

Press Release

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Conscia becomes the world's first Cisco® Advanced Customer Experience Specialized partner across multiple countries

Conscia Group, a leading provider of security and IT infrastructure Solutions, on March 5th, 2020 became the first Cisco Partner in the world to successfully qualify across multiple countries in a combined Customer Experience Specialization Partner capability review. This allows Conscia to leverage resources, consistent processes, and tools shared by multiple countries. As a result of that they are recognized in Denmark, Norway, Sweden and the Netherlands as Advanced Customer Experience Specialized.

"A world class customer experience across the full lifecycle of their solutions is crucial for customers to succeed and a competitive differentiator for us. Well done, Conscia, congratulations on your remarkable achievement", said Kim Sonn, Channel Lead, Cisco EMEAR North.

Information Technology has traditionally often focused on the fulfilling of specific short-term technological needs. The rapidly growing business importance, interconnectedness and complexity of IT means that this piecemeal approach frequently fails to deliver the long-term value the customer is seeking. In a world of continuous development and delivery of IT-functionality, a partner needs to work more closely with the customer to ensure that the latter gets the desired business value faster from the continuous software innovations.

The Cisco® Advanced Customer Experience Specialization for partners addresses this. In every one of the four Conscia countries, there are now multiple certified Customer Success Managers, trained Renewal Managers and Adoption Consultants. They are supported by the expertise and audited processes of the Conscia Center of Excellence in Customer Experience. Together, they now safeguard that in every Conscia sale, a thorough focus is placed on identifying and delivering the value the customer seeks in measurable terms throughout the lifecycle of the delivered solution or service.

"Achieving the Cisco® Advanced Customer Experience Specialization across multiple countries as the first Cisco Partner in the World is another testament to our DNA of striving to be a first mover when Cisco sets a new direction. This key milestone supports our vision of staying relevant for our customers at all times and ensuring the best experience throughout the entire lifecycle", said Claus Thorsgaard, CEO of Conscia.

The external Customer Experience Specialization capability audit was carried out on 27 February 2020. NSF International conducted and confirmed that Conscia Group (Denmark, Norway, Sweden and Netherlands) meets all quality system management requirements.

About Conscia

Conscia is a leading European provider of security and IT Infrastructure Solutions based on technology from Cisco, complemented with other leading technology partners. Conscia strives to be

the best partner to ensure our customers 'business-critical IT infrastructure' across the entire value chain from design, implementation, operation and optimization. The ambition is supported by deep professional competencies and insight, which is gathered and displayed through the unique customer platform 'CNS', which forms the basis for the best customer experiences and the highest customer satisfaction in the industry. At the same time, Conscia's strategic goal is to be the most attractive workplace for the talented IT-infrastructure specialists in Europe. The Conscia group counts approximately 650 employees in six countries (Denmark, Sweden, Norway, the Netherlands, Germany and Slovenia) with a total turnover of approx. DKK 2 billion (EUR 280 mn).

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