco Webex collaboration suite. For the first time in company history, Vivint Solar has true unified communications, including contact center.

Results:

- Increased ROI by taking technologies to the cloud
- Enabled remote work for all employees
- Reduced headcount of infrastructure management
- Improved employee productivity and management efficiency

8 Technologies consolidated into one Webex platform

“Bringing all of our collaboration tools together in the cloud with Cisco Webex has delivered an unparalleled experience. The ability to have our entire company switch to work-from-home overnight is enhancing our business continuity strategy.”

Mike Hincks
Director of IT Infrastructure, Vivint Solar

Cisco Solutions:
- Webex Contact Center
- Webex Calling
- Webex Meetings
- Webex Teams
- Webex Room Devices

Watch video
Webex

The secure, reliable, scalable, and global #1 business collaboration and customer engagement platform
Connecting people together to create amazing collaboration experiences.

Using a combination of software and hardware on a single platform that integrates calling, meeting, messaging, devices, contact center, and APIs, Cisco Webex empowers organizations to collaborate, communicate, co-create, and deliver amazing customer experiences in new and smarter ways wherever work happens.

The Cisco Webex single platform has the proven scale, security, and features to optimize and accelerate the outcomes of digital transformation for today’s businesses.

To learn more, visit us at cisco.com/go/collab