

DesignXpert® Delivers 20% to 40% Productivity Improvements for AT&T

“If I had to keep only one tool in my toolbox, this would be it.”

Randy Marsh
Senior Solutions Architect
Unified Communications Center of Excellence
AT&T



A Case Study on Netformx DesignXpert®

For almost ten years, Netformx DesignXpert® has delivered numerous key benefits to AT&T, including increased productivity, enhanced collaboration across organizations and greater customer satisfaction. Processes for architecting, modifying and validating network designs have been greatly simplified, and DesignXpert has significantly reduced the amount of time and effort required to respond to Requests for Proposals (RFPs). Instantaneous validation of more than 338,000 devices is made possible by the Netformx KnowledgeBase™, which is synchronized with automated updates when manufacturers provide revisions. The KnowledgeBase uses over two million business rules from vendors such as Cisco, Juniper, Avaya, Plantronics and many others to ensure up to 99 percent accuracy in architecture designs. Automatically generated design documentation enables AT&T staff to see exactly how new equipment will be added to the network, making installation and implementation processes run more smoothly and efficiently.

Business Challenges – The Need to...

- Address rapidly evolving and dynamic customer requirements
- Increase productivity in requirements-to-order processes
- Reduce costly design and quoting errors
- Speed up design of solutions across a wide range of complex technologies
- Improve account team efficiency
- Improve account team knowledge of rapidly evolving technologies
- Extend and retain best practices and knowledge

Technical Challenges – The Need to...

- Replace numerous configuration tools
- Eliminate time-consuming and error-prone manual updates
- Facilitate team collaboration across multiple engineers
- Reduce errors in design documentation
- Ensure systematic and seamless handoffs to implementation teams
- Deliver accurate Bill of Materials (BOMs) & up-to-date pricing

Results of AT&T's Use of DesignXpert

- 20% to 40% productivity improvements
- 40% reduction in error rate
- 100% retention of design scenarios in a single repository
- Architecture for solutions is validated automatically
- Documents for Design, Quote, BOM, SOW and Proposal are accurate, professional and responsive to customer needs
- Entire requirements-to-order process is accelerated
- Customer satisfaction is improved

“Because DesignXpert allows you to generate solution designs much faster, you can develop and cost out more scenarios in the often short time frames. More scenarios lead to a better fix and more sales.”

Roger Bowman
System Engineer
Complex Managed Solutions
AT&T

Case Study Methodology

To complete this case study, surveys were delivered to 14 experienced users of DesignXpert at AT&T. The group represented solution architects/design engineers (12), a system engineer (1) and an area manager of design engineering (1). The focus of the study was to analyze the results that DesignXpert delivered to AT&T, including improvements to business processes and organizational performance. Survey responses were collected over the phone and through submission of electronic documents.

DesignXpert Automates and Accelerates Requirements-to-Order Processes

AT&T has been using DesignXpert for almost ten years to design and deliver network and communication solutions that include some of the most advanced and complex deployments in the world. DesignXpert is used by AT&T for network discovery, design, validation, and the production of quote and proposal documents. Solution architects and design engineers are able to capture rapidly evolving customer requirements with ease and translate them into personalized solutions that exceed customer demands.

By automating the requirements-to-order process, DesignXpert greatly increases productivity and dramatically reduces costly design errors, achieving up to 99 percent accuracy in design, even when architecting complex hosted applications for VoIP and Unified Communication (UC) solutions. Netformx virtually eliminates time-consuming, step-by-step validation processes by automating the requirements-to-order process, which previously required manual handoffs between multiple individuals. Speaking about the increased efficiencies in workflow, Roger Bowman, System Engineer for Complex Managed Solutions at AT&T, stated that “DesignXpert allows me to generate accurate BOMs in a fraction of the time.”

“DesignXpert helps me to complete jobs faster and deliver solutions in a more timely fashion.”

Wallace Hattenhauer
aap3 Solutions Architect for AT&T

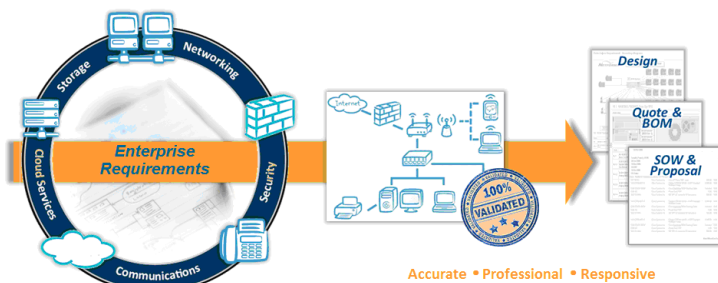
“DesignXpert has been invaluable to the solutions process, and makes it very simple to do diagrams and changes to BOMs.”

Mike Ellis
Solutions Architect
AT&T

Quality, Flexibility and Automation of Design Deliverables Accelerates the Sales Cycle

Customers like the professional and easy-to-understand deliverables produced by DesignXpert. The ability of design engineers to rapidly respond to changes in requirements, even while meeting with the customer, greatly contributes to customer satisfaction and helps ensure AT&T retains its position as a trusted advisor for complex networking and communications solutions. Whether the proposed design is viewed on paper or in a web browser, customers appreciate the comprehensiveness of the proposal. Depending on customer preferences, design engineers or customers can choose to interact directly with the design as it is depicted graphically in a web browser.

“Customers really like the HTML interactive version of the solution-in-progress,” said Randy Marsh, Senior Solutions Architect. “It gives customers the opportunity to review and interact with solution components – customers can assign real ports, they can see what connections are in place and what cards are in the devices.” The experience is a quantum leap over the traditional “stick drawings” of network components that are often poorly constructed and time-consuming to change. “Customers are impressed with the output deliverables produced by DesignXpert,” added Phillip Dyer, Area Manager-Design Engineering for AT&T.



DesignXpert Provides Instantaneous Access to Up-to-Date Equipment Specs

Utilizing the world’s most extensive multi-vendor KnowledgeBase of networking equipment, configuration and validation rules, DesignXpert automates the end-to-end process of designing networks and producing proposals. AT&T’s solution architects/design engineers are able to avoid time-consuming manual processes and quickly deliver proposed solutions for even the most complex deployments. “DesignXpert reduces the amount of rework needed to develop and complete a solution,” explained Marsh. “And the more products we can validate using DesignXpert, the less engineering mistakes find their way into the process. DesignXpert makes it easy to design and modify a design.”

Instead of using multiple tools, a fully integrated solution ensures that changes made in one area are automatically updated across all design documents, BOMs, statements of work, quotes and proposals. Productivity is increased, designs are more accurate and customers are very satisfied. “We have been using the tool for close to 10 years,” remarked Dyer. “The quality of DesignXpert is superior to any similar product we have seen in the marketplace. The Customer Care is excellent and the ongoing product enhancements continue to add value to an already powerful tool.”

Survey Results – AT&T Users Rate the Performance of DesignXpert

Survey respondents were asked to rate DesignXpert on the variables listed below using a number ranging from 1 – 5, with 5 being the highest score (or “n/a” for “not applicable” to their experience). All 14 participants in the study responded to the survey and the results of the survey are depicted here.

> Improved quality in the proposal deliverables



> Increased productivity in staff



> Accelerated/streamlined processes related to sales



> Reduced errors and rework



> Has made the business more competitive in the marketplace



> Increased customer satisfaction



> Accelerated/streamlined processes related to solution implementation



> Enhanced collaboration across organizations



> Helped turn network discovery into sales opportunities



“DesignXpert is a great tool that has reduced considerably the time we take in creating a design.”

Carlos Meono
Link America Solutions Architect for AT&T

AT&T Improves Requirements-to-Order Workflow with DesignXpert:

In Discussions – Account teams quickly identify requirements from customer:

- Addresses customer needs for increased productivity and unified services
- Lowers communications costs: for example, eliminates Centrex and PBX

In Discovery – Documentation of existing architectures is automated:

- Quickly baselines existing deployments, including network elements
- Incorporates baseline architecture in new designs

In Design – Account teams can quickly present multiple options:

- Allows personnel to create different scenarios “on the fly”
- Enables fast “what if” scenarios to quickly respond to changing needs

In Presentation – DesignXpert provides integrated, “all-in-one” solution:

- Helps layout network Customer Premise Equipment (CPE) and services scope of work
- Facilitates rapid design changes during negotiations
- Provides automated flow-through updates all the way to deployment

About Netformx

Netformx automates the end-to-end process of designing networks and telecom services while enabling collaborative workflows within and across organizations. Service providers, systems integrators, and manufacturers use the award winning Netformx Solutions worldwide to transform enterprise customer requirements into deployable network and telecom solutions. Today, more than 25,000 networking and sales professionals around the globe touch a Netformx solution. Founded in 1994, Netformx is a privately held company. More information can be found at www.netformx.com.



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About AT&T

AT&T Inc. is a premier communications holding company. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation’s fastest mobile broadband network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet and voice services. A leader in mobile broadband, AT&T also offers the best wireless coverage worldwide, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse® and AT&T | DIRECTV brands. The company’s suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising. In 2010, AT&T again ranked among the 50 Most Admired Companies by FORTUNE® magazine.