



Accelerating Key Sales-Support Processes to Rapidly Close New Business Opportunities

Overview

DesignXpert™ by Netformx® enabled Emirates Computers to dramatically accelerate their pre-sales processes for developing quotes and producing bills of quantity/materials (BOQs/BOMs). Processes that previously required six hours, for example, now take about 30 minutes, and one-hour processes have been reduced to four to five minutes. After daily struggles to validate prices, configurations and quotes for networking equipment, Emirates Computers turned to Netformx to give it the competitive advantage it needed to quickly meet customer requirements and rapidly close new business opportunities. Two factors that have proven invaluable in raising the competitive posture of Emirates Computers are weekly updates to the Netformx KnowledgeBase™ and the use of DesignXpert's automated Advisors, which are easy-to-use wizards that simplify the complex tasks associated with many aspects of network configuration and validation.

Challenges

- Clients expect an overnight turnaround for price quotes on networking products and services
- Addressing 30 to 40 requests every day using inefficient sales-support processes
- Responding to continual changes from customers is a time-consuming and labor-intensive process
- Accurately identifying network components and specifications
- Quickly configuring complex unified communications solutions

Business Results

- Technical sales team reduced sales processes by 90%
- A major business opportunity closed in only two days, including addressing ten customer requests for changes
- Automated DesignXpert Advisors enable faster and more accurate responses to complex customer requirements
- DesignXpert empowers sales-support personnel to accomplish more work in reduced timeframes
- Up-to-date Netformx KnowledgeBase™ provides clear-cut advantages to quickly address client needs

"After our real-world experiences and results, I'm convinced that no other product available in the marketplace performs as well as DesignXpert."

*— Talal Sabih, Technical Sales Team Manager and Networking Product Manager
Emirates Computers*

Dramatically Reducing Response Times and Increasing Staff Productivity with DesignXpert

Emirates Computers serves the networking needs of large enterprises and government entities in a region marked by unprecedented economic development. Dubai and the United Arab Emirates (UAE) are home to an impressive list of the world's largest attractions such as the largest indoor ski resort, largest mall, largest amusement park, and largest airport terminal building. The Burj Dubai will be the world's tallest building upon completion in 2009, and the UAE is developing the world's longest arch bridge. The Tiger Woods Dubai, a residential community and resort, will feature the world's first golf course designed by Tiger Woods.

In his role as Networking Product Manager at Emirates Computers, Talal Sabih is in charge of evaluating and enrolling new products into the portfolio of offerings provided by Emirates Computers. Additionally, Sabih manages the Networking Technical Sales Team and leads the organization in the networking pre-sales efforts. The team has about 40 people, ten of whom are networking related and involved in all aspects of technical sales support, including quoting and proposals, network design, documentation, and service implementation. Four members of Sabih's team are dedicated full-time to using

DesignXpert from Netformx, and they have a heavy workload.

Speaking about the importance of being able to quickly meet the needs of customers and new-business prospects, Sabih noted, "One of my main issues is that I can't afford for my staff to spend a lot of time developing BOQs/BOMs (bills of quantity/materials) for customers, because we're getting 30 to 40 of these requests every day. With DesignXpert, we've been able to cut a six-hour process, for example, down to about 30 minutes. And for simpler requests that used to take one hour, the process now takes about four or five minutes."

Closing a Major Sale in Two Days — With Ten Rounds of Customer Changes

Like most customers in today's fast-paced business environment, clients do not want to wait a few days to get a price quote on networking products and services. In most cases, clients expect an overnight turnaround time. Prior to adopting DesignXpert as its solution to meet these demanding requirements, Sabih explained that his team was "struggling every day to validate prices, configurations and quotes."

Etisalat, a telecommunications service provider in the UAE and a Financial Times "Global 500" company, is a client

ABOUT Emirates Computers

Three decades of experience have established Emirates Computers as a leading systems integrator and technology solutions provider in the Middle East. Founded in 1978 in the UAE with the aim to provide world-class IT solutions, Emirates Computers today stands for competence and commitment. As a partner of choice for leading technology providers such as Cisco, Nokia, Oracle, Microsoft, Dell, EMC, Sun Microsystems, Vignette, Tandberg, Citrix, NCR, SGI, Roland and others, we cover our markets end-to-end, catering to both enterprises and consumers.

More than 30 years of experience and a deep understanding of our industry and local markets put us in a unique position to act as technology enablers and integrators to help our clients achieve their objectives. Over the years, we have developed a culture of goodwill and good practice enabling us to deliver the right product and solution, with the right attitude for quality service at competitive rates. More information can be found on the Web at www.emiratescomputers.ae

ABOUT Netformx

*One solution, one repository,
one integrated process*

Netformx provides end-to-end collaborative rules-based network design and proposal generation platforms purpose-built for the networking industry. Whether your company is creating physical data networks, deploying converged VoIP solutions or selling MPLS and Managed Services, Netformx streamlines the end-to-end opportunity-to-quote process. Our fine-tuned software engines rely on the world's most extensive multi-vendor KnowledgeBase™ of networking equipment, which includes catalogs, extensive data sheets and manufacturer information coupled with configuration and pricing rules. DesignXpert helps you and your customer establish a validated network "blueprint" that becomes a reliable reference source when planning any future design changes in response to business demands

Netformx customers and partners include Cisco Systems, Avaya, Nortel Networks, AT&T, Sprint, Pomeroy, IBM Global Services, Dimension Data, Adtran, Symbol Technologies, Belden CDT, De Te We, Swisscom, Belgacom, Hewlett-Packard and others. Netformx is headquartered in Santa Clara, California with distribution partners overseas. More information can be found on the Web at www.netformx.com



275 Saratoga Ave., Suite 200
Santa Clara, CA 95050
Tel: 408.423.6600
Fax: 408.423.6699

© 2008 Netformx, Ltd. All rights reserved. Netformx and DesignXpert are registered trademarks of Netformx, Ltd. All other names mentioned are used for identification purposes only and may be trademarks of their respective companies. 12/08

of Emirates Computers. Discussing the role that DesignXpert played in closing a major sales opportunity with Etisalat, Sabih described how Etisalat "requested a quote and many changes to the quote — ten changes in two days — until we reached a satisfactory design. Most of the changes took place live over the telephone while using DesignXpert. The conclusion is that we would not have been able to get this key proposal done and win the deal without the ease-of-use and fast processes enabled by DesignXpert."

Netformx KnowledgeBase™ Stays Ahead of the Competition

Discussing the important benefits that DesignXpert provides to Emirates Computers, Sabih spoke about increased staff productivity, accelerated and streamlined processes, shortened sales cycles, and reduced rework on the part of sales-support technical staff. Additionally, Sabih remarked, "It's clear to me that the people at Netformx are continually working hard to deliver the products and

"We would not have been able to get this key proposal done and win the deal without the ease-of-use and fast processes enabled by DesignXpert."

Automated Advisors Enable Staff to Accomplish More Work in Reduced Timeframes

Important DesignXpert capabilities discussed by Sabih include an extensive range of automated Advisors, which are easy-to-use wizards that simplify the complex tasks associated with many aspects of network configuration and validation. For example, the many Cisco Communication Advisors available with DesignXpert — such as Solution Bundle Selection & Configuration, VoIP Gateway, MobileConnect, Unity Connection, and IP Phones — quickly and easily guide sales-support personnel through all of the decisions needed to produce the right solution to meet customer needs.

"The unified communication Advisors available within DesignXpert eliminated a lot of the headaches we previously had to endure," stated Sabih. "Now, our staff accomplishes a lot more work in greatly reduced timeframes. We now have more time to produce more effective results, which enables us to close more deals."

Another area where DesignXpert delivers major productivity improvements involves calculating uninterruptible power supply (UPS) requirements for numerous network elements. "It takes a lot of time to compile UPS requirements for every single product in a complete solution, but DesignXpert dramatically reduces the time we need to analyze and determine these requirements for our customers," remarked Sabih.

enhancements that its customers need to stay ahead of the competition. Weekly updates to the KnowledgeBase™ and the addition of new Advisors, for example, are extremely valuable in keeping us current with new products and specifications."

Drawing upon the industry's most extensive and up-to-date information related to pricing, configuration, installation and support, DesignXpert instantly provides Emirates Computers with the knowledge it needs to quickly close sales and inspire confidence and loyalty in its clients. Updated weekly, the Netformx KnowledgeBase provides accurate data on 150,000 networking components and employs an expertly tuned, decision-support software engine that uses nearly 2,000,000 rules to automate the process of analyzing and designing networking solutions.

Speaking about how Emirates Computers came to the conclusion that DesignXpert was the right solution to meet its needs, Sabih explained, "My initial exposure to Netformx and DesignXpert was at an industry trade show in the United States, where I spoke with Ittai Bareket, the CEO of Netformx. I was very impressed by the capabilities of DesignXpert, and later on, I was provided with a trial copy of the DesignXpert software, which was very helpful in completing a full evaluation. After our real-world experiences and results, I'm convinced that no other product available in the marketplace performs as well as DesignXpert."