

Cisco is a Global Leader in IP Hardware Communications Endpoints

Frost & Sullivan categorizes IP hardware communications endpoints as physical telephone devices that leverage IP-based signaling protocols (such as H.323 or SIP) to connect with IP communications platforms, in a hosted/cloud or a premises-based environment, over data networks. The market of IP hardware communications endpoints includes personal devices such as IP desktop phones, IP video phones, and IP wireless phones. Across the years, the IP hardware communication endpoints industry has been facing certain challenges that have constrained its overall growth potential.

IP desktop phone shipment



24% of the market share



9.5 percentage points ahead of the closest contender

IP video phone shipment



26.6% of the market share



5.8 percentage points ahead of the closest contender

IP wireless phone shipment



40.3% of the market share



21.2 percentage points ahead of the closest contender

Total IP hardware communications endpoints revenue



31.2% of the market share

20.6 percentage points ahead of the closest contender

Cisco Systems has shipped over

100 million IP endpoints

to more than

200,000 customers

with

95% plus penetration in Fortune 500 companies



Cisco Headsets integrate with Cisco IP Phones and soft clients to create **simple user experiences** – e.g. wizards to set up and configure a headset connected to a phone, menu options to customize a headset audio setting.

The company puts **considerable R&D resources into its products and technologies**, continually creating competitive differentiators in the enterprise communications and collaboration marketplace.



The company also recently worked with the **American Council for the Blind (ACB)** to introduce new text-to-speech accessibility features to its Cisco IP Phone 8800 Series range, to help organizations meet inclusion obligations and remove barriers to enabling visually impaired users to use their office phone. **This work was recognized by the FCC with the Chairman's Awards for Advancement and Accessibility (Chairman's AAA).**

