



TerraWave Solutions and DesignXpert: A Complete WLAN Accessory Solution

TerraWave Solutions: Wireless Networking Leader

TerraWave offers Wi-Fi infrastructure and accessory solutions to partners throughout the world. Focusing on 802.11 and enterprise mobility solutions, TerraWave manufactures, integrates and supplies Wireless LAN (WLAN) components based on the unique requirements of every client. TerraWave's goal is to provide partners with custom Wi-Fi solutions that address every aspect of WLAN deployment in the enterprise.

Netformx: Network Design Leader

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 Netformx Solutions worldwide to transform enterprise customer requirements into deployable network solutions.

DesignXpert: Opportunity-to-Proposal Tool

An integrated desktop tool for discovery, design, configuration, quoting and proposing integrated communications network solutions. DesignXpert automates, simplifies, and mitigates the grueling process of network design. Whether it's a new converged network, next-generation services or growing an existing network, DesignXpert transforms the process of network design into an efficient, collaborative process resulting in a comprehensive and accurate enterprise network design blueprint.

“DesignXpert enables salespeople and engineers to be much more efficient. They're more self-supportive because they don't need to make repeated phone calls or perform time-consuming research to determine and propose the right solution for the client.”

— Carter Burke, Director, Solution Sales Engineering Team, TerraWave Solutions

TerraWave Products in the Netformx KnowledgeBase™ Enable More Comprehensive Design Solutions

Designing and proposing the right wireless networking solution to meet each client's unique needs requires time, knowledge and access to a variety of support tools to sort through vendor offerings. Antennas, enclosures for radio equipment, site-survey tools, lightning protection and mounting solutions are all part of the equation.

But to secure important competitive advantages in a demanding marketplace, it's vital to accelerate the entire process while improving the quality of information contained in the proposal. The key to achieving those critical objectives involves integrating sales-support tools and vendor information to the greatest extent possible.

TerraWave Solutions®, an industry leader in wireless LAN (WLAN) equipment, partnered with Netformx® to make their WLAN products more easily accessible

to the more than 25,000 engineers and salespeople who use DesignXpert to create and propose networking solutions on a daily basis.

“This is great exposure for TerraWave's products,” remarked Carter Burke, Director of the Solution Sales Engineering Team at TerraWave. “Today, the engineers can easily grab an antenna, grab an enclosure, or anything they need to complete the design and proposal for the customer.”

Netformx DesignXpert® is a single integrated desktop tool that simplifies and automates the discovery, design, quoting and proposing of enterprise communications networks. By streamlining the opportunity-to-order process, network engineers can build enterprise networks quickly and accurately.

As a result of the partnership between TerraWave and Netformx, now whenever WLAN equipment needs to be included in a proposal, information about TerraWave's solutions is easily accessible to engineers and sales staff worldwide.

The DesignXpert Advantage

DesignXpert delivers the following advantages to TerraWave customers:

- Accelerate time from concept to sale to provisioning to execution.
- Increases productivity and collaboration among co-workers, partners and customers.
- Reduces costly errors during quoting, design and provisioning phases.
- Improves accuracy of future design changes, additions and deletions.
- Enhances 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, as well as pricing for all the market-leading voice, data and video networking products.
- Timely Content Updates 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 and streamline product selection, configuration, validation and pricing.



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“You’re leaving money on the table if you’re unable to put your product’s information at the fingertips of salespeople and engineers. We need to educate salespeople and engineers about our products, and DesignXpert helps us do that.”

TerraWave joins other leading manufacturers such as Cisco, Avaya and Juniper who provide convenient access to their product catalogs and design rules through the centralized Netformx KnowledgeBase, keeping up-to-date product information at the fingertips of busy networking professionals who are constantly under pressure to produce quality results...fast.

Making it Easier for Customers to Add TerraWave Products to Proposals

TerraWave initially heard about the value of Netformx and DesignXpert through comments made by a key value-added reseller (VAR). The VAR indicated how easy it was to “grab” a Cisco product, for example, and incorporate it into a client’s solution. But when the client needed wireless networking equipment to round out the solution, integrating TerraWave’s equipment had to be done manually, which significantly slowed down the process.

Burke explained that because TerraWave’s product information was not available from DesignXpert, the VAR’s design and proposal processes were not only slowed down, but resulted in a presentation of lesser-quality documentation to the client. And because the wireless components had to be “grafted in” to an otherwise streamlined proposal, the appearance of the proposal was not cohesive.

“We’re all about making things easier for the customer,” said Burke, “and since we teamed up with Netformx, engineers and salespeople worldwide have a much easier

time incorporating TerraWave products into their client proposals.”

Adding TerraWave’s Product Catalog to the Netformx KnowledgeBase was a Simple Process

TerraWave’s products fill key gaps in other manufacturers’ product lines. Its solutions are found in every vertical market, including education, healthcare, transportation, retail, corporate office space, manufacturing and distribution. Burke discovered that adding TerraWave’s product information to the Netformx KnowledgeBase was a straightforward process.

“The people at Netformx are easy to work with,” remarked Burke. “Netformx gave us the format they needed for the data and it worked well. Everybody was very helpful with the process.” Dave Alexander, Director of Strategic Alliances at Netformx, also explained the value of Netformx solutions and marketing programs in driving increased exposure and sales for its partners.

“Through the Netformx Alliance Program, we not only provide a single platform for engineers and salespeople involved in the solution-design and quoting process,” stated Alexander, “but we also help our partners through a variety of customer interactions that include user forums, informative newsletters and other outreach vehicles.”

Burke continued, “This partnership helps reduce our marketing costs by maximizing exposure to our solutions worldwide.”