Webex: The award-winning platform that has customers and analysts raving.

Webex is fueling a new era of collaboration, customer experience, and event management. And it's showing.

Discover what customers are saying, why analysts rave, and how award-winning Webex solutions and devices are transforming communication and collaboration.

"It's almost like magic where everything comes together into one and users just have that seamless journey in Webex."

Edward Green
Head of Commercial Technology, McLaren Racing

webex
by CISCO

Contents

01
Webex in the lead

Webex leadership by the numbers

Meetings

100B+
Minutes of background noise removed

27B
Meeting minutes annually

Security

225M+
Files & URLs scanned for malware per month

Messaging

1.2B+
Messages sent per month

Calling

50M+
Cloud users

16M+
Webex Calling users

Devices

100M+
Devices shipped

Platform

110
Global data centers

Contact Center

3.6M
Agents

36K
Customer enterprises

CPaaS

270M+
Messaging API hits per month

30B+
Interactions delivered per year

Events

3M+
Attendee networking connections

Webinars

70M+
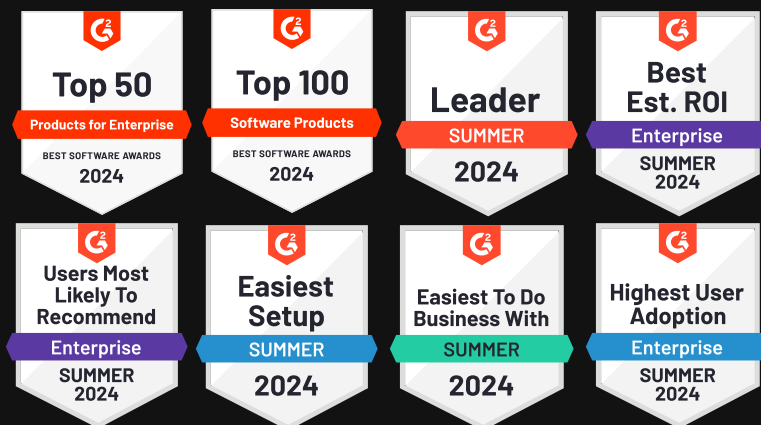Webinar attendees per year

100K
Simultaneous participants supported

Polling

300M
Participants and counting

The awards keep coming...

Recognized by G2 Reviewers across various categories (2024)[1]

Best Value for Price, Best Relationship, Best Feature Set and Top Rated Awards winner (2023)[2]

Recognized as a Customers' Choice for Meeting Solutions (2024)[3]

Best UCaaS Provider (2023)[4]

Best Meeting Room Product (2023)[4]

Best for Enterprise Conferencing (2024)[5]

1. G2 Winter 2024 badges for Webex Events, Webex Meetings, Webex Webinars, Webex Contact Center, Webex Calling, Webex App
2. TrustRadius. Best of and Top Rated 2023 Awards – Best Value for Price, Best Relationship, Best Feature Set.
3. Gartner Peer Insights 2024 Recipient of the Voice of Customer/Customers' Choice badge for Meeting Solutions
4. UC Today. 2023 Winners. 2023.
5. PCMAG.com, Best Video Conferencing Software for 2024.

Connecting when milliseconds matter

"Webex technology is embedded throughout our team's operations, helping us to be connected and agile with our people who operate at race pace around the globe."

Matt Dennington
Executive Director, Partnerships, McLaren Racing

Read Story

webex

02
Calling

Calling market leadership

Trusted by millions worldwide, across cloud and on-premises

50M+

Cloud users (partner & Cisco hosted)

16M+

Webex Calling users

700+

Partners

100M+

Calling devices shipped

8B+

Monthly calls

170+

Markets served

Webex Calling is best of breed.

Users rate Webex Calling the highest in key user insight categories.*

	Webex Calling	RingEX[1]	Zoom Workplace[2]	Microsoft Teams[3]
Would Buy Again	92%	84%	90%	90%
Delivers Good Value for the Price	98%	89%	91%	95%
Happy with the feature set	95%	89%	93%	90%
Lived up to sales and marketing promises	95%	87%	87%	92%
Implementation went as expected	98%	86%	93%	92%

1. TrustRadius. What users are saying about RingEX vs Webex Calling. July 9, 2024.
2. TrustRadius. What users are saying about Zoom Workplace vs Webex Calling. July 9, 2024.
3. TrustRadius. What users are saying about Microsoft Teams vs Webex Calling. July 9, 2024.

webex

Webex Calling proven reliability

Historical uptime

<div align="center">

99.999%

Over the past 24 months

</div>

Wholesale Webex doubles Direct Partners and triples Indirect Sellers in year 2

Global Service Provider Partners see a huge opportunity for their SMB to Mid-market customers and are getting on board!

Wholesale Webex beefs up the offer with new Customer Experience Essentials and the Cisco AI Assistant for Webex.

114

44

■ Indirect
■ Direct

Q4 '23   Q4 '24
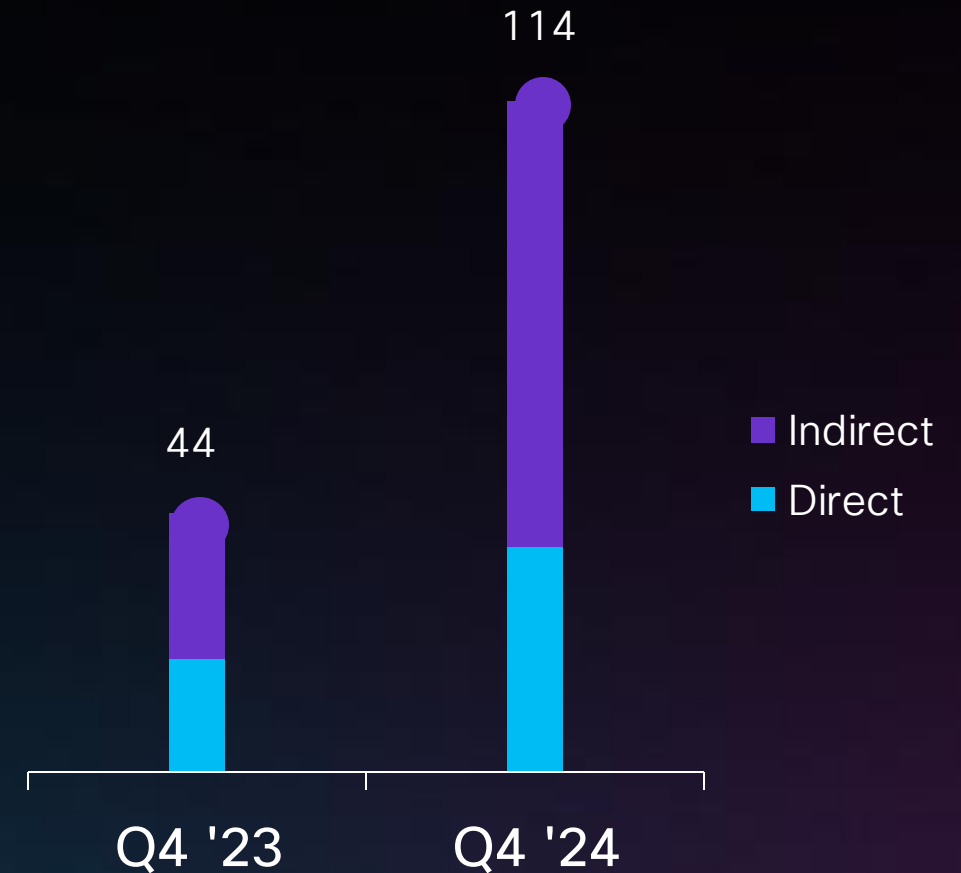
Gartner®

Cisco recognized as a Leader for the 6th consecutive year in the 2024 Gartner® Magic Quadrant™ for Unified Communications as a Service, Worldwide[1]
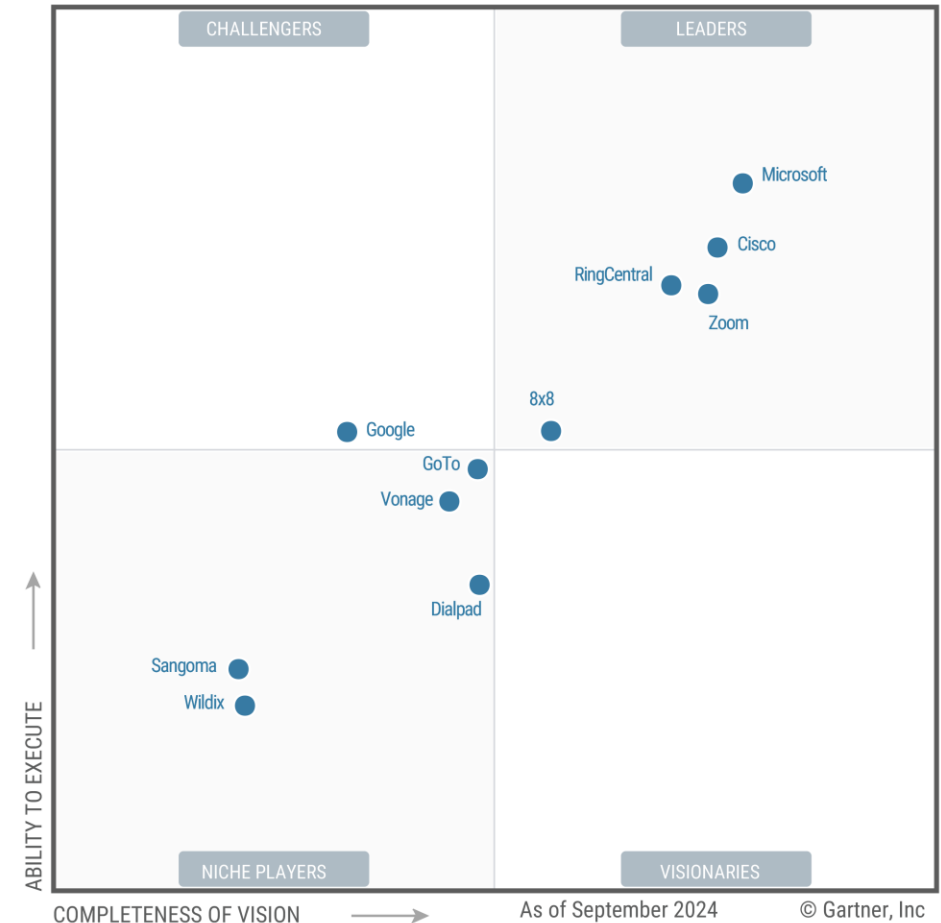
Published October 7 2024

Download Report

1. Gartner® Magic Quadrant™ for Unified Communications as a Service, Worldwide. Magic Quadrant for Unified Communications as a Service, Pankil Sheth, Megan Fernandez, Christopher Trueman, Rafael Benitez, 7 October 2024

Figure 1: Magic Quadrant for Unified Communications as a Service

Aragon names Webex an industry leader for unified communications and collaboration.[1]

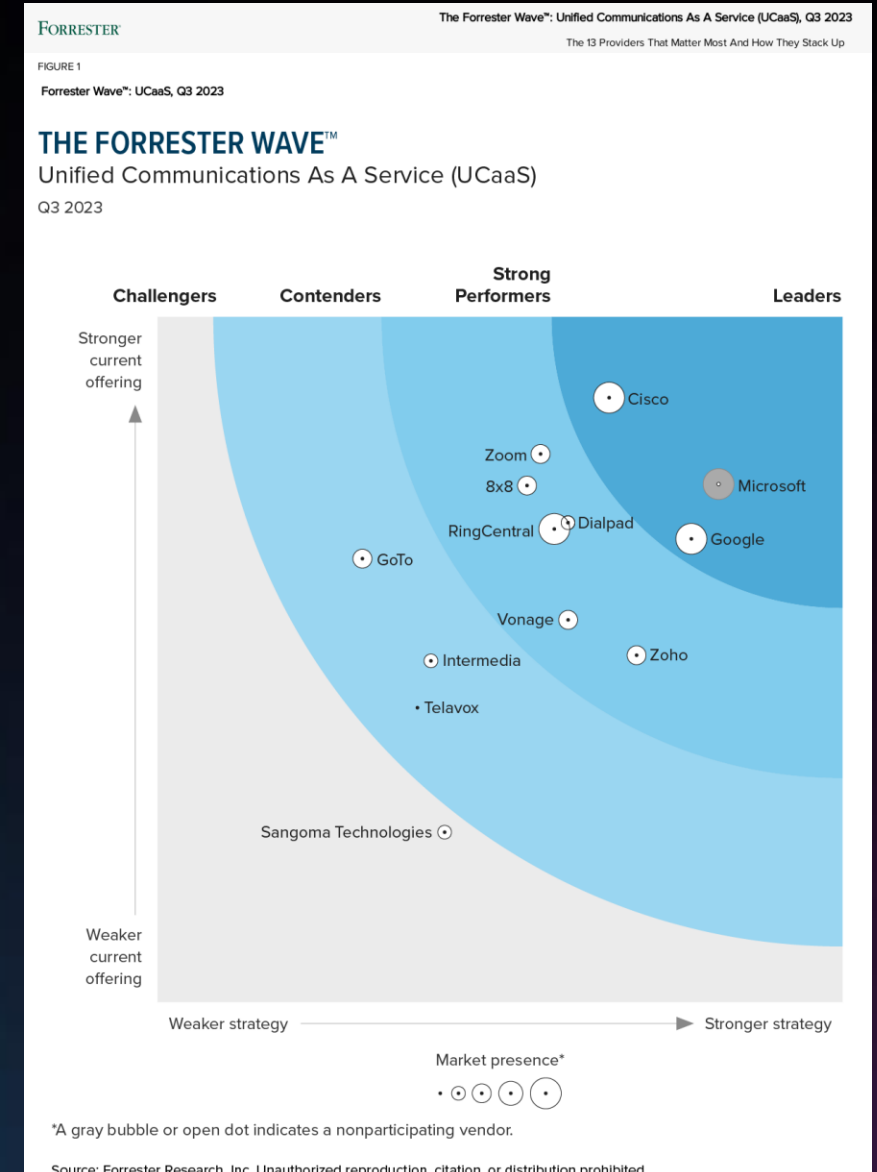The Aragon Research Globe™ for Unified Communications and Collaboration, 2024
(As of 12/13/23)

Performance

Contender   **Leader**

Microsoft
Google   Cisco
NEC   Avaya Zoom
Mitel   Unify   RingCentral
8x8   Vonage
   Dialpad
Nextiva   Intermedia

GoTo

Specialist   **Innovator**

KEY   Reach: ● National   ◉ International   ◉ Global   **Strategy**

Figure 4: The Aragon Research Globe for Unified Communications and Collaboration, 2024.

1. The Aragon Research Globe for Unified Communications and Collaboration. 2024.

Forrester names Webex a Leader for unified communications and collaboration as a service (UCaaS)[1]

"Cisco provides enterprise UCaaS that emphasizes secure real-time communication. Webex by Cisco is an extensive communications solution that has been in the UCaaS market for decades. Cisco is now investing heavily into making the solution both more extensible as well as AI-enabled. The results of these investments are already appearing in features like NLU, AI notes, and an open hardware ecosystem."[1]

Learn more

FORRESTER

The Forrester Wave™: Unified Communications As A Service (UCaaS), Q3 2023
The 13 Providers That Matter Most And How They Stack Up

FIGURE 1
Forrester Wave™: UCaaS, Q3 2023

THE FORRESTER WAVE™
Unified Communications As A Service (UCaaS)
Q3 2023

Challengers Contenders Strong Performers Leaders

Stronger current offering

Cisco
Zoom
8x8 Microsoft
RingCentral Dialpad Google
GoTo
Vonage
Intermedia Zoho
Telavox

Sangoma Technologies

Weaker current offering

Weaker strategy Stronger strategy

Market presence*

*A gray bubble or open dot indicates a nonparticipating vendor.

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.
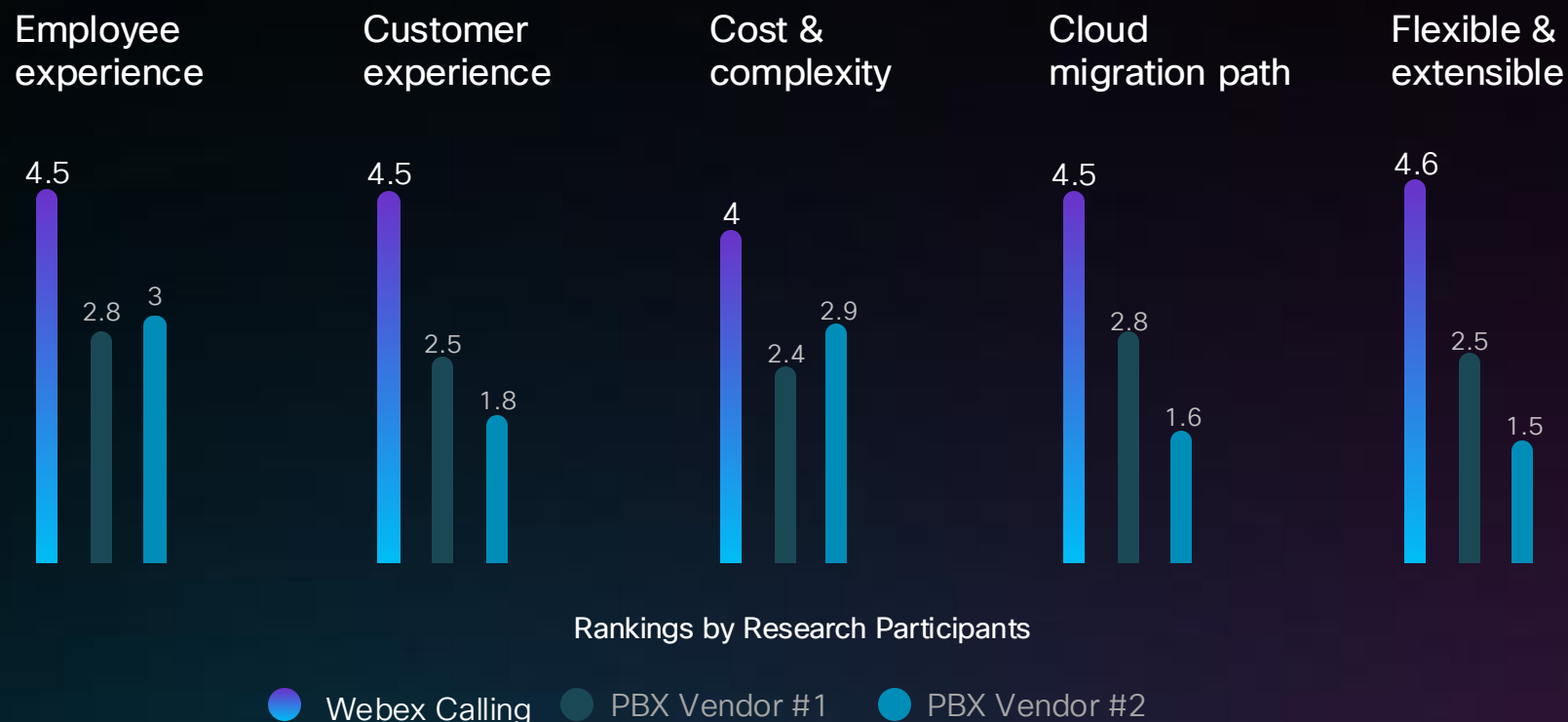
Our telecom operator calling partners, around the world.

700+ leading operators offer cloud calling using Cisco calling platforms.

Webex Calling leads in IT decision-maker survey[1]

"Apprize360's assessment found that Webex addresses all five cloud PBX migration criteria and delivers a complete, high performance, integrated communication and collaboration platform"

Employee experience
4.5
2.8
3

Customer experience
4.5
2.5
1.8

Cost & complexity
4
2.4
2.9

Cloud migration path
4.5
2.8
1.6

Flexible & extensible
4.6
2.5
1.5

Rankings by Research Participants

● Webex Calling   ● PBX Vendor #1   ● PBX Vendor #2

1. Apprize360. Cloud-Based PBX Buyers' Guide. August 2022.

Webex noise removal receives highest rating at Enterprise Connect 2022 Cage Match
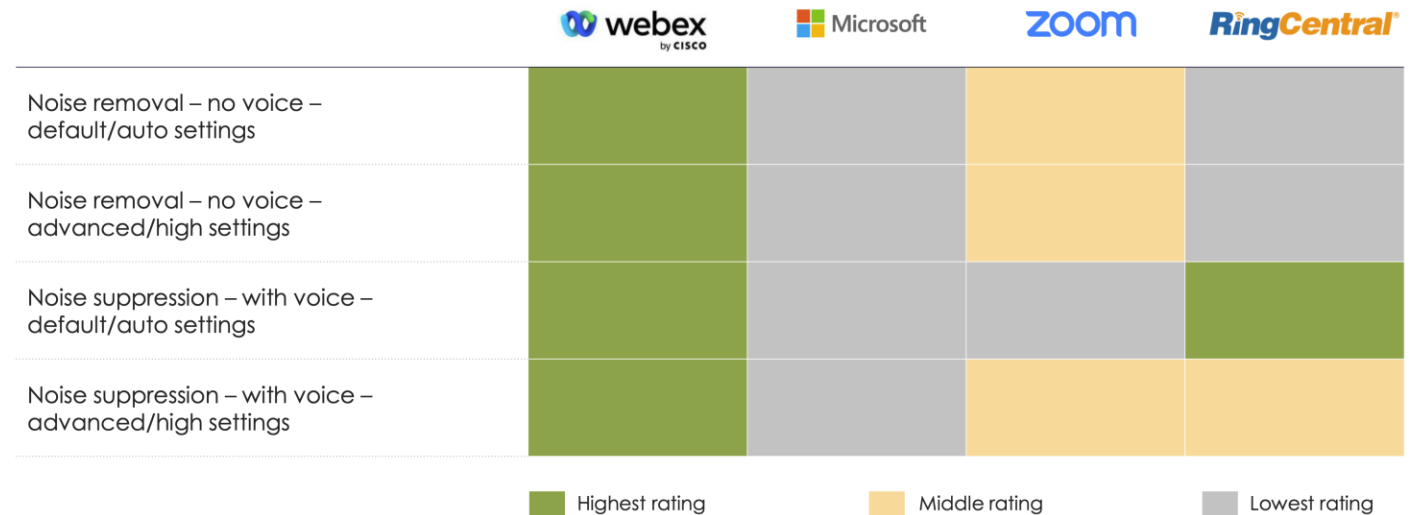
"Webex is the overall leader when both meetings and telephony capabilities are considered"

Phil Edholm
President and Principal, PKE Consulting LLC

Read Story

Noise Removal Comparison

	webex by CISCO	Microsoft	ZOOM	RingCentral
Noise removal – no voice – default/auto settings	Highest	Lowest	Middle	Lowest
Noise removal – no voice – advanced/high settings	Highest	Lowest	Middle	Lowest
Noise suppression – with voice – default/auto settings	Highest	Lowest	Lowest	Highest
Noise suppression – with voice – advanced/high settings	Highest	Lowest	Middle	Middle

■ Highest rating   ■ Middle rating   ■ Lowest rating

➔ **Demonstrated Webex leadership in AI for Noise removal and reduction**

PKE Consulting LLC, 2022

webex

Webex Go with AT&T

Orderable Now

AT&T and Webex partner to deliver unrivaled mobility for today's workforce.

One mobile number for your Webex identity

Powerful enterprise-grade calling on mobile

Fast and reliable 5G wireless connectivity

Fully managed, secure and compliant

"Mobility is key to enabling hybrid work. Businesses want a seamless and reliable communication experience. By deeply integrating our technology, businesses can be assured their communications are built on a solid foundation. Together we are unlocking new levels of productivity, agility, and connectivity— enabling teams to thrive in the modern work landscape."

Mike Troiano
Senior Vice President, Business Products, AT&T

Read more

Webex Calling for FedRAMP

Available Now

A modern and a complete calling solution

Launch partners for Webex Calling for FedRAMP

- Enterprise-grade calling features

- Easy-to-use and secure

- Centralized management and administration

- Multiple deployment options

- Flexible migration to cloud

cbts

CDW·G

Red River

World Wide Technology

PRESIDIO®

BlueAlly

IRON BOW
TECHNOLOGIES

Optimove transforms communication and customer experience with cloud technology

"Other products are quite complex, and you don't get half the features because you don't know they work. But I found Webex to be really user-friendly and easy to set up and install."

Laila Ali
Co-Owner and Office Manager Optimove

Read Story

Challenge

- Optimove's previous phone systems were unreliable and difficult to navigate.

Solution

- The team deployed Webex Calling to maximize uptime, obtain analytics, and upskill staff.

Results

- Optimove successfully transformed its telephony infrastructure and enabled a seamless customer experience.

03
Meetings

Webex Meetings by the numbers

120+

Languages for real-time translation

27B

Meeting minutes annually

100B+

Minutes of background noise removed

Audience engagement is at the heart of Webex

Energize your audience to participate in the conversation with
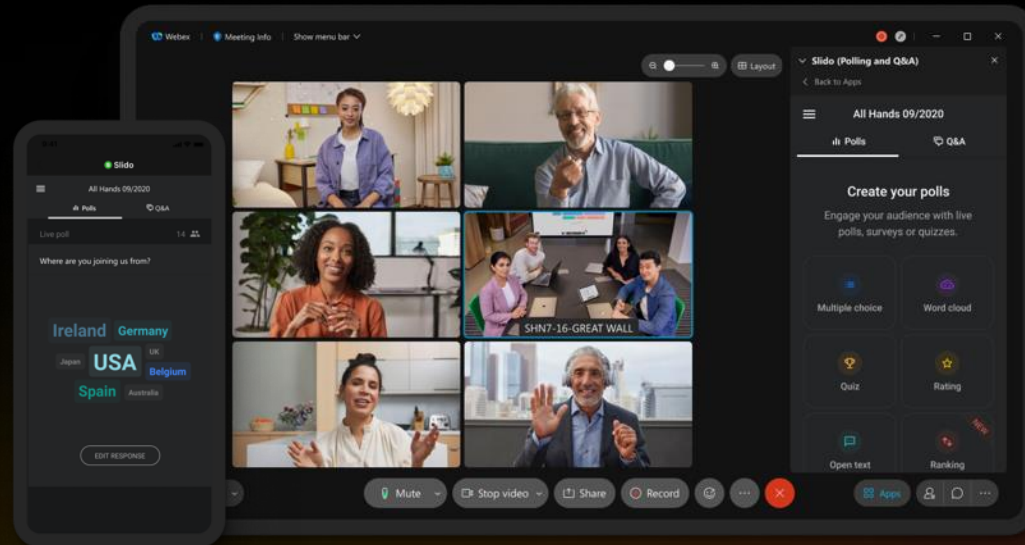live polling and moderated Q&A.

Q&A

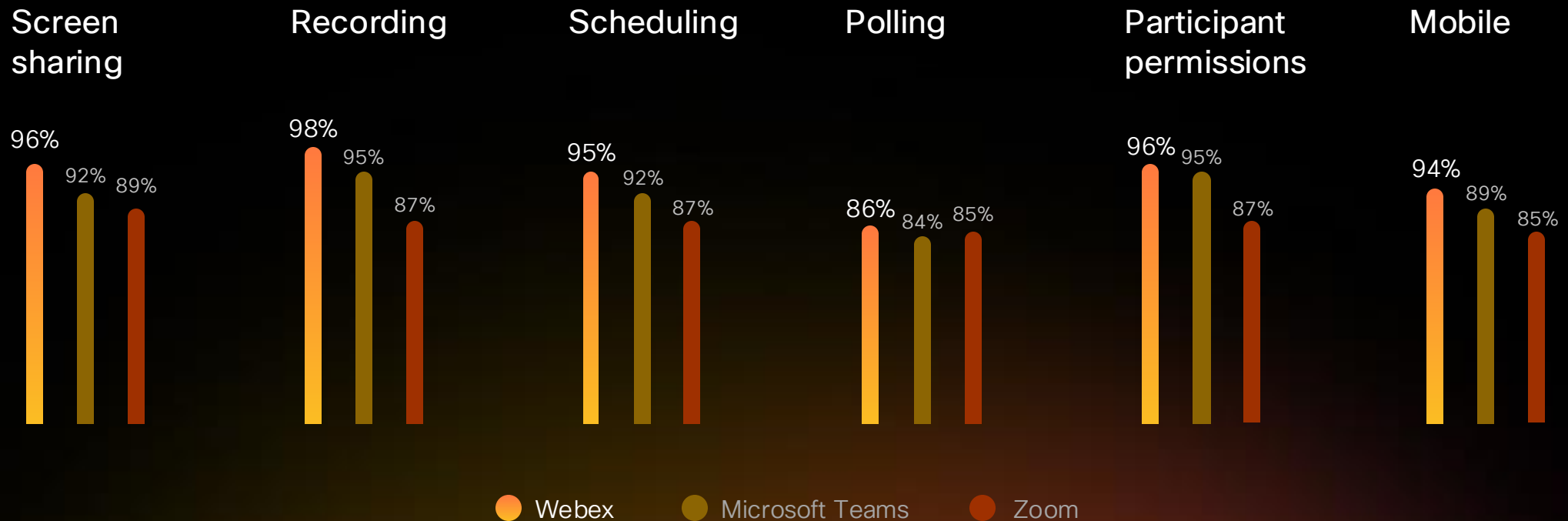Multiple choice

Open text

Quiz

Rating poll

Word cloud

Ranking poll

G2 satisfaction scores put Webex ahead of key competition[1]

Screen sharing

96%
92%
89%

Recording

98%
95%
87%

Scheduling

95%
92%
87%

Polling

86%
84%
85%

Participant permissions

96%
95%
87%

Mobile

94%
89%
85%

● Webex   ● Microsoft Teams   ● Zoom
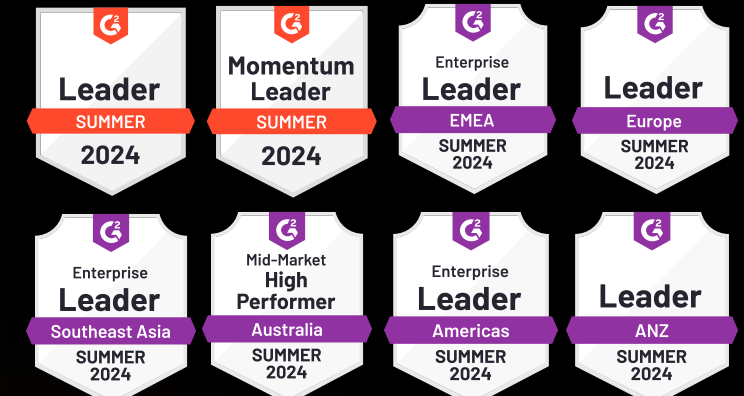
1. G2. User Satisfaction Ratings. June 24, 2022.

Webex Meetings gets rave reviews from users

Awarded G2 Leader, High Performer, Best Relationship, Enterprise Leader, and Momentum Leader (2024)[1]

Virtual Classroom and Screen Sharing[2] Leader and High Performer across the globe[3] (2024)

G2 video conferencing leader in multiple regions across the globe (2024)[4]

Named PC Magazine's Best for Enterprise Conferencing (2024)[5]

Cisco recognized as a 2024 Gartner® Peer Insights™ Customers' Choice for Meeting Solutions for the Webex Suite[6]

1. G2. Webex Meetings Reviews & Product Details.
2. G2. Screensharing, video conferencing, and virtual classroom for 2023/2024.
3. G2. Screensharing, video conferencing, and virtual classroom for 2023/2024.
4. G2. Webex Meetings Reviews & Product Details for 2023/2024.

5. PCMag.com. The Best Video Conferencing Software of 2024.
6. Webex Blog. Cisco Recognized as a 2024 Gartner® Peer Insights™ Customers' Choice for Meeting Solutions for the Webex Suite. Melody Leatherbury, April 15, 2024.

Assisted reality-powered collaboration for medical professionals

"We can connect directly from the operating room to the conference room and beyond internationally. It can give students an invaluable, real-time view of challenging or interesting cases."

Merlin Antúnez, MD
Medical Director & Orthopedic Surgeon, One World Surgery

Read Story

Challenge

- One World Surgery, a nonprofit surgical center in Honduras, faced challenges with supplemental surgical expertise not always locally available and travel for medical mission visits hampered by the COVID-19 pandemic.

Strategy

- Webex Meetings integrated with RealWear assisted reality to provide real-time second opinions, case discussions, mentoring, and learning opportunities.

Results

- Patients receive quality care from local medical professionals, with remote surgeons providing another level of expertise.

- Staff teams in Honduras and the U.S. communicate regularly and even more effectively using Webex Meetings for administrative activities and strategic planning.

Webex Meetings helps small business perform at global scale

"Webex is an established brand, easy to use, familiar to all, and simultaneous interpretation on top of all of its other features makes it just perfect for our industry."

Nada Buric
Director, Aion

Read Story

Challenges

- A provider of real-time interpretation services, Aion needed a reliable, secure video conferencing solution to connect global leaders with interpreters during high-stakes virtual meetings.

- They also needed a virtual meetings solution that was easy to use and engaging for employees.

Strategy

- Aion leveraged the simultaneous interpretation feature of Webex Meetings to seamlessly connect global leaders with interpreters during critical conversations.

Results

- Webex Meetings with simultaneous interpretation enabled Aion interpreters to easily work remotely and continue to provide the same level of service without missing a beat.

- Interpreters have quick and easy meeting join functionality.

- Simultaneous interpretation can be enabled when scheduling a meeting. From there, Aion can create an unlimited number of interpretation channels.

How Clayco, a leading construction and engineering firm, builds a culture of collaboration

"Our business in constantly evolving. Webex provides the flexibility to really meet our needs as they continue to evolve."

Russ Burns
President & CEO, Clayco

Read Story

Challenges

- Consolidating nine separate conferencing platforms.

- Establishing a unified collaboration platform across the organization.

- Integrating 40+ mobile field construction sites into seamless collaboration.

Strategy

- Webex Meetings enables users to schedule, run, and record meetings.

- Meraki strengthens wireless network in head office and remote worksites.
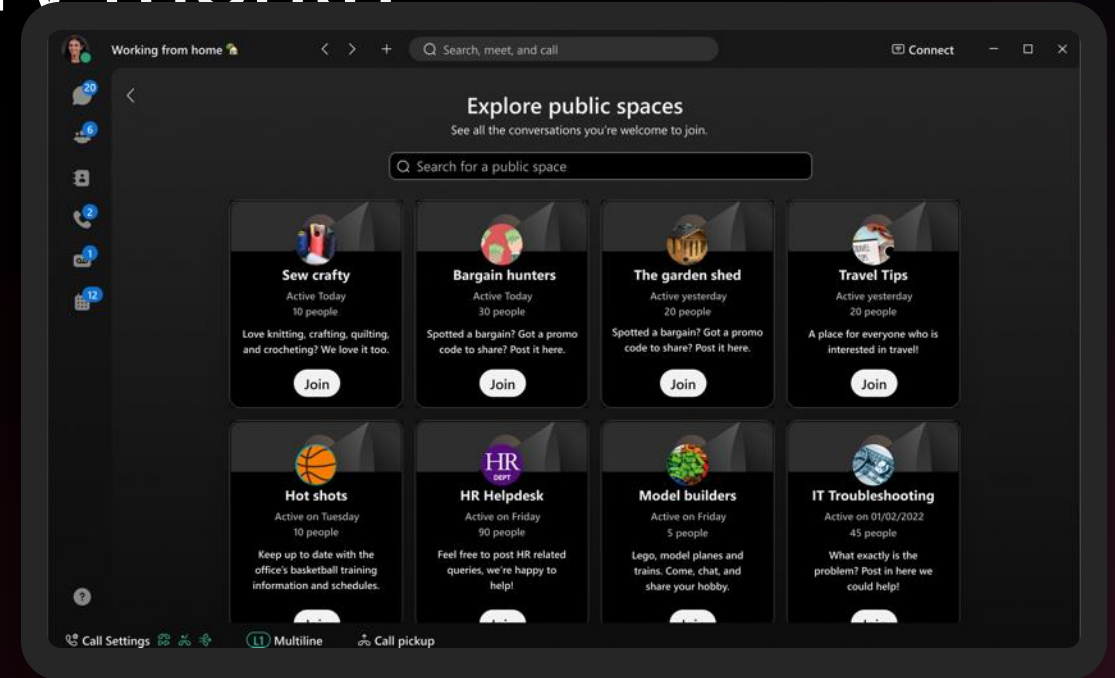
Results

- Standardized workplace collaboration.

- Reduced travel with video conferencing and file sharing from Webex.

- Improved project management.

- Reduced demand on tech support.

04
Messaging

Webex keeps work flowing between meetings with
1.2B+ messages sent every month
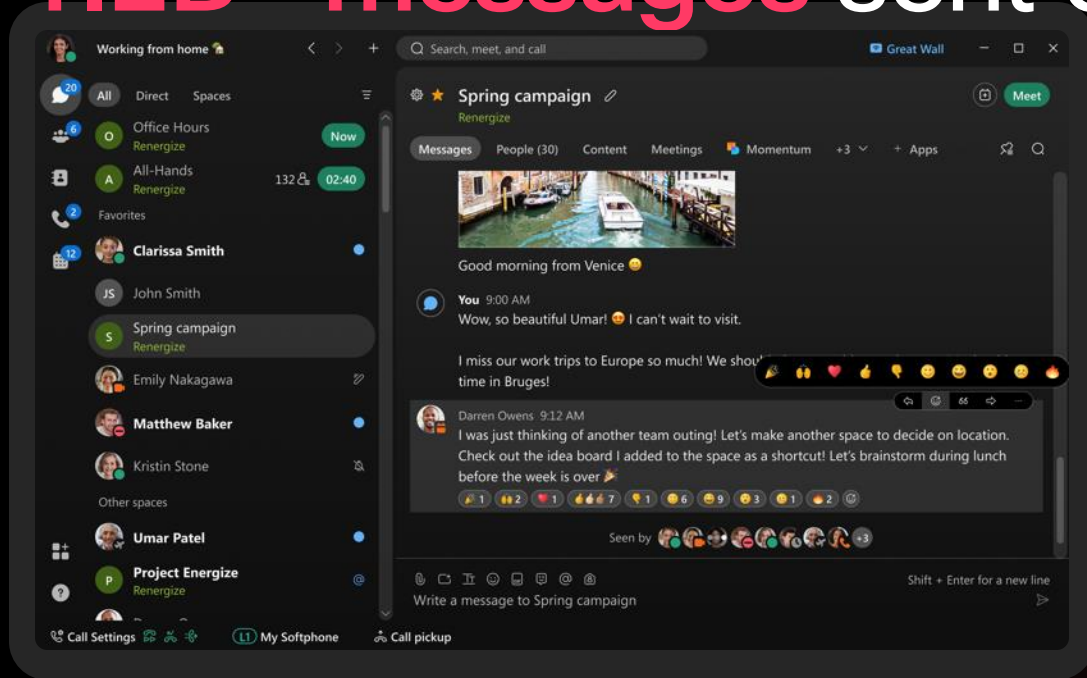
1-on-1 messaging and group collaboration

Public spaces

Webex honored for team collaboration

Recognized with TrustRadius Top Rated, Best Value for Price and Best Feature Set awards for collaboration[1]

Recognized by G2 in the Top 50, Top 100, Leader, Momentum Leader, Easiest Setup, Best Estimated ROI categories, and more[2]

1. TrustRadius. Top Rated 2024 Awards and Best of 2023 Awards.
2. G2. Webex App Reviews & Product Details. 2024.

Leng-d'Or

"Webex lets us collaborate with all employees around the world. You can work in real time and share in real time. You can create new ideas and save them to the cloud."[1]

Enric Cuixeres Saez
CIO & Gateway Cybersecurity Ambassador

Odeabank

"Webex helps all our bank branches collaborate. Even when needing to work remotely, employees can send a quick message or securely share a file in the Webex App."[2]

Çağın Cirikciel
Head of IT Infrastructure

1. Webex. Advancing new products with assisted reality and Webex. May 2022.
2. Webex Blog. Odeabank invests in Webex for secure hybrid work in the cloud. Shawna Anthony, August 19, 2022.

05
Devices

Turning any space into a productive workspace

People deserve great collaboration devices that create incredible hybrid work experiences. Whether at home, the office, or anywhere in between, our award-winning[1] Cisco devices transform workspaces so everyone can innovate together, no matter where they are.
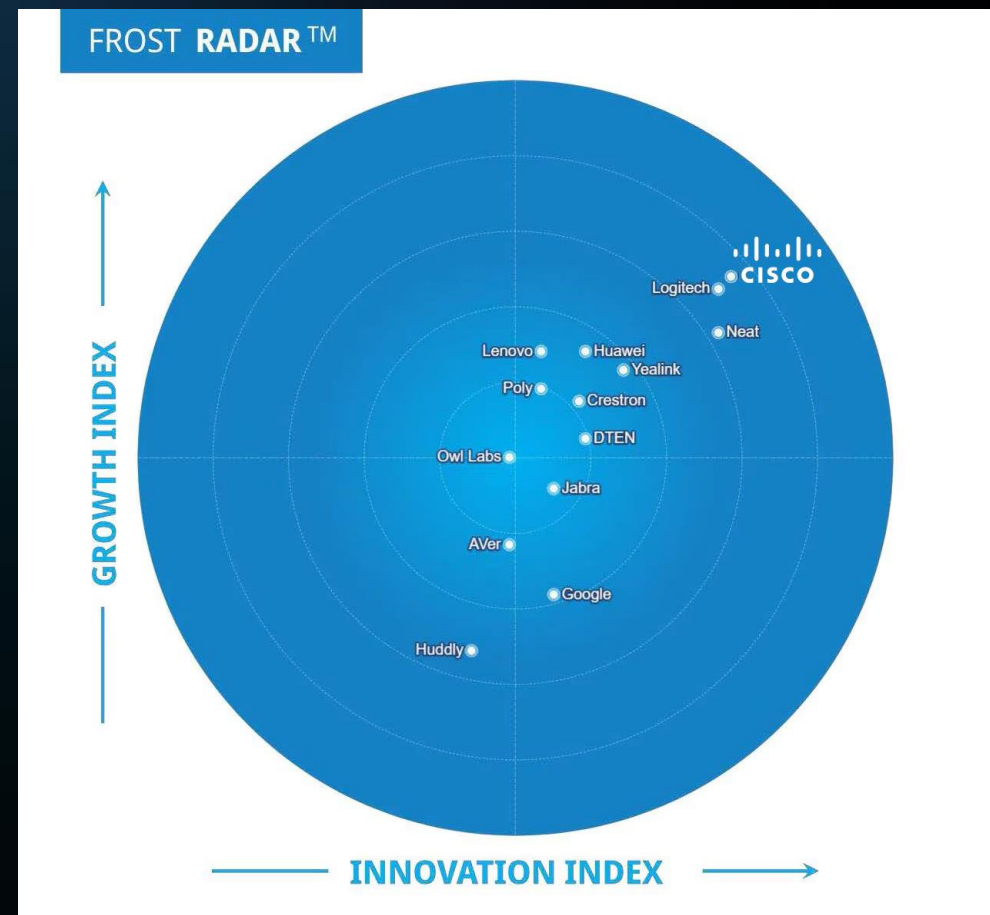
Learn More

webex

Frost & Sullivan Ranks Cisco as the Market Leader for Meeting Room Video Conferencing Devices

"Cisco remains the clear leader in the global room endpoints market, with a 26.2% revenue market share—more than twice that of its nearest competitor".

Read The Report

FROST **RADAR** ™

GROWTH INDEX

INNOVATION INDEX

Logitech · CISCO
Neat
Lenovo · Huawei
Yealink
Poly · Crestron
DTEN
Owl Labs
Jabra
AVer
Google
Huddly

Cisco devices are consistent award winners

Best Collaboration Display: Board Pro G2[1]

Cisco Devices for Microsoft Teams[2]

Cisco Collaboration Devices[3]

Cisco Devices for Microsoft Teams[4]

Cisco Video Phone 8875[5]

1. UC Today, UC Awards, July 2024
2. TMCNet Winners of the 2023 Unified Communications Product of the Year Award, April 2023
3. UC Today, UC Partner Awards, November 2023
4. CRN 2023 Tech Innovator Awards, Unified Communications & Collaboration Hardware, July 2023
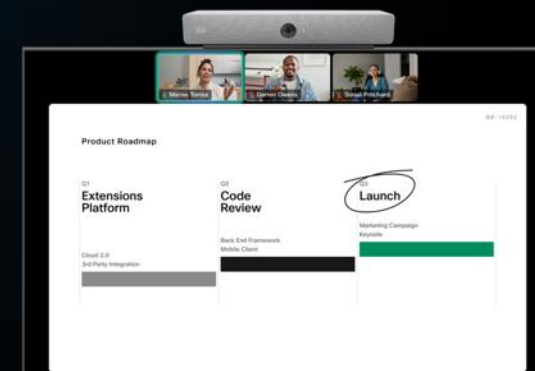5. iF Design Awards, Communication Devices, 2023

Cisco devices voted leaders for video conferencing in TrustRadius 2024 Top Rated and 2023 Best of Awards[1]

Cisco Headset 730

Top Rated 2024 · **Best Of** 2023 · **Best Feature Set** 2023 · **Best Relationship** 2023 · **Best Value for Price** 2023

Cisco Board Series

Best Of 2023 · **Best Feature Set** 2023 · **Best Relationship** 2023 · **Best Value for Price** 2023

Cisco Room Series

Top Rated 2024 · **Best Of** 2023 · **Best Feature Set** 2023 · **Best Relationship** 2023 · **Best Value for Price** 2023

1. Webex Blog. Webex Earns TrustRadius 2024 Top Rated, Melody Leatherbury, May 15, 2024 and Webex wins fifteen "Best of 2022" TrustRadius Awards. Amit Barave, January 18, 2022.

Rebel is reimagining coworking spaces for the hybrid work era with Cisco devices

"We designed the building around the concept of hybrid work – even before the pandemic. The pandemic only accelerated our thoughts around what we needed to do, and how we wanted to partner with Cisco and Webex to bring it all to life."

Peter Jetzel
CEO, Rebel

Read Story

Challenge

- A one-of-a-kind coworking hub, Rebel wanted to provide fun, adaptable spaces for people to collaborate, share knowledge, and drive innovation – as well as continue the conversation after hours or on the weekends.

Strategy

- Design Rebel spaces around the concept of hybrid work and integrate a suite of Cisco devices that work well with any meeting platform, making collaboration inclusive and interactive.

Results

- Rebel has created a unique and dynamic environment for hybrid work, empowering its users to collaborate with others around the globe.

Designit keeps creativity flowing with Cisco devices

"Cisco devices have now become so integral in terms of how we work... We've used Cisco devices with Zoom, Google Meet, Microsoft Teams, and Webex. Throughout the day, we need to switch platforms, depending on what the clients use."

Niklas Mortensen
Managing Director, Designit

Read Story

Challenge

- Design their studio to power creativity and collaboration in a hybrid work world.

Strategy

- Utilize Cisco devices like Room Kits, Desk Pros, and Board Pros to build hybrid workspaces with employee well-being and creative collaboration in mind.

- Leverage the interoperability features of Cisco devices to connect with clients and colleagues from anywhere, no matter what meeting platform they're using.

Results

- The Designit team has created an environment where creativity can flow and everyone can thrive, no matter where they're working.

How TenneT is powering the future of hybrid teamwork

"As new devices and standards come, we will adapt our rooms over time. Because Axians conducted all our site surveys and is deeply familiar with Cisco devices, I foresee it being a very strong partner in the future for any company, including us."

Bas Ferwerda
Product Owner and Project Lead, TenneT

Read Case Study

Challenge

- TenneT's existing meeting rooms were filled with outdated technology.

Solution

- The team implemented Cisco devices, including the Cisco Board Series, to uplift the TenneT team's collaboration experience.

Results

- TenneT successfully worked with Cisco and Cisco Partner Axians to modernize its meeting rooms with high-quality collaboration devices.

- TenneT is in the process of rolling out Microsoft Teams Rooms (MTR). Because Cisco devices feature seamless MTR integration, the company can deploy Teams without disrupting everyday workflows.

Turning the wheels of justice with hybrid technology

"Webex is something we intend to grow and continue to use. There are so many capabilities that the Cisco universe brings to the court, and we're just beginning to scratch the surface."

Amitav Thamba
CTO, Marion County Superior Court

Read Case Study

Challenge

- Marion County needed to bring its entire court system online to maintain continuity during the pandemic.

Solution

- Webex Meetings and Webex Calling help judges, staff, inmates, and more connect over seamless video conferencing and telephony.

Results

- Today, the Community Justice Center averages over 1,200 hearings per day—50% remote, 50% in person. Hybrid hearings allow people involved in the court process to attend, even if they are unable to travel to the courthouse in Indianapolis.

- The adult detention center is equipped with Cisco video end points, allowing inmates to attend hybrid hearings and communicate with their legal teams without leaving the detention center.

- The Community Justice Campus received the National Center for State Courts' award for best hybrid courtroom design.

06
Webinars & Events

More meaningful events

Webex Webinars

70M+

Webinar attendees
per year

1.3M+

Webinars hosted
per year

100K

Simultaneous
participants
supported

Webex Events

3M

Attendee networking
connections

Comprehensive hybrid events are at the heart of Webex

Internal

| Training | Quarterly business review | Sales kickoff | Annual all hands |

External

| Press conference | Marketing webinar | Conference | Industry expo |

Attendees

10   100   1,000   10,000   100,000

Webex Events[1] is a leader in event management platforms

Ranked #1 event management platform and leader in various categories[1]

Best Event Management solution, Best New Product (Onsite by Webex Events) in the Stevie American Business Awards [2]

Earned the 2024 Top Rated and 2023 Best Of Awards

1 G2. Webex Events Reviews & Product Details for 2024.
2. Stevie Awards for American Business 2023
3. TrustRadius Top Rated and Best Of for 2024 and 2023.

Charter Communications creates rich virtual events with Webex Webinars

"We do all of the production for our events, and we do it all with Webex."

Richard Bugbee
Director, Voice & Video Infrastructure, Charter Communications

Read Story

Background

In addition to using Webex devices and the Webex App for video meetings, messaging, and VoIP calling, Charter also started hosting large internal and external events on Webex Webinars.

Results

- Hosted engaging virtual events on Webex Webinars, leveraging features like streamlined Q&A and polling with Slido.

- 100% adoption rate with the Webex App, across all 100,000 people on the Charter team.

Pro cycling Team DSM wows with annual launch event powered by Webex Webinars

"Events like our team launch, where we present the team for next year, were always in person before. We always invited the press, partners, and other stakeholders. We usually had well over 150 people on-site in the past. But by going virtual with Webex, we had almost 2,000 subscriptions."

Tyscha Coolen-Waaijer
Project Manager, Team DSM

Read Story

Background

Team DSM took their annual event virtual with Webex Webinars. The new format allowed them to reach much larger audiences than previously possible and also empowered the team to continue making important personal connections with fans and media.

Results

- Reached 2,000 attendees globally

- Quickly moved a previously in-person event to an online format

- Real-time translation supported more effective communications

MAD//Fest partnered with Webex Events to bring their iconic in-person event to the virtual and hybrid stage

"[The hybrid event] really took production to another level. We had to cater to the needs of in-person attendees and virtual attendees. That's where the Webex Events platform enabled us to seamlessly join the conversation between in-person and online attendees, so people could meet remotely, they could tune into the content, they could interact with the content, and that was all through the Webex Events platform."

Dan Brain
Co-Founder, MAD//Fest

Read Story

1. Webex Events (formerly Socio).

Background

Successful hybrid events seamlessly bring virtual and in-person attendees together. MAD//Fest did just that by leveraging Webex Events[1] to power an event experience where both virtual and in-person attendees felt engaged, connected, and informed.

Results

- 21.47K connections made

- 82% renewal rate for event sponsors

- 30+ countries represented

Overhead Door opening the door for hybrid collaboration

"Our company relies on [Webex] every day to host virtual business meetings, town halls, department meetings—any type of session where we need to engage people. It's our go-to."

Larry Freed
Chief Information Officer, Overhead Door Corporation

Read Case Study

Challenges

- The need to communicate across a growing company was amplified by the COVID-19 pandemic.

Solutions

- Webex Meetings, Webex Webinars, Webex Events, and Webex Messaging help stakeholders stay connected no matter their distance.

Results

- Overhead Door increased productivity while achieving a more global reach.

Fantasy Life leverages Webex and Cisco devices to drive customer engagement and enhance collaboration

"Within just the first few weeks of broadcasting with new Webex tools, we saw a noticeable increase in audience engagement and content reach."

Eliot Crist
CEO, Fantasy Life

Read The Story

Challenges

- As a startup within the fast-changing sports media industry, Fantasy Life needed real-time collaboration and content innovation solutions to meet its needs.

Solutions

- As a startup within the fast-changing sports media industry, Fantasy Life needed real-time collaboration and content innovation solutions to meet its needs.

Results

- As a startup within the fast-changing sports media industry, Fantasy Life needed real-time collaboration and content innovation solutions to meet its needs.

07
Webex Suite

Webex Suite

Designed to support all types of interactions

Calling

Messaging

Meetings

Whiteboarding

Webinars

Events

Polling

Video Messaging

Webex Suite delivered 204% ROI and a rapid 6-month payback[1]

Forrester Total Economic Impact Study:

"[Why [use] Webex Suite? Number one, you're using end-to-end encryption and, for security purposes, that's huge. Number two, it's stable. And number three, the quality is excellent."

Head of end-user services, technology manufacturing

Read Study

ROI
204%

BENEFITS PV
$21.6M

NPV
$14.5M

PAYBACK
6 months

Benefits (Three-Year)

Benefit	Value
Increased efficiency for IT	$977.1K
Avoided business downtime	$2.7M
Increaed efficiency of help desk	$3.0M
Reduced cost of video production	$2.9M
Avoided costs from legacy solution	$2.9M
Value of Webex Suite dedicated services	$590.6K
Increased efficiency for end users	$8.5M

1. Forrester Total Economic Impact Study is conducted by Forrester in October 2023 on behalf of Webex by Cisco to provide an unbiased, third-party assessment of return on investment across various organizations, considering a range of essential factors. The findings are based on a composite organization, that is a global organization with 15000 employees and 100 locations, comprised of interviewees with experience using Webex Suite
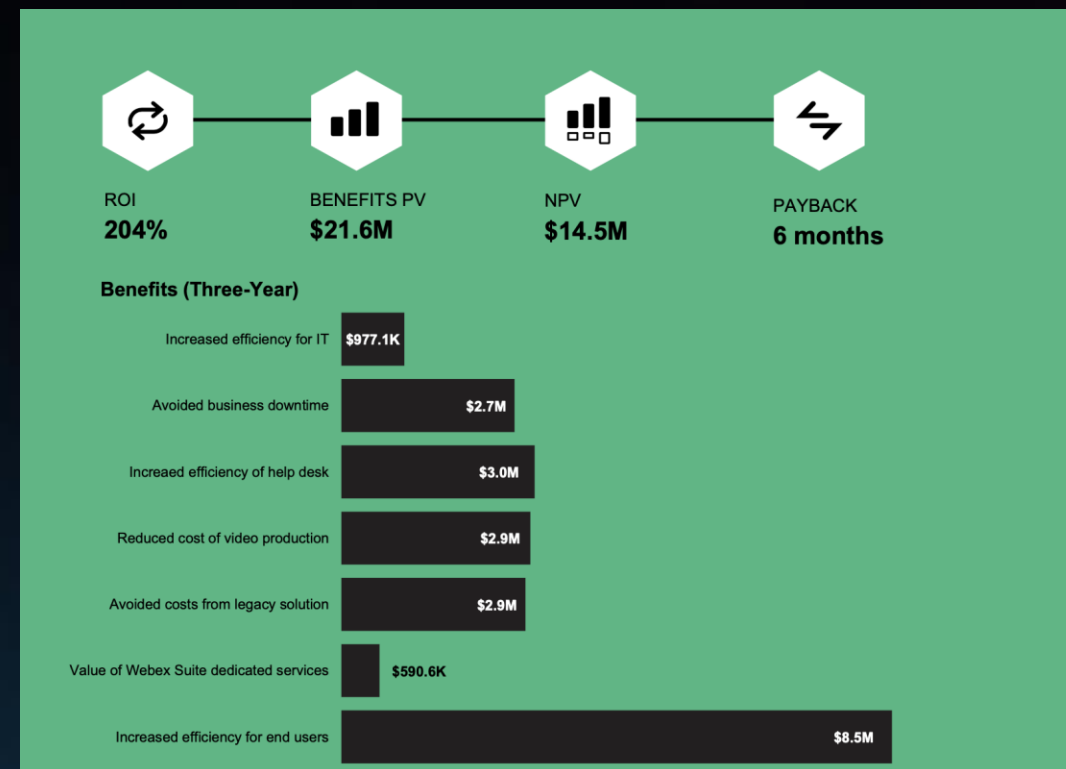
Webex platform ranked highest in 5 key areas when compared to Zoom and Microsoft Teams in a report by ZK Research[1]

Read Study

Exhibit 2: **Our Assessment**

	Features and functionality	Integration/ compatibility	Security/ privacy	Email and calendar	User interface	Pricing	Total
Webex	🏆	🏆	🏆	—	🏆	🏆	🏆🏆🏆🏆🏆
Teams	—	🏆	—	🏆	—	—	🏆🏆
Zoom	—	🏆	—	—	🏆	—	🏆🏆

ZK Research, 2023

Integrated Care 24 delivers urgent response to remote work with Webex

"The Webex Suite is the collaboration solution that unites us all. We've been able to bring people together, wherever their location."

James Howes
Head of Infrastructure & Telephony, IC24

Read Story

Challenges

- Enable seamless, secure remote work for contact center teams supporting critical health service

- Collaborate across the organization in remote work environment

Strategy

- Calling, meeting, and messaging in the Webex App supports organization-wide collaboration and hybrid work

- Cisco Packaged Contact Center Enterprise allows agents to work remotely in supporting the NHS 111 phone service

Results

- Accommodate 400% increase in health services demand with hybrid work

- Customer satisfaction scores before and after the pandemic increased 11% on average for IC24, while national scores decreased 2%

Embracing hybrid transformation across a growing enterprise

"What we love is the simplicity of it all. You walk into a conference room, and 10 people are there, another 20 on the screen—but it's all the same team."

Chris D'Amato
Vice President of Technical Services Broadridge

Read Story

Challenges

- Broadridge needed a solution its growing userbase would adopt without skipping a beat.

Solutions

- The Webex Suite helps users embrace hybrid work and enhance client communications.

Results

- Broadridge has implemented innovative, vendor-agnostic technologies to create a more inclusive and cost-effective collaboration environment.

Insight Global powers recruitment operations with the Webex Suite.

"The financial benefits of Webex Calling has been fantastic. Where we used to have phones on every single desk, now we're able to utilize Webex Calling in every office on mobile and laptops."

Chris Cavendish
Collaboration, Lead Insight Global

Read Story

Challenges

- Given that communication is business-critical for staffing companies, the global health crisis forced Insight Global to pivot.

Solutions

- The team deployed the Webex Suite to facilitate smooth client calls, engaging internal meetings, and seamless prospect interviews.

Results

- Insight Global successfully adopted a new era of recruiting—one that's optimized via cloud communication technologies.

08
Webex Platform

The Webex Platform accelerates what's possible in hybrid work with dynamic experiences that empower users and foster trust

The power of the Webex Platform

Enterprise-grade
security

Simple
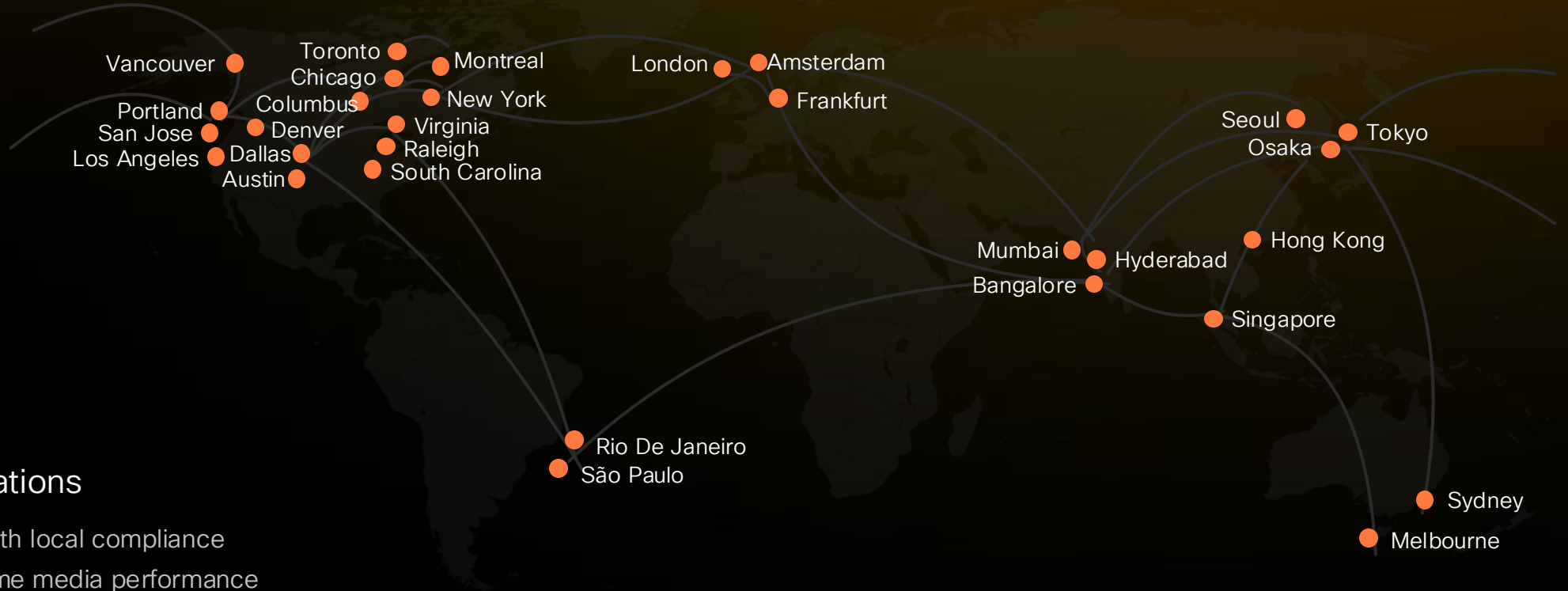administration

Advanced
collaboration features
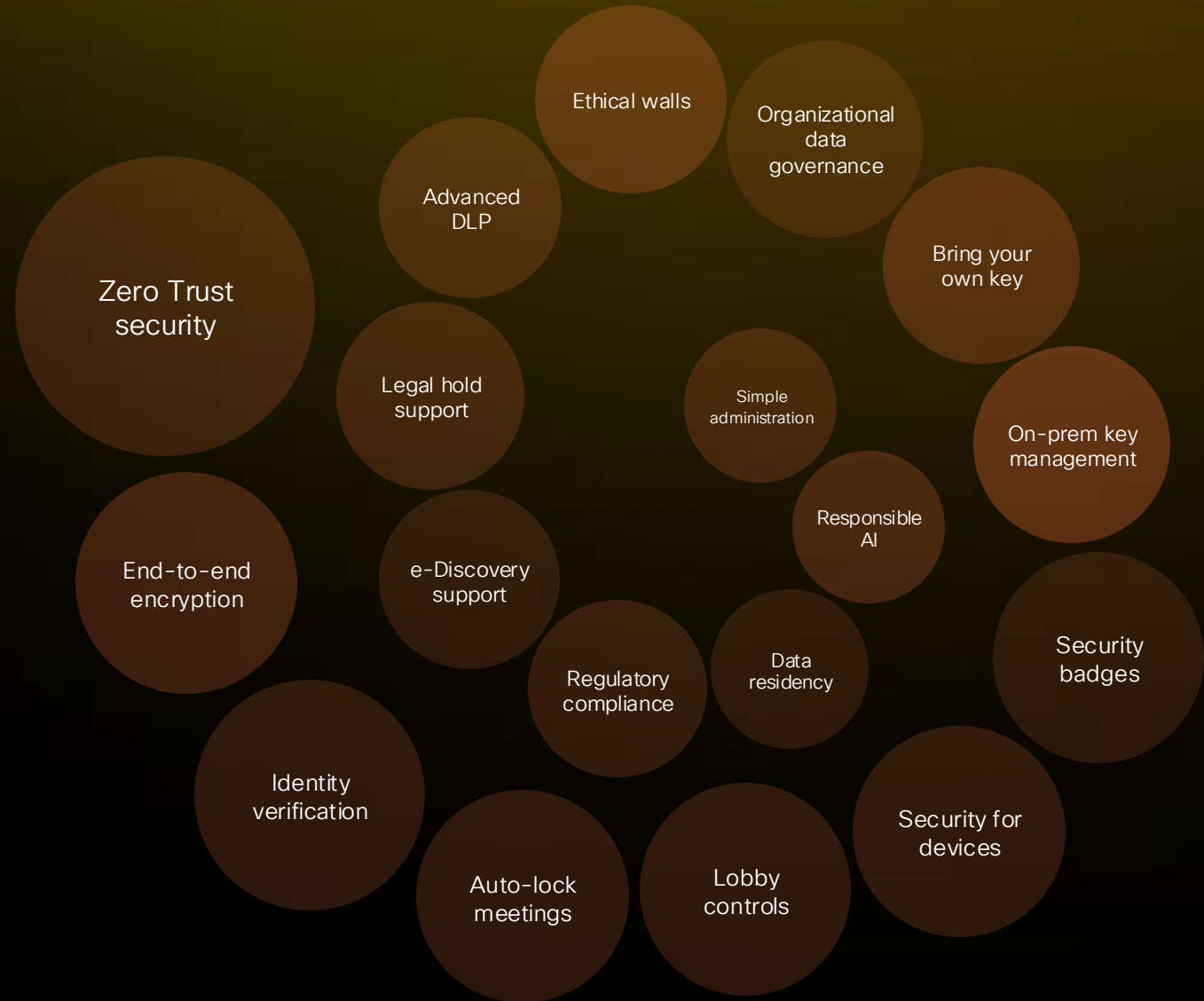
Extensible
architecture

Scalable and global

Vancouver
Toronto
Montreal
London
Amsterdam
Chicago
Portland
Columbus
New York
Frankfurt
San Jose
Denver
Virginia
Seoul
Tokyo
Los Angeles
Dallas
Raleigh
Osaka
Austin
South Carolina
Hong Kong
Mumbai
Hyderabad
Bangalore
Singapore
Rio De Janeiro
São Paulo
Sydney
Melbourne

110
Webex cloud locations

- Global presence with local compliance
- Unmatched real-time media performance
- Failover and disaster recovery

webex

Comprehensive collaboration security built in

Ethical walls

Organizational data governance

Advanced DLP

Bring your own key

Zero Trust security

Simple administration

Legal hold support

On-prem key management

Responsible AI

End-to-end encryption

e-Discovery support

Security badges

Regulatory compliance

Data residency

Identity verification

Security for devices

Auto-lock meetings

Lobby controls

Legal and regulatory compliance

Information security + privacy[1]

- ISO 27xxx (ISO 27001 / 27017 / 27018 / 27701)
- SOC 2 Type II
- Germany BSI C5:2020
- EU Cloud Code of Conduct
- FedRAMP
- HIPAA third-party attestation
- Cisco's Quality Management System
- ISO 9001
- CSA STAR L2
- DoD IL5 (Webex for Defense HCS-D)
- Spain ENS
- Australia IRAP
- Japan ISMAP
- Thailand ETDA
- Swiss DTL

Regulatory[2]

- HIPAA
- GDPR
- FERPA
- COPPA
- PIPEDA
- PHIPA
- CCPA
- PCI

Cross-border transfers

- Binding Corporate Rules
- APEC Cross-Border Privacy Rules
- EU Standard Contractual Clauses

1. Not all Webex products have obtained all certifications listed. For example, only Webex for Government is FedRAMP authorized.
2. Webex continually assesses relevant regulations to ensure applicability and compliance, as needed.

"The innovation inside Control Hub brought some much-needed capabilities to the IT pro."[1]

Zeus Kerravala

Founder & Principal Analyst, ZK Research

1. No Jitter. Webex Delivers Innovation for IT Pros at Cisco Live 2022. Zeus Kerravala, June 14, 2022.

Cisco's Responsible AI Initiative

Expands upon Cisco's Human Rights Policy and Data Privacy Trust Center with:

- **Guidance and oversight**
  Continuous learning, policy setting, and observation cycles

- **Controls**
  Assesses AI programs with a principles-led approach: Transparency, Fairness, Accountability, Privacy, Security, and Reliability

- **Incident management**
  Expands Cisco Trust Center for stakeholder and customer response

- **Industry leadership**
  Participation in standards committees and business roundtables

- **External engagement**
  Government relations, sponsorship of ethical AI programs

cisco

The Cisco Responsible AI Framework

Security by Design / Human Rights by Design / Privacy by Design for personal data and consequential decisions

At Cisco, we appreciate that Artificial Intelligence (AI) can be leveraged to power an inclusive future for all. We also recognize that by applying this technology, we have a responsibility to mitigate potential harm. That is why we have developed a Responsible AI Framework based on six principles of Transparency, Fairness, Accountability, Privacy, Security and Reliability.

We translate these principles into controls that can be applied to model creation and the selection of training data with Security by Design, Privacy by Design, and Human Rights by Design processes embedded throughout the model's lifecycle and its application in products, services, and enterprise operations.

Cisco Public   1

Find out more at https://trust.cisco.com

How the University of Wisconsin-Whitewater builds an inclusive education community with Webex

"Webex Assistant has been a really excellent addition to Webex. There are lots of different ways we're using it on campus. Some of our departments have asked all their faculty to make sure that it is enabled and turned on for any of their virtual meetings."

Kirsten Mortimer
Technology Adoption Coordinator, UW-Whitewater

Read Story

Challenge

- Meet the diverse education needs of students from different backgrounds, experiences, identities, and abilities.

Strategy

- Deploy collaboration technology tools from Webex including video conferencing, Webex devices, Webex Messaging, and Webex Webinars.

- Leverage the inclusive collaboration and accessibility features of Webex to serve the different learning styles in their diverse population.

- Use Slido for real-time polling to give all students a voice, gauge comprehension, and more.

Results

- Flexible and inclusive classroom experiences.

- Town hall meetings via Webex Webinars with live captioning services.

- Webex Assistant provides a variety of productivity and accessibility features during video meetings including real-time transcription and closed captions.

- Accessibility panel during Webex Meetings helps with screen reader notifications, the ability to change from dark to light mode helps some students see more clearly, and the chat panel's customizable size also aids with accessibility.

Credit union transforms virtual customer experience with Webex

"Webex has been a win, win, win. It keeps us in touch with our team members and credit union members. The platform is reliable, secure, and always available with less operational overhead."

Janaki Rao
SVP & Chief Technology Officer, Premier America Credit Union

[Read Story]

Challenges

- Replace existing phone system in order to support remote workforce.
- Establish a unified collaboration platform for a hybrid work environment.
- Secure personal and financial data.
- Continue personal financial services with alternate remote tools.

Solutions

- Webex Suite: App, Meetings, Messaging, Calling
- Webex Contact Center with AI and chatbot capabilities
- Cisco Unified Communications Manager
- Cisco Enterprise Network
- Cisco Meraki System Manager

Results

- Ensures uninterrupted service to members.
- Allows remote working safely and securely.
- Expands online banking customer service.
- 99.999% phone system uptime with more cloud-enabled scalability and security.
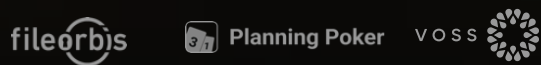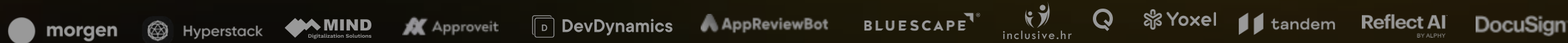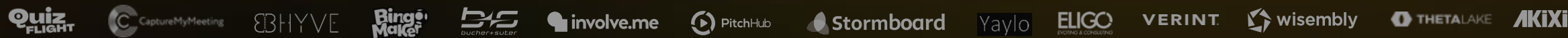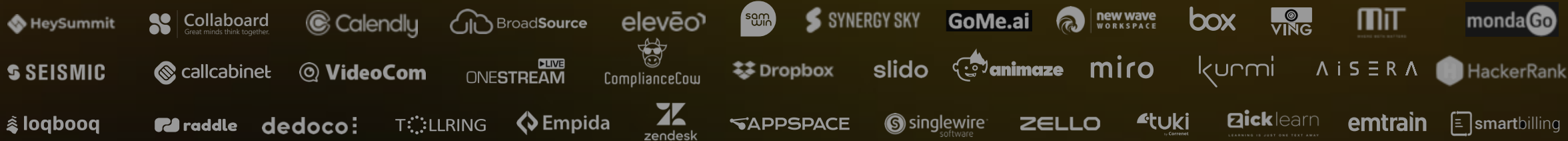
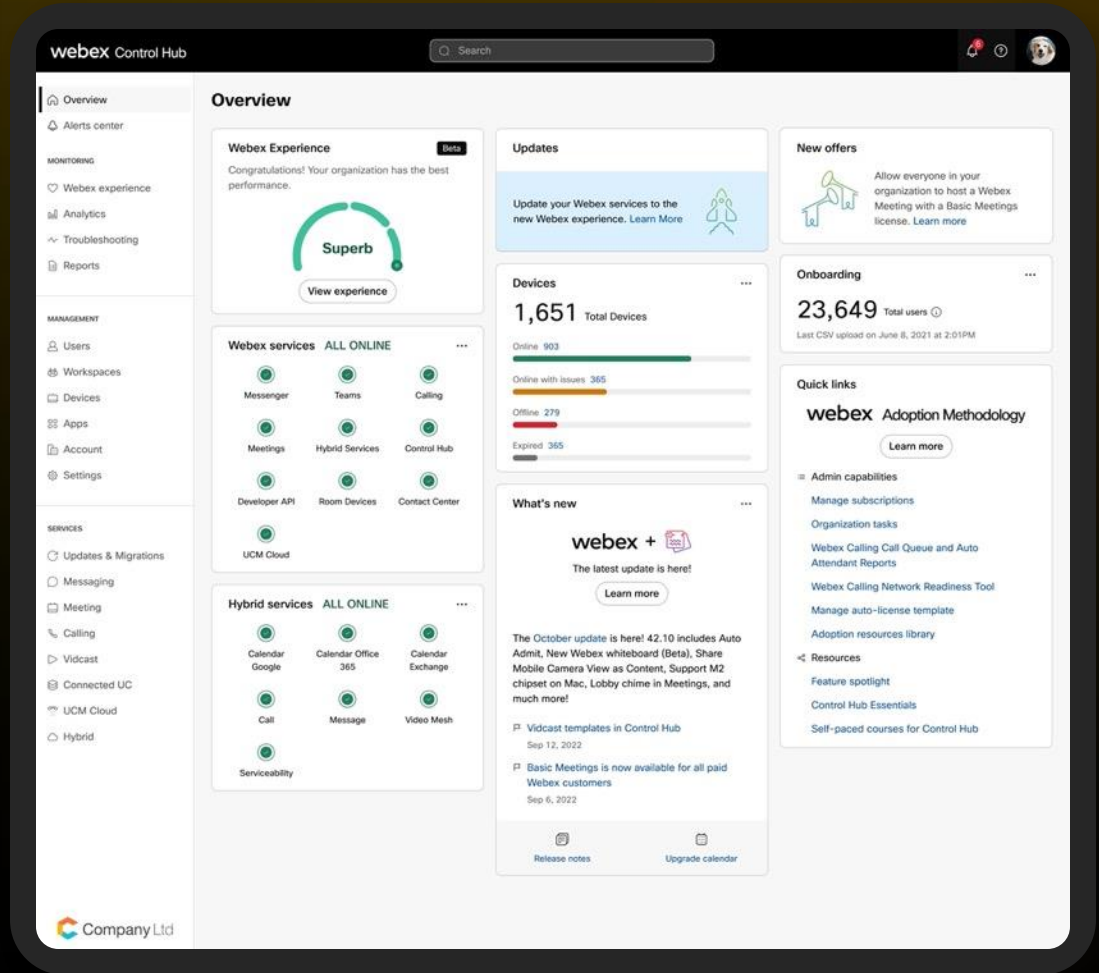# Extensible platform with strong partnerships and integrations
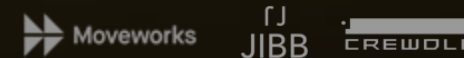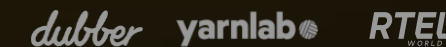
Growing ecosystem with 100s of integrations available
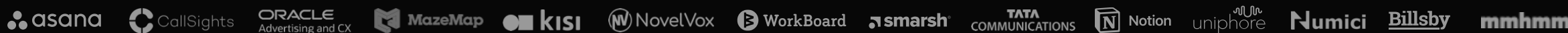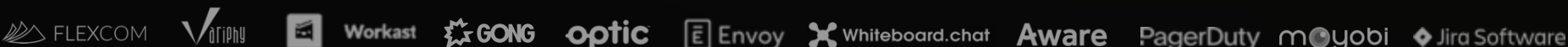
Your home base for every user, device, and workspace

Control Hub—one powerful and intuitive management tool with the most advanced troubleshooting and insights available.

09
Customer experience

Contact Center

Contact Center by the numbers

3.6M
Agents

36K
Customer enterprises

370+
Certified Contact Center partners

Total Economic Impact™ of Webex Contact Center[1]

Forrester® financial summary (three-year risk-adjusted)

304%
ROI

<6 Month
Payback

$15M+
Benefits PV

Net PV, $11.45M

Total costs PV, $1.23M

1. The Total Economic Impact of Cisco Webex Contact Center, August 2023.
A Forrester Total Economic Impact™ study commissioned by Cisco published August 2023

Webex Contact Center outperforms the competition.

Users rate Webex Contact Center the best in five key areas.*

	Webex Contact Center	Five9[1]	Genesys[2]	NICE[3]
Agent Dashboard	9.3	8.2	6.2	8.6
Omnichannel Inbound Routing	9.6	8.3	8.0	8.5
Live Reporting	9.6	8.3	8.2	8.6
Multichannel Integration	9.7	7.9	7.1	8.4
Likelihood to Recommend	9.7	7.9	7.5	8.6

*Scores out of 10

1. TrustRadius. What users are saying about Webex Contact Center vs Five9. August 23, 2022.
2. TrustRadius. What users are saying about Webex Contact Center vs Genesys. August 23, 2022.
3. TrustRadius. What users are saying about Webex Contact Center vs NICE CXone. August 23, 2022.

Gartner.

2024 Gartner Magic Quadrant™ for Contact Center as a Service[1]

Download a Copy

1. Gartner Magic Quadrant™ for Contact Center as a Service, Megan Marek Fernandez, Pri Rathnayake, Pankil Sheth, Jason Bridge, 28th October 2024

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Figure 1: Magic Quadrant for Contact Center as a Service

Cisco recognized as a Leader in IDC MarketScape for CCaaS 2024

The report noted, "Midmarket organizations will find the breadth of capabilities in Webex Contact Center a good current fit and will be able to evolve along with the product set as they gain expertise. The portfolio benefits of Cisco's global sales and support resources along with extensive language support are a crucial value-add for larger customers."

Read The Excerpt

IDC MarketScape Worldwide Contact Center–as-a-Service Applications Software, 2024

Leaders / Major Players / Contenders / Participants

Capabilities (y-axis) / Strategies (x-axis)

Vendors: NICE, Sprinklr, Five9, Genesys, Talkdesk, UJET, Vonage, Cisco, Twilio, Content Guru, Dialpad, TCN

Source: IDC, 2024

Leading Contact Center Innovation with Generative AI

AI Assistant for
Webex Contact
Center named
Generative AI
product of the year[1]

1. TMCNet 2023, 1st Annual Generative AI Product of the Year Awards, February 2024

Delivering quality banking experiences with cloud-based contact center technology

"Webex is the center of our strategy. It'll be an integral part of communicating and sharing ideas with our colleagues and I think it is central to our success and collaboration with both our peers and external partners as we move forward."

Jason O'Dell
VP, Global Services Manager at First Horizon Bank

Read Story

Challenge

- On-premise IVR systems and collaboration suites don't mesh with modern customers or workspaces.

Strategy

- Webex Contact Center, Meetings, Webinars and Devices simplify the customer experience and bridge the gap between remote workers.

Results

- Customers experience 87% monthly self-service rates

- First Horizon employees gain a simplified and seamless collaboration suite, allowing them to work wherever and whenever they want.

T-Mobile

Impressive outcomes

"In a matter of weeks, we were able to shut down all of our call centers and enable 12,000 agents to get back on the phone to help our customers. We don't have to be physically together because we have the tools that we need to stay in contact with each other."
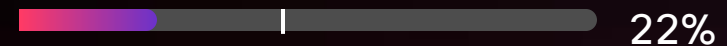
Tamara Jensen
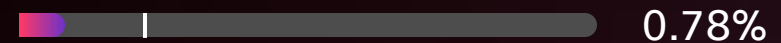Sr. Technical Product Manager, T-Mobile

Read Story

- Fine-tuned routing to ensure the right calls were going to the right agents

- Decreased agent attrition rate from 42% to 22%

  22%

- Decreased churn rate from 2.5% to 0.78%

  0.78%

How Burrell Behavioral Health stays connected to its 60,000+ clients.

"Webex Calling has allowed our employees to log into the application where they are; it's a quick sign-on, quick log in, and they're available to take calls right away."

Jarrett Newberry
Senior Systems Director, Burrell Behavioral Health

Read Case Study

Challenge

- Burrell Behavioral Health needed to transition to a cloud calling and contact center solution.

Strategy

- Webex Calling and Contact Center solutions allow Burrell Behavioral Health's support workers to quickly log in and take calls right away—from wherever they are.

Results

- With Webex Contact Center, Burrell Behavioral Health seamlessly connects its clients and crisis workers. By leveraging Webex Control Hub, Burrell can also access robust analytics to make data-driven decisions.

Umpqua Bank delivers elevated customer experiences with Webex Contact Center.

"We receive about 10,000 calls a day, and we need a system that can handle that type of volume. Webex Contact Center gave us tools to service all of our customers."

Cameron Mitchell
Telephony Services Manager, Umpqua Bank

[**Read Case Study**]

Challenge

- Having recently completed a merger, Umpqua needed to move to a cloud based platform to accommodate a high volume of new users and customers.

Strategy

- Umpqua migrated to the cloud through Webex Contact Center, an all-in-one solution.

Results

- The bank's associates gained all the tools they needed to serve customers and deliver a positive banking experience.

- Webex Contact Center's visual workflow designer enables contact center agents to easily coordinate the customer experience they want to deliver.

- Beyond uptime, Webex Contact Center has helped the bank get within striking distance of its key business objectives, such as improving its containment rate.

Webex CPaaS Solutions

Webex Connect[1] (CPaaS) by the numbers

30B+

Interactions delivered
per year

4.5B+

Journey flows
per month

600M+

Communications API hits
per month

1. Webex Connect. was formerly marketed as imiconnect from imimobile

Connecting with customers anytime, anywhere, with a reliable messaging infrastructure

Tier 1
Carriers & Partners

- Direct connectivity in the US, UK, Germany, Canada, India, and South Africa

- Established relationships with key channels: Google, Meta, Apple

200+
Regions

- Outbound SMS and voice

- Two-way SMS in 40+ countries

6
Platform instances

- Platform availability in U.S., Canada, UK, Ireland, India, Sydney, and growing

Total Economic Impact™ of Webex Connect[1]

Forrester® financial summary (three-year risk-adjusted)

330%

ROI

50%

Increase in productivity

$1.27M

Benefits PV

Total benefits PV, $1.27M

Total costs PV, $296K
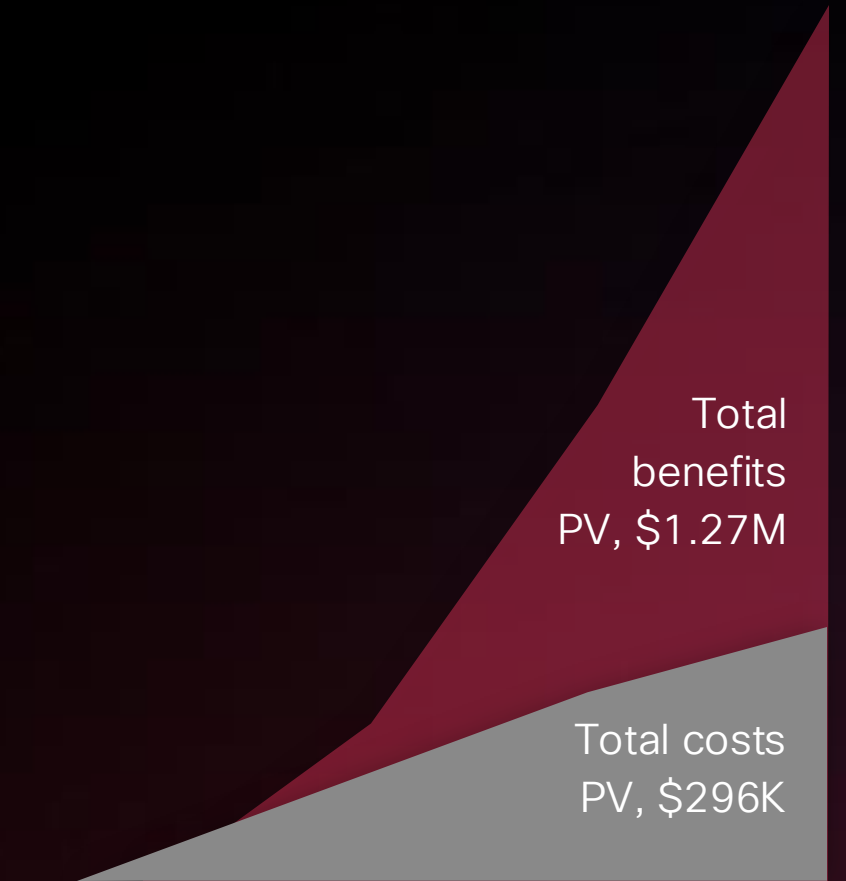
1. The Total Economic Impact of Webex Connect, January 2022.
A Forrester Total Economic Impact™ study commissioned by imimobile, part of Webex, published January 2022.

SMARTY experienced a 500% increase in campaign engagement

"SMARTY is in an extremely competitive industry, and we are an ambitious company – we were looking for a highly personalized, automated customer experience solution that would keep pace with the speed at which we are moving. Webex Connect has helped overhaul our entire approach to customer communications with its multi-channel capabilities providing a frictionless customer experience."

Head of Marketing & Propositions
SMARTY

Read Story

Challenge

- SMARTY had lots of manual processes, disparate systems, and siloed data that were preventing growth. They also lacked a central system of record for customer information.

Strategy

- To have an integrated multi-channel platform which centralizes customer interactions and improves overall CX – Webex Connect.

Results

- SMARTY reached a 70% 5-star review on Trustpilot.

- 100% increase in customer engagement using RCS (Rich Communications Services) business messaging rather than email.

HMRC achieved faster time to market and increased agility

"Webex Campaign has simplified our processes through the management of email and mobile messaging communications, through a single platform, across different services and teams. We continue to learn about the platform's CX capabilities and will evolve, improve and refine our processes, as part of our digital transformation ambitions and journey."

Service Owner
HM Revenue & Customs

Read Story

Challenge

- HMRC used different providers to send their SMS and email communications, which created complexity. They also had concerns about the increasing prevalence of SMS phishing scams and were dealing with high call volumes into their contact center.

Strategy

- Consolidate their email and mobile messaging channel providers and invest in Webex Campaign, a centralized platform delivering communication campaigns at scale, across multiple digital channels.

Results

- HMRC sends 380m emails and 20m SMS campaigns yearly via Webex Campaign

- Profile Manager maintains 11.5m customer records

- HMRC has achieved: "Greater speed to market, enhanced reporting, and improved visibility of communications across teams" with Webex Campaign

D&G reduced inbound call volumes and elevated customer satisfaction

Leveraging the power of Webex Connect, Domestic & General implemented automated workflows to proactively update customers on repair statuses, effectively reducing the need for contact center calls.

This cost-effective approach not only lightened employee workload but also significantly elevated customer satisfaction.

Read Story

Challenge

- D&G faced challenges in its repair and claims processes, which relied on manual methods including voice calls and postal comms. This led to slow customer interactions, poor engagement, and an upsurge in contact center inquiries.

Strategy

- Use Webex Connect and Webex Engage to adopt digital channels such as SMS, email, LiveChat, WhatsApp.

- Implement automated workflows to proactively update customers on repair statuses, effectively reducing the need for contact center calls.

Results

- Reduced inbound call volumes
  - After implementing web chat for online repair bookings, 99% of customers didn't follow up with a phone call within 2 days, and 89% didn't do so within 2 weeks,
- Positive shift in customer sentiment and increased customer retention
- Branding on digital communications created a more cohesive and engaging experience

Cisco recognized as a Visionary in 2024 Gartner® Magic Quadrant ™ for Communications Platform as a Service

Figure 1: Magic Quadrant for Communications Platform as a Service

Cisco recognized as a Leader in IDC MarketScape for CPaaS 2023

- Recognized for a range of CPaaS solutions, reliable and scalable platform, and extensive experience

- IDC notes: "consider Cisco when you are a large enterprise company with diverse customer engagement requirements"
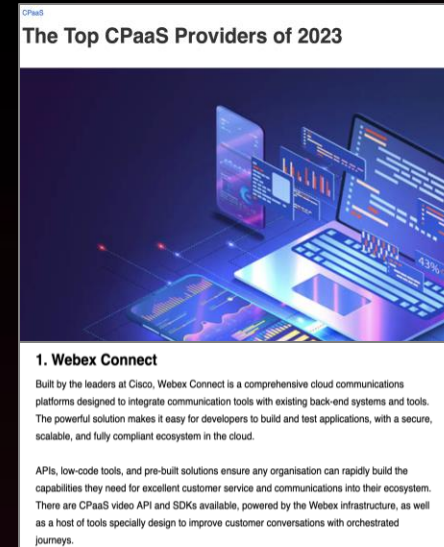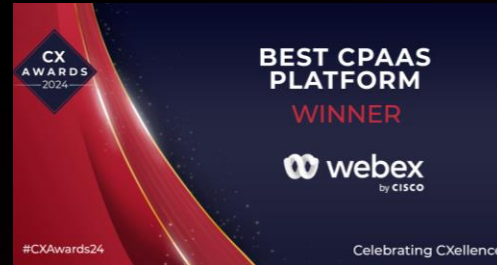
Read The Report

Source: "IDC MarketScape: Worldwide Communications Platform as a Service 2023 Vendor Assessment", by Courtney Munroe and Melissa Fremeijer-Holtz, May 2023, IDC # US50607923 The IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the circles. Vendor year-over-year growth rate relative to the given market is indicated by a plus, neutral or minus next to the vendor name.

IDC MarketScape Worldwide Communications Platform as a Service, 2023

Source: IDC, 2023

CPaaS recognized by the industry

UC Today Awards 2023 & CX Awards 2024

Read more here

Read more here: UC Today, CX Today, CX Award