Press Release

J.D. Power and Associates Reports:
Cisco Recognized for Excellence in Certified Technology Service and Support Program

WESTLAKE VILLAGE, Calif.: 20 September 2012 — For the third consecutive year, Cisco has achieved certification under the J.D. Power and Associates Certified Technology Service and Support Program^{SM}. This distinction recognizes Cisco for delivering "An Outstanding Customer Service Experience" to customers globally. This is the sixth time Cisco has achieved certification.

Jointly developed by J.D. Power and Associates and the Technology Services Industry Association (TSIA), the program evaluates overall customer satisfaction and helps technology support organizations increase their efficiency and effectiveness in technical service and support. The certification also helps businesses identify those companies that have demonstrated service and support excellence before selecting which technology products to purchase.

"Cisco continues to demonstrate a highly customer-focused culture that stresses the importance of meeting customer needs at every touch point. Equally important, they've implemented a structure that anticipates evolving customer priorities," said Ritesh Kochhar, senior manager of the Certified Technology Service and Support Program at J.D. Power and Associates. "Cisco understands the significance of keeping the customer at the center of the organizational decision-making process—a key factor in being able to sustain this level of excellence over time."

"Cisco Systems has demonstrated an industry leading track record over the last 3 years for outstanding results in all aspects of the J.D. Power and Associates and TSIA Audits of their Global Technical Support Operations," said Tom Pridham, Senior Vice President and General Manager of Major Membership Development and Organizational Development Services at TSIA. "Their commitment to customer satisfaction and continual quality improvement sets a high bar for the Global marketplace."

To achieve certification, an organization must attain customer satisfaction scores among the top 20 percent of companies nationwide that offer technology support. This is based on J.D. Power and Associates' extensive technology industry benchmark customer satisfaction research. The organization must also pass a detailed audit of its support policies and procedures. Certification is valid for one year.

J.D. Power and Associates evaluated Cisco on its assisted service over the phone, email-based support, non-assisted website-based support, and depot support. For the certification, J.D. Power and Associates conducted a survey of Cisco's global customer base to establish an overall customer satisfaction index score and onsite audits at Cisco facilities.

"We've put strategic initiatives and tools in place to collect customer and partner feedback and then use those learnings to improve processes and programs to further enhance customer service," said Joe Pinto, senior vice president, Cisco Services. "This recognition is further demonstration of how business critical the health of the network is to our customers and the essential role exceptional technical support plays in their success."

J.D. Power and Associates and TSIA are currently evaluating technology service and support organizations across the industry to determine if they are eligible for certification.

About J.D. Power and Associates
Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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McGraw-Hill announced on September 12, 2011, its intention to separate into two public companies: McGraw-Hill Financial, a leading provider of content and analytics to global financial markets, and McGraw-Hill Education, a leading education company focused on digital learning and education services worldwide. McGraw-Hill Financial's leading brands include Standard & Poor's Ratings Services, S&P Capital IQ, S&P Indices, Platts energy information services and J.D. Power and Associates. With sales of $6.2 billion in 2011, the Corporation has approximately 23,000 employees across more than 280 offices in 40 countries. Additional information is available at http://www.mcgraw-hill.com/.

About TSIA
The Technology Services Industry Association (TSIA) is the world's leading organization dedicated to advancing the business of technology services. Technology services organizations large and small look to TSIA for world-class business frameworks, best practices based on real-world results, detailed performance benchmarking, exceptional peer networking opportunities, and high-profile certification and awards programs. TSIA corporate members represent the world's top technology companies as well as scores of innovative small and midsize businesses in four major markets: enterprise IT & telecom, consumer technology, healthcare & healthcare IT, and industrial equipment & technology. www.tsia.com

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