



## DesignXpert™ Partners with Avaya to Offer Intelligent Communications Solutions

### Avaya: Intelligent Communications Leader

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve marketplace advantage. More than one million businesses worldwide, including more than 90 percent of the FORTUNE 500, use Avaya solutions for IP telephony, unified communications, contact centers and communications-enabled business processes.

### Netformx: Network Design Leader

Whether a company is creating physical data networks, deploying converged VoIP solutions, or selling MPLS/IP-VPN and Managed Services, Netformx rules-based network design and proposal-generation platform streamlines the end-to-end design and proposal process. Netformx's fine-tuned software engines rely on the world's most extensive multi-vendor KnowledgeBase™ of networking equipment, a database that includes catalogs, extensive datasheets and manufacturer information coupled with configuration and pricing rules.

### DesignXpert: Opportunity-to-Proposal Tool

DesignXpert is a rules-based network design and proposal-generation platform that streamlines the network sales process. The tool is also supported by the Netformx multi-vendor KnowledgeBase.

***“Integrating Avaya’s ASD design tool with DesignXpert improves channel partner engineer productivity when creating multi-vendor designs that include Avaya products.”***

*— Scott Spaulding, Technical Sales Director, North America Alliance, Avaya*

Netformx and Avaya have established a partnership to help network designers more easily, quickly and accurately include Avaya’s industry-leading intelligent communications solutions in network designs.

“We chose to become part of the Netformx Alliance Program because the company is the industry leader in network design automation software. Integrating Avaya’s ASD design tool with DesignXpert improves channel partner engineer productivity when creating multi-vendor designs that include Avaya products,” said Scott Spaulding, Technical Sales Director, North America Alliance, Avaya.

### Streamlining the Design Process

Avaya’s stencil library that includes products covering Contact Center, Unified Communication and SMB have been added to the Netformx library, and DesignXpert has been integrated with Avaya’s ASD design tool to ensure validation of multi-vendor designs that include Avaya products.

“When Avaya customers or partners develop multi-vendor designs, DesignXpert is a significant advantage,” Spaulding explained. “The integration of DesignXpert with Avaya’s ASD tool enables our customers to more efficiently complete multi-vendor designs, because they are able to design the entire network in a single tool.”

In addition, DesignXpert integrates multiple steps in the network sales process, including generation of graphical design representations, BOMs and proposals.

“A picture is worth a thousand words and that is also the value of Netformx,” Spaulding added. “DesignXpert provides a topology view by location. The ability to provide that drawing as a standard on each network is another value of our collaboration with Netformx.”

Spaulding noted that the topology view makes it much easier for an engineer to show the end-customer exactly what they are buying, rather than simply relying on a BOM.

DesignXpert allows network providers to generate proposals and quotes, provide a better solution and deliver more value back to the reseller to extend their sale.

## The DesignXpert Advantage

DesignXpert delivers the following advantages to Avaya customers:

- Accelerate time from concept to sale to provisioning to execution.
- Increase productivity and collaboration among internal teams, partners, and customers.
- Reduce costly errors during quoting, design, and provisioning phases.
- Improve accuracy of future design changes, additions, and deletions.
- Enhance customer loyalty by providing the right solution to meet their needs.

## The Netformx Difference

DesignXpert is backed by value-added Netformx capabilities including:

- **Extensive Multi-Vendor KnowledgeBase** based on up-to-date detailed product information, software, and services configuration options, and pricing for all the market-leading voice, data, and video networking products.
- **Timely Content Update** distributed weekly via the Netformx KnowledgeBase Auto Update application — to licensed Netformx users who subscribe to the weekly content update service.
- **Easy Network Discovery** with DesignXpert Enterprise AutoDiscovery® (EAD), a high-performance engine for discovering and documenting existing network infrastructures.
- **Helpful Advisor Technology** that enables users to convert customer requirements to optimized solutions, streamlining product selection, configuration, validation, and pricing.

*“The integration of DesignXpert with Avaya’s ASD tool enables our customers to more efficiently complete multi-vendor designs, because they are able to design the entire network in a single tool.”*

— Scott Spaulding, Avaya

Initially the Design Engineer will utilize the Avaya ASD tool to create a quote and generate an XML output, which is then imported into DesignXpert. All users will be able to generate standard DesignXpert BOMs, reports and export files with Avaya products. Users can also add, delete and change Avaya products within the DesignXpert design drawings.

## The Avaya Advantage

Avaya is a leading global provider of business communications applications. The company designs, builds and manages some of the world’s most advanced communications solutions.

“Like Netformx, Avaya is also an industry leader,” Spaulding noted, citing the company’s history as a former division of AT&T and Lucent. “We have a 100-year legacy from traditional voice, through convergence with data and video, to intelligent communication — communication enabled business processes that use voice as a vehicle.”

Avaya’s Intelligent Communications products are built on converged networks and support a rich multi-modal user experience, dynamic applications, and communication-enabled business processes.

Avaya Contact Centers handle phone calls, email, and online communication — including instant messaging. Avaya’s expertise in contact centers is unrivaled, with Avaya products in 2 out of every 5 contact centers globally.

The company serves 100 million users at one million businesses in 150 countries. More than 900 of the Fortune 1000 use Avaya. The company also maintains industry leading R&D operations with more than 4000 patents.

The Avaya advantage also comes from the company’s global service offerings — including installation, integration and support — which help customers transition to intelligent communication, as well as optimize communications operations and enhance productivity. Avaya’s global 24 x 7 support closes has a track record of closing 94% of major issues within 24 hours.



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