



DesignXpert Delivers Up to 300% Improvements for CDW

Overview

Netformx DesignXpert® enables CDW to rapidly respond to customer needs with confidence that network design documents are error-free, up-to-date and professionally formatted. Because new offerings from telecom equipment suppliers are updated weekly in the Netformx KnowledgeBase™, CDW benefits from real-time validation of more than 200,000 devices. The KnowledgeBase uses over two million design rules to ensure up to 99% accuracy in design outputs. CDW's Network Solutions Team uses "drag and drop" functionality to easily design networks and configure equipment to meet customer requirements. Quality design documentation also enables CDW delivery engineers to understand exactly how new equipment should be installed and how it will interface with the customer's current network elements.

Challenges

- Hundreds of engineers were using multiple, non-integrated tools
- Engineering teams could not effectively and efficiently collaborate on large projects
- The format and types of information included in sales proposals across the company was inconsistent
- Due to the complexity of solutions and customer changes to requirements, errors in design documentation increased

Business Results

- Design and proposal teams use a single, integrated platform to perform work that previously required multiple applications
- Collaboration among engineers and sales staff is much easier, enabling greater efficiency and productivity
- Quality Sales proposals impress clients, which is further enhanced by bills of material (BOMs) that are complete and accurate
- The up-to-date Netformx KnowledgeBase™ relieves staff from performing time-consuming, step-by-step validation processes to ensure accuracy

"The network discovery and assessment feature alone has saved us a lot of time and has enabled us to increase sales."

— Howard Weiss,
Network Solutions Manager, CDW

CDW Meets the Needs of Thousands of Customers with DesignXpert

CDW is a leading provider of technology solutions for business, government and education, and is ranked No. 41 on Forbes' list of America's Largest Private Companies. When customers want to upgrade or expand their networks, integrate new equipment or add applications, they turn to CDW as a trusted resource.

Howard Weiss is the Network Solutions Manager for CDW's Strategic Sales and Solutions Division and has been with the company for more than 10 years. His team provides services to all customer types, including small, medium and large businesses as well as federal, state and local government organizations.

"In less than two years we've used DesignXpert® to develop solutions for several thousand customers," stated Weiss. "The platform is used by more than 100 people at CDW to do everything related to our projects, including diagramming a customer's current network, showing customers how new equipment will be integrated into their network, and even generating the

sales proposal and precise bill of material. Additionally, outputs from DesignXpert show our delivery engineers exactly how the new equipment will be installed and interface with current network elements."

DesignXpert's Single Interface Ties Everything Together

The Network Solutions Team provides consulting services that help customers identify problems in their networks and also assists in upgrading customers' equipment for the next generation of applications and networking solutions. The team designs secure core, distribution, edge and wide area networks to ensure an efficient, resilient and highly flexible network infrastructure.

Ignacio Vega is a Network Solutions Architect in CDW's Strategic Sales and Solutions Division and is impressed with the gains in productivity and quality enabled by DesignXpert. "The platform easily doubles the productivity – if not increases the productivity by a factor of 3x – for everyone using it," remarked Vega. "DesignXpert also minimizes the amount of errors that the team previously used to make, which in the end makes for very happy customers."

ABOUT CDW

CDW is a leading provider of technology solutions for business, government and education. Ranked No. 41 on Forbes' list of America's Largest Private Companies, CDW features dedicated account managers who help customers choose the right technology products and services to meet their needs. The company's technology specialists offer expertise in designing customized solutions, while its advanced technology engineers can assist customers with the implementation and long-term management of those solutions. Areas of focus include notebooks, desktops, printers, servers and storage, unified communications, security, wireless, power and cooling, networking, software licensing and mobility solutions.

CDW was founded in 1984 and as of December 31, 2009 employed approximately 6,150 coworkers. In 2008, the company generated sales of \$8.1 billion. For more information, visit CDW.com.

ABOUT Netformx

Imagine Your Network ...

Netformx automates the end-to-end process of designing networks and enables 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 solutions. Today, at least 25,000 networking design and sales professionals around the use Netformx products. Our users are part of high-performance teams at systems integrators and service providers that include AT&T, Bell Canada, Sprint, Verizon, Mountain West Telecom, CenturyLink, HP Network Solution Group, Orange Business, Swisscom, Dimension Data, Belgacom and many others, both large and small. In addition, Netformx equipment vendor partners include Cisco, Juniper, Avaya, Nortel, TrippLite, Adtran, APC, Belden, and TerraWave Solutions among others.

Founded in 1994, Netformx is a privately held company. More information can be found at www.netformx.com



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Previously, the team used several different tools, including Visio, Excel, Word and various Cisco configuration tools. They also used multiple proposal templates, which resulted in inconsistent approaches to producing customer-facing documentation.

"DesignXpert is an extremely potent platform that enables us to create holistic designs that tie everything together for our customers as well as our technical staff" continued Vega. "The platform seamlessly covers everything, enabling network discovery and assessment, generating step-by-step designs, and producing both the implementation documentation and the final proposal. This is a very powerful platform that allows me to work with one interface to achieve everything I need to do."

Improving Collaboration and Quickly Meeting Customer Needs

In addition to increasing productivity and reducing errors, DesignXpert has enabled CDW to improve the quality and consistency of sales proposals. "We recently used DesignXpert to respond to a \$15 million RFP that involved seven different engineers collaborating on various aspects of the project" explained Weiss. "The value that DesignXpert brought to the team stemmed from the

fact that we had the capability to use a single, common application platform that brought everything together seamlessly."

By accelerating and streamlining processes related to sales and/or solution implementation, CDW has been able to increase sales and improve customer satisfaction. Customers turn to CDW to benefit from their expertise in technology and consulting services, and DesignXpert has proven to be a valuable asset to the company and its consulting teams.

"The network discovery and assessment feature alone has saved us a lot of time and has enabled us to increase sales," stated Weiss. "It's a significant value add because we can complete more proposals in a much shorter period of time."

CDW is also appreciative of the training and customer support provided by Netformx. "Our Netformx representative is great and very responsive to our needs," said Weiss. "For example, she coordinated valuable training sessions for our staff, which is spread across all time zones in the United States. By delivering the presentations via webinar, we got the flexibility and consistency we needed to bring everyone up to speed at the same time. The customer support from Netformx is outstanding."