



## Swisscom Streamlines the Sales Cycle and Improves Customer Satisfaction with DesignXpert

### Overview

Netformx DesignXpert® enabled Swisscom to streamline labor-intensive processes in their sales cycle and deliver high-quality design diagrams that motivate clients to buy. Previously cumbersome processes that were required to validate complex solutions are now completed with a single click of the mouse. And large projects that typically required five or more iterations of design changes are now completed with ease. With operations based in Europe, Swisscom must also rapidly address equipment specifications that change across numerous national boundaries, and DesignXpert greatly simplifies the process. Additionally, DesignXpert enables Swisscom to generate precise bills of material (BoMs) in an Excel format that feed directly into their SAP customer relationship management (CRM) system.

### Challenges

- Customers often make several successive changes to designs to adjust price points, redundancy requirements and other factors
- Design validation is a multi-step, time-consuming and error-prone process
- Equipment specifications vary across numerous national boundaries
- Complex, customized solutions present obstacles to fast turnaround times
- Getting access to accurate, up-to-date technical information is a complicated process

### Business Results

- Clients are impressed with rapid turnaround times when design changes are requested
- Customers feel they are doing business with the right partner when they see the quality of the network design and proposals
- Automating design and proposal-generation processes have increases productivity
- Bills of material (BoMs) are complete, accurate and easily exported and imported with Swisscom's CRM system
- Up-to-date Netformx KnowledgeBase™ relieves staff from performing time-consuming, step-by-step validations

*"The customer can easily see that I can quickly deliver results beyond their expectations, and then they know we're the right partner to meet their needs."*

— Marzio Medaglia  
Solutions Designer and Architect, Swisscom

### DesignXpert Makes Equipment Validation a Snap

Swisscom is Switzerland's leading telecommunications provider. The company serves 5.5 million mobile customers, provides approximately 1.8 million broadband connections and employs about 20,000 people. Utilizing DesignXpert from Netformx, Swisscom has benefited from a significantly accelerated sales-cycle and improved quality in presentations to clients.

Marzio Medaglia, a Solutions Designer and Architect for Swisscom, explained the value of presenting precise, high-quality proposals to business prospects. "To me, it is always a question of convincing the customer that we have everything under control, and DesignXpert enables me to do that."

Medaglia works primarily with Cisco products and is responsible for designing solutions when clients ask for a customized implementation. "The great part about using DesignXpert is the quick validation it provides," remarked Medaglia. "Unlike other tools that require a series of multiple, sequential inputs, we can accomplish this within one tool in one simple input."

### Responding to Customer Requests is Fast and Easy

Previously, Medaglia had to painstakingly input single devices and check validation for every step in the process. Now, with DesignXpert, Medaglia exclaims, "In one click I can validate everything."

The business unit in which Medaglia works primarily serves the needs of companies that have more than 100 employees. Customers often come to Swisscom with a pre-defined list of equipment that is needed, but with many countries in close proximity to one another in Europe, this often presents additional challenges. For example, in Italy and Switzerland, the same products from a single manufacturer may be different in terms of specifications and functionality, and these variances need to be addressed and validated.

"If the customer comes to us with a list of equipment that another organization has designed, we can easily validate it," said Medaglia, "and this is especially important when you cross national boundaries because seemingly identical equipment with the same name may have different specifications."

## ABOUT Swisscom

Swisscom is Switzerland's leading telecoms provider with 5.5 million mobile customers and approximately 1.8 million broadband connections. It has a presence throughout Switzerland and offers a full range of products and services for mobile, landline and IP-based voice and data communication. Swisscom is also active in one of the most attractive broadband markets in Europe, Italy, via the Italian provider Fastweb. Additionally, Swisscom offers services for IT infrastructure outsourcing as well as management of communications infrastructures. With initiatives such as Swisscom Help Point and Internet for Schools, Swisscom is helping to shape the information society in Switzerland. And as a partner of Solar Impulse, Swisscom illustrates its commitment to sustainability and innovation. For more information, visit [www.swisscom.com](http://www.swisscom.com)

## ABOUT Netformx

*Imagine Your Network ...*

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, thousands of networking design and sales professionals around the globe touch a Netformx solution. 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 Services, Dimension Data, Belgacom and many others, both large and small. In addition, Netformx equipment vendor partners include Cisco, Nortel, Juniper, Avaya, TrippLite, Adtran, APC, and Belden, among others.

Founded in 1994, Netformx is a privately held company headquartered in California's Silicon Valley and maintains an R&D facility in Tel Aviv, Israel. More information can be found at [www.netformx.com](http://www.netformx.com)



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

© 2009 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. 12/09

*"I trust DesignXpert because I know all of the equipment specifications are up to date. The weekly updates ensure that. I appreciate it, and the customer really appreciates it!"*



to meet their needs. The aesthetic part of the design is important, and with the attractive outputs from DesignXpert, the customer is convinced we are in control."

With DesignXpert, Medaglia can also generate complete and precise bills of material (BoMs) in an Excel format that feed directly into Swisscom's SAP customer relationship management (CRM) system. Even though the two systems are not directly connected, data can be easily exported and imported without any problems. The process is important because Swisscom has a corporate standard that requires all of its business units to use the CRM when interacting with customers.

Discussing the productivity benefits delivered by DesignXpert, Medaglia explained, "In large projects, we typically have two, three, four or five iterations of the design because customers are always making modifications to adjust price points, address redundancy requirements and change other factors. With DesignXpert, we can quickly go to the customer with a great layout of the new network solution. And from the first phase of the process onward, we can easily modify the design to meet their needs."

Describing his overall experience, Medaglia said, "I trust DesignXpert. When I analyze a list of equipment to determine whether it meets customer requirements, I know everything is up to date. The weekly updates ensure that. I appreciate it, and the customer really appreciates it!"

Updated weekly, the Netformx KnowledgeBase™ enables Swisscom to stay on top of the ever-changing telecommunications landscape. It provides accurate data on more than 150,000 networking components and uses a decision-support software engine that employs nearly 2,000,000 rules to automate the process of analyzing and designing solutions.

### High-Quality Design Documents Help Motivate Clients to Buy

In one clear document in PDF format, Medaglia is able to provide a comprehensive layout that details exactly what the customer will be receiving with the proposed solution. The diagram includes all pertinent information, such as the specific cards that are included in each particular piece of equipment.

"DesignXpert is not only fast, but complete," stated Medaglia. "The customer can easily see that I can quickly deliver beyond their expectations, and then they know we're the right partner