3 Global Services delivers CRM solutions over Cisco network

*Cisco IP phones service customers of 3, Hutchison Telecom's third generation
mobile telephony company*

Place, India - July 26 2005 - Cisco Systems, the worldwide leader in networking for the Internet, today announced that 3 Global Services, a Customer Relationship Management (CRM) company and a subsidiary of Hutchison Whampoa Limited, has deployed a Cisco powered heterogeneous network comprising of routing and LAN switching solutions in addition to advanced technologies like IP telephony and Security to service their global operations out of their support centres in India.

3 Global Services supports over 4 million customers of 3, the third generation mobile telephony company, which is a part of Hutchison Telecom International Limited. The network powered by Cisco, includes industry-leading Cisco 7200 Series routers, Cisco Catalyst series of LAN switches, as well as PIX firewalls and Cisco IP phones designed to ensure a highly available, secure network that leverages the power of IP telephony to enhance customer satisfaction.

"Cisco is the vendor-of-choice in networking technology and partnering with Cisco right from the start-up phase assured us of a partner with the capability to help us plan rollouts in line with our growth. We looked beyond obvious factors like cost benefits, smart features and portability of Cisco IP phones and took a progressive view with regard to improved customer service through unified communications" said **Mr. Sumantra Sarkar, GM-Information Technology, 3 Global Services.**

"It is our pleasure to work with 3 Global Services, a company that supports mobile customers who adopt cutting-edge 3G technology. With the IP infrastructure in place, 3 Global Services can easily scale its operations and add new applications at minimal cost. This solid foundation will help the company increase its business agility and market competitiveness in the long run," said **B. Ashok, Senior Vice-President – IT Services, Cisco Systems, India and SAARC.**

The key component of the network is Cisco's premier intelligent multi-layer modular switch, the Cisco Catalyst 6500 Series deployed at the core and Catalyst 4500 Series switches at the access layer. The switching platform deploys 720 Gbps switching fabrics for the core switches. The company has installed a Gigabit Ethernet backbone for their Local Area Networking (LAN).

3 Global Services uses a wide variety of WAN options including Leased circuits, and the company has deployed industry-leading Cisco 7200 Series Routers for Data and Voice routing address a wide range of performance and service requirements. Cisco PIX firewalls provide robust, multiple integrated security and networking services.

The Cisco IP telephony infrastructure runs on standards-based Power over Ethernet (IEEE 802.3af). Over 3200 Cisco IP Phones currently installed in India service the company's UK and Australia operations, handling over 100,000 transactions a day, ensuring 3 Global Services realizes its vision of providing a 'competitive edge' to its clients by delivering 'quality customer experience' at a 'cost advantage'.

About 3 Global Services

3 Global Services is a 100% subsidiary of Hutchison Whampoa Limited, a USD 22.9 Billion Fortune 500 corporation that has a diverse array of holdings ranging from some of the world's biggest retailers, property development and infrastructure, to the most technologically-advanced and marketing-savvy telecommunication operators.

3 Global Services provides end-to-end Customer Relationship Management solutions to customers of the third generation mobile telephony company – 3, which is a part of the Hutchison Telecom International Limited. 3 has pioneered the revolutionary Third-Generation (3G) Mobile technology that combines two of the most powerful consumer technologies – the interactivity of the internet and the convenience of mobile telephony. Currently, 3 Global Services supports over 4 million customers of 3 in Australia and UK, operating out of Mindspace, Mumbai. To know more about 3 Global Services, visit www.3globalservices.com

About Cisco Systems
Cisco Systems, Inc. (NASDAQ: CSCO) is the worldwide leader in networking for the Internet. Information about Cisco can be found at www.cisco.com . For ongoing news, please go to newsroom.cisco.com. India news and information are available at www.cisco.com/in/newsroom

# # #