

With “Customer Experience” Being A Hot Topic, Cicero XM Is Allowing Companies To Not Only Retain The Customers They Have But Add New Ones And See A Return On Investment In Less Than Six Months

**Technology
Business Software & Services
(CICN-OTC: BB)**

Cicero, Inc.

**8000 Regency Parkway, Suite 542
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**John P. Broderick
Chief Executive Officer**

BIO:

With more than 30 years’ experience in business and finance, Mr. Broderick joined the company in 2001 to manage the company’s global finance functions. Previously, he was with Swell Inc., a media and commerce company. As the company’s Executive Vice President of Commerce, he launched the company’s commercial initiatives, which included catalog and e-commerce activities. Mr. Broderick also served as interim CFO and helped secure Swell’s first round of venture financing. Mr. Broderick previously served as CFO and Senior Vice President of the North American Operations at

Programmer’s Paradise — a \$250 million international software reseller. Mr. Broderick holds a B.S. degree in Accounting from Villanova University.

Company Profile:

Cicero, Inc. provides solutions that enable business transformation of enterprise interactions across companies and government organizations. Cicero's XM technology delivers this capability via an innovative combination of desktop integration, automation, presentation and analytics capabilities, built to transform customer interaction into the most powerful marketing and branding asset a company can own. Cicero stands out among other software solutions for its ease of configuration and change control eliminating up to 90% of the change control costs and time, providing the ability to deliver actionable intelligence through efficient combination of telephony and interaction data, and delivering immediate benefits with an ROI in less than 6 months.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com**

CEOCFO: Mr. Broderick, what was the vision of the company when you became CEO and where are you today?

Mr. Broderick: The vision back in 2001 was a little bit different than the vision now. Back then we were going through a major reorganization/recapitalization. At that point it was just survival. We completed that major reorganization / recapitalization and emerged as a brand-new company in January of 2007. When you talk about the history of Cicero, I always talk about two lifespans. In the early lifespan, the company was known as Level 8 Systems from 1988 to the end of 2006

and then Cicero emerged in January 2007 as the new company with a new direction. The vision back then was, as I said, more “survival,” the vision today is totally different as we just completed an acquisition in January of this year (2010). We now offer a very robust set of solutions in the customer experience management space. Our vision today is to focus on that and grow that business.

CEOCFO: What do you provide in terms of customer experience management?

Mr. Broderick: Cicero is a desktop integration product and when I say Cicero I mean the old classic Cicero, which was a desktop integration product. With the acquisition and the new products, we not only offer integration at the desktop, but also enhance workflows and call flows, provide a easy to use presentation layer, provide the ability to build composite applications so the agent isn’t putting the customer on hold and navigating through cumbersome applications.

CEOCFO: Is it faster and also more comprehensive?

Mr. Broderick: Definitely more efficient. With just desktop integration, we were able to deliver efficiencies for the agent and ultimately the customer. With improved workflows, easy to use presentation, the ability to provide “in context” scripting to assist the agent or knowledge worker and analytics for the supervisor to review and monitor, we are definitely more comprehensive.

CEOCFO: Are there competing desktop integration systems, what is the competitive landscape?

Mr. Broderick: Desktop integration is only one component of customer experience management. In the surface integra-

tion or desktop integration space, there are relatively few providers.

CEO CFO: Are most companies actively looking for a solution like yours or do you have to sell them on your technology?

Mr. Broderick: It seems the hot topic for most companies these days is “customer experience”. In a down economy, most companies focus on customer retention as the cost of acquiring a new customer has been shown to be 12X that of retaining an existing customer. In a more robust economy, companies look to increase their customer base. Cicero XM can allow companies to do both.

CEO CFO: How will you reach all of your potential customers?

Mr. Broderick: That is the \$50 million question. We cannot get to all of them, but there is a lot of education going on in the marketplace. Analysts are learning more and more about desktop integration and customer experience/interaction management solutions. We participate in trade shows, as Thought Leaders at other conferences and also try to educate potential customers. We use “white papers” and webinars to market our message.

CEO CFO: What is your revenue model?

Mr. Broderick: Everybody is trying to increase their efficiencies and boost their economies of scale. As such, our revenue model needs to be fluid. We are seeing a departure from the traditional license,

maintenance and services approach as companies are still hindered by CAPX limitations. We see great interest in solution as a service and possibly even revenue sharing in addition to the traditional approaches.

CEO CFO: Are you now working with resellers?

Mr. Broderick: That was the other thing that we concentrated on in 2009. With the economy as it was, most company’s budgets were constrained. We aggressively tried to win hearts and minds so that when spending resumed, we had

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- John P. Broderick

already “won” the business. In addition, we concentrated heavily on building our partner channel and continue that practice even today. TCS or Tata Consulting Services is one of our largest partners and selected the Cicero technology to be part of their COIN network of partners. I am told that we are one of only 38 technology companies in the world to be selected to the COIN Network.

CEO CFO: What is the financial picture like for the company today?

Mr. Broderick: We see steady improvement each and every month. Since announcing the acquisition, we have seen 4 new adopters of our solution. Our brand recognition is now widespread in the industry.

CEO CFO: Would you lay out the cast for potential investors?

Mr. Broderick: I would encourage potential investors to look toward the future rather than the Company’s history. Now that we have the acquisition under our belt and the products fully integrated and accepted in the marketplace, the play is to

see how we can scale this business. I think we have done a lot of heavy lifting in terms of adding strategic partners and resellers who can help scale fairly quickly. The sandbox where we play has been estimated to be over \$6B so there is plenty of room to grow.

CEO CFO: Final thought, what should people remember

most about Cicero?

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