Cisco Opening Remarks – City of Winnipeg EPC Meeting

First of all we would like to state that we are in favor of the recommendation to proceed with Flexity Solutions for the VoIP component of the RFP.

Cisco would like to thank the committee for reviewing our Flexity/Cisco partnership proposal for a new VoIP solution for the City of Winnipeg.

This solution proposed is a world-class solution that is well deployed in over 200,000 customers worldwide. VoIP has been the new standard for communications solutions for over five years now. Cisco was one of the first to market with VoIP over 10 years ago. The solution has been reviewed extensively by the City and will provide a leading communications and collaboration platform solution for your needs today and for many years to come.

Today, we have deployed over 65 Million IP Phones with 95% of the fortune 500 customers using our technology. The solution generates over $1 Billion annual run rate business for Cisco, so it's a key area of our Business. Cisco is todays Market leader with 48.24% market share for VoIP telephony and 39.6% market share for overall Enterprise Telephony based on third party reports from leading research firms such as Dell'Oro. The solution is also certified for use and is being used by the US Department of National Defense, so you can be assured that the solution is reliable and secure to meet the needs of the City and its departments.

Cisco generates over $48B in annual sales and from a research and development perspective invests over $5 Billion each year in R&D for the development of solutions to meet the needs today and tomorrow for customer such as the City of Winnipeg.

Many of the Cities across Canada have already moved to the Cisco Voice solution such as the City of Brandon, City of Edmonton and City of Toronto just to name a few.

Cisco is also investing in Canada and Manitoba.

Cisco has entered into a strategic agreement with the Federation of Canadian Municipalities (FCM) to raise awareness and to provide education on the benefits of applying innovation and technology to the development of Canada's 21st century leading cities and communities.

Cisco and FCM will seek to cultivate new and innovative solutions to the problems facing municipal governments and their communities, and to use technology to increase the participation and the productivity of citizens and businesses. Cisco and FCM hope to empower municipalities to foster, grow, and accelerate economic development, and social and environmental sustainability.

Locally we have developed the Cisco Innovation Centre. A joint federal-provincial investment, combined with an endowment from Cisco, has enabled the University of Winnipeg's environmental science program to increase research on "green" technology and expand its collaboration with industry, leading to more business opportunities.

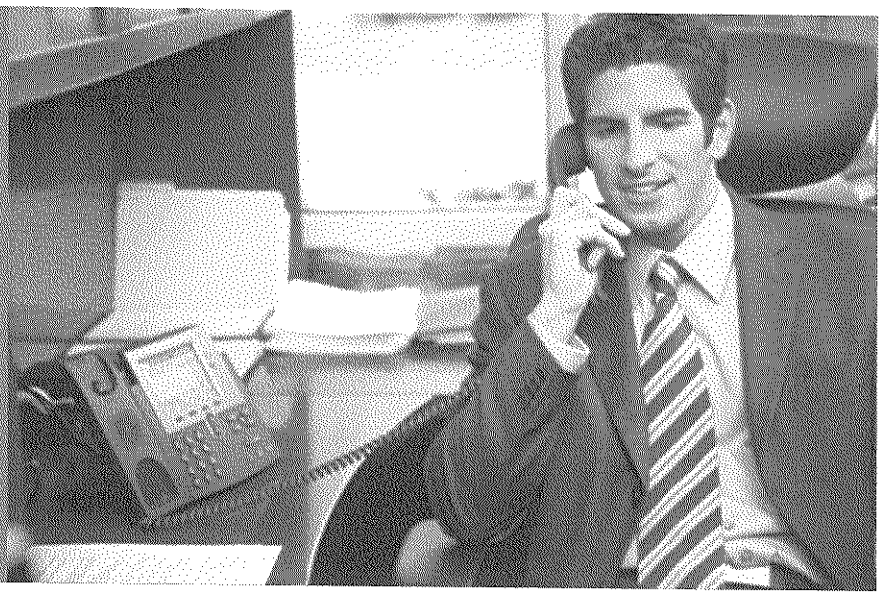
Under the Canada-Manitoba Western Economic Partnership Agreement (WEPA), the Governments of Canada and Manitoba are investing a total of $12 million toward 34 leading-edge research and teaching labs as a core part of the new UWin CREATE (the University of Winnipeg Commercialization Research and Education Alliance for Science, Technology and the Environment). As a result we are jointly creating jobs and research in Manitoba as we grow our customer base in Manitoba.

Cisco has also expanded our local support and we now have 11 people locally in Manitoba supporting customers such as the City of Winnipeg. We have grown this from 6 people last year. As a result, we continue to grow our people and support with the continued growth in our business. Our Sales and Engineering teams are working in concert with our partner Flexity Solutions who has been recommended for VoIP portion of your RFP.

As a Cisco Gold Certified Cisco Partner FlexITy Solutions has achieved the highest level of Cisco Certification available from Cisco to ensure they can support this World Class solution. In addition to employing over 23 Cisco Certified Inter-networking Experts (CCIE's) Flexity has also achieved the Cisco "Advanced Collaboration Architecture Specialization" which requires expert knowledge and adherence to Cisco's Validated Designs for Voice Over IP and Unified Communications implementations. Flexity has been a Cisco VoIP Provider for over 9 years, so they are solutions experts on supporting customers and the Cisco VoIP solution offerings.

Based on this award, Flexity is also looking to expand in Manitoba, which will result in job creation for Manitoba. As a result, this is a key benefit for Manitoba and will provide a leading proven solution for the City of Winnipeg. We look forward to supporting the City locally along with our Partner Flexity Solutions.

Flexity / Cisco IP Telephone Recommendation

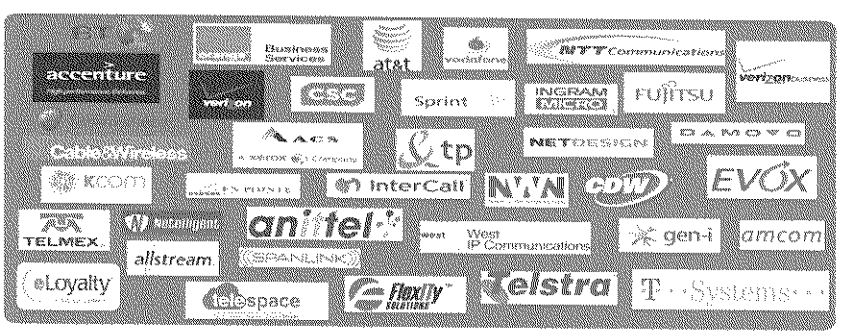


Shane Warnez – Regional Director, Prairies

November 2013

Cisco Proven Solution

- Solution Provided to the City of Winnipeg is a World Class Solution with over 200,000 customers and 65+ Million IP Phones deployed. Very proven technology from a manufacturer with over 10 plus years experience.
- Over 95% of the Fortune 500 Companies are using our technology.
- Cisco is the World Market Leader for IP Phones with 48.25% Market Share and Leader for Total Phone Market with 39.6% Market Share.
- Cisco generates over $48B in annual sales and invests over $5 Billion annually in Research and Development to develop leading solutions for customers like the City of Winnipeg.
- Solution is deployed within many Cities and Governments in Canada and the World. So were offering a well deployed, leading edge solution that will benefit the City of Winnipeg.



Flexity Proven Cisco Partner

Flexity SOLUTIONS®
Aligning Business and Technology

- Flexity has obtained the highest level of Cisco Certification available to ensure that they can support this solution offered to the City of Winnipeg.
- Flexity has also achieved the Cisco "Advanced Collaboration Architecture Specialization" which requires expert knowledge and adherence to Cisco's Validated Designs for Voice Over IP and Unified Communications implementations.
- Flexity has over 23 CCIE (Cisco Certified Internetworking Engineers). This is the highest level of Cisco Engineering Certification is offered by Cisco.
- Flexity has been a Cisco VoIP Provider for over 9 years, so they are solutions experts on supporting customers and the Cisco VoIP solution offerings.



Cisco Strategic Cities Agreement

- Cisco has entered into a strategic agreement with the Federation of Canadian Municipalities (FCM) to raise awareness and to provide education on the benefits of applying innovation and technology to the development of Canada's 21st century leading cities and communities.
- Cisco and FCM will seek to cultivate new and innovative solutions to the problems facing municipal governments and their communities, and to use technology to increase the participation and the productivity of citizens and businesses. Cisco and FCM hope to empower municipalities to foster, grow, and accelerate economic development, and social and environmental sustainability.
- With its Smart+Connected Communities initiative, Cisco has shown it can help municipalities apply technology to solve problems and build sustainable and competitive cities and communities that strengthen Canada and improve our quality of life.

FCM FEDERATION OF CANADIAN MUNICIPALITIES FÉDÉRATION CANADIENNE DES MUNICIPALITÉS



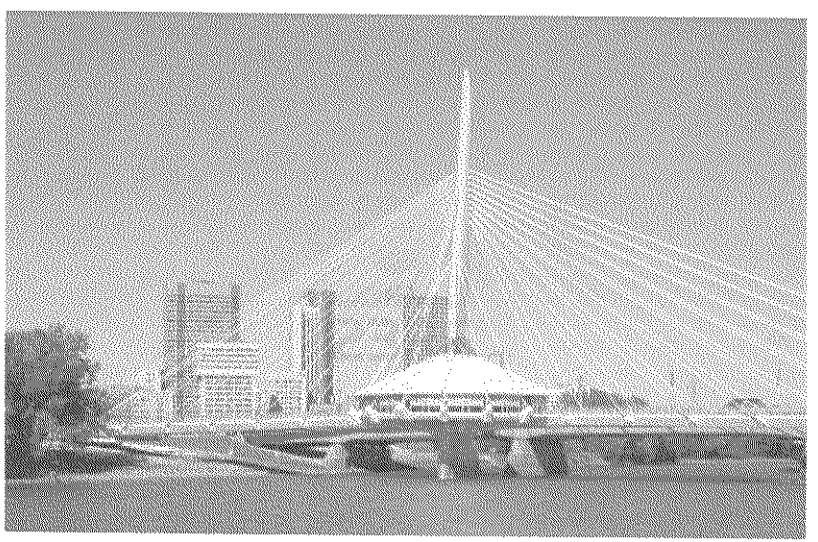
Cisco investing in Manitoba

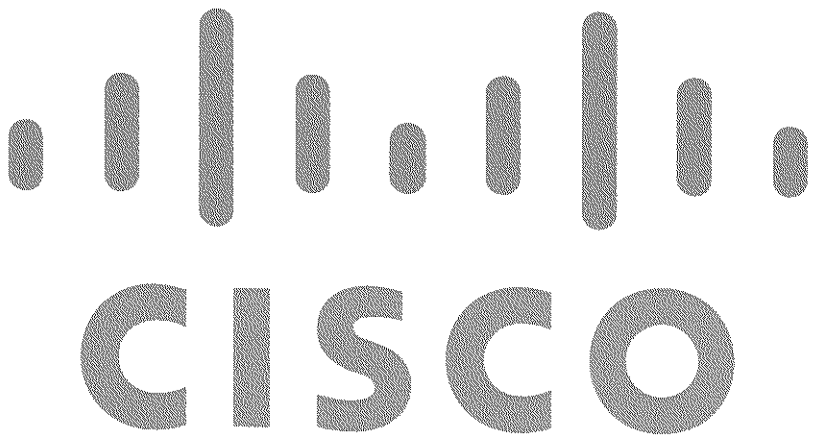
- Locally we have developed the Cisco Innovation Centre made up from a joint federal-provincial investment, combined with an endowment from Cisco.
- Innovation Centre is designed to increase research on "green" technology and expand its collaboration with industry, leading to more business opportunities.
- Under the Canada-Manitoba Western Economic Partnership Agreement (WEPA), the Governments of Canada and Manitoba along with Cisco are investing a total of $12 million toward 34 leading-edge research and teaching labs in the Province.



Flexity / Cisco Investing in Manitoba

- Cisco continues to expand our local operations with 6 new Hires within the last year. One of these resources is a Communications and Collaboration Specialist These Sales and Engineering resources are required to meet our growing market and to support customers like the City of Winnipeg locally.
- Cisco is also currently working with the City of Winnipeg through the UofW on developing a plan to become one of the top 7 Smart Connected Communities.
- Based on the outcome of this award, Flexity Solutions is also planning to expand operations in Manitoba. This will result in job creation and expansion within the Province to support the City of Winnipeg and other customers.

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