



ADTRAN Supports Partners with Netformx Solutions



“Netformx Advisor technology guides customers through a complete configuration, asking needs-based questions and enabling them to properly configure ADTRAN products without having to know all the specifics.”

David J. Dodd

*Director, Systems Engineering & Training
ADTRAN Enterprise Networks Division*

“For customers that are looking for a design tool, we recommend Netformx DesignXpert. This tool gives customers an added advantage by ensuring the design process is reliable and accurate prior to implementation.”

Shana Hopkins

*Manager, Applications Engineering
ADTRAN Enterprise Networks Division*

Overview

ADTRAN, one of the world’s most successful network access equipment suppliers, is providing a value-added service to its partners by adding the company’s respected line of enterprise networking products to the Netformx MultiVendor Knowledge Base. Now ADTRAN customers can leverage the power of Netformx guided-selling solutions to assist with product selection, design, configuration, validation, and pricing of ADTRAN products. Anyone integrating ADTRAN products into their network designs can leverage the efficiency, speed and accuracy of Netformx technology.

The Netformx Advantage

ADTRAN partners gain the following advantages from using Netformx’s DesignXpert and SalesXpert end-to-end solutions to access ADTRAN products in the MultiVendor Knowledge Base:

- **Immediate access** to the latest ADTRAN product information including specs, configuration rules, diagrams and pricing via Netformx web or desktop clients.
- **Fast turnaround on quotes** with Netformx guided-selling solutions, enabling partners to gain an edge on the competition.
- **Reduced time on network design** because all the ADTRAN product information and design capabilities are in one robust Netformx tool.
- **More accurate designs** incorporating ADTRAN products with complete configurations when verified by the Netformx data-driven rules engine.

- **Optimized designs** with ADTRAN components because Netformx solutions allow users to creatively explore more efficient design options.
- **Easy product selection, configuration, validation and pricing** provided by Netformx “Advisor” wizards.

“Our largest customers and partners are building their network design processes around the Netformx platform. Adding our products to the MultiVendor Knowledge Base will support the needs of our mutual customers and allow them to create designs with greater accuracy and efficiency.”

David J. Dodd

*Director, Systems Engineering & Training
ADTRAN Enterprise Networks Division*

The Netformx Difference

Netformx solutions provide highly robust out-of-the-box data-driven applications that accelerate sales cycles and productize sales knowledge, ensuring that sales channels are effective regardless of their experience level. Offering DesignXpert (desktop) and SalesXpert (Web) applications—both supporting a rich user interface—Netformx delivers quick access to manufacturer products, rule sets, configuration and quoting.

Extensive MultiVendor Knowledge Base

Netformx empowers graphical design and guided selling configuration of complex multi-vendor converged solutions based on 580,000 design rules covering 80,000 components. The MultiVendor Knowledge Base includes up-to-date detailed product

About Adtran

ADTRAN, Inc. is one of the world's most successful network access equipment suppliers, with a 17-year history of profitability and a portfolio of more than 1,300 solutions for use in the last mile of today's telecommunication networks. Widely deployed by carriers and enterprises alike, ADTRAN solutions enable voice, data, video, and Internet communications across copper, fiber, and wireless network infrastructures. ADTRAN solutions are currently in use by every major domestic service provider and many international ones, as well as by thousands of public, private and governmental organizations worldwide.

About Netformx

Netformx provides Guided Selling Solutions to meet the challenges of selling sophisticated high-technology products. Its solutions enable network equipment manufacturers, system integrators, and enterprise end-customers to design, verify and acquire network equipment quickly, easily and accurately. More information can be found on the Web at www.netformx.com.



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information, software and services configuration options, and pricing for all the market-leading voice, data and video networking products.

Timely Content Update

Manufacturer product changes and additions are distributed weekly — via the Netformx Knowledge Base Auto Update application — to licensed Netformx users who subscribe to the weekly content update service.

Flexible Customization

Netformx offers resellers and integrators the ability to overlay their products, best practices, and services as private content on top of the manufacturer public content.

Easy and Accurate Network Discovery

The DesignXpert Enterprise AutoDiscovery (EAD) feature is a high-performance engine for discovering and documenting existing network infrastructures. Simply plug DesignXpert into the network and the tool quickly identifies the IP structure and automatically lays out a logical and graphical map of the network.

Advisor Technology

Netformx provides guided selling wizards that help convert customer requirements

to optimized solutions, and thus streamline product selection, configuration, validation and pricing.

Seamless Integration

Netformx solutions seamlessly integrate with other business technologies, including most Enterprise Pricing and Ordering Systems.

Low Cost and Maintenance

Netformx solutions offer rapid deployment, minimal maintenance without the need for programmers, and 50 to 75 percent lower Total Cost of Ownership than competitive products.

"Much of our specialized, feature-driven technical information such as configuration rules and module selection was not available in a format that our partners could use. With Netformx, we are able to take the combined knowledge of our engineering and technical support teams and make it available in an easy-to-use tool that can be accessed any time."

Shana Hopkins

Manager, Applications Engineering

ADTRAN Enterprise Networks Division

Automatically Configure a Solution Based On User Requirements

Create a Customizable Quote With Up-to-date Pricing

Netvanta 3000 Advisor

Requirements Configuration Properties Menu Calculate Quantity Remove Quote

Netvanta 3000 Advisor Requirement

- Netvanta 3000 Chassis Selection
- Network Interface Modules
- Dial Backup Interface Modules
- Installation & Maintenance
- Training
- Finish

Multiple Requirements Forms Hierarchical Navigation

NETVANTA 3000 CHASSIS SELECTION

Please select the appropriate chassis. Automatic Selection

Do you require a NEBS III compliant system? Yes No

Do you require DC power? Yes No

How many 10/100BaseT Ethernet interfaces do you require? 1 2

Do you prefer a standalone/desktop or a rackmount chassis? Standalone

Do you require VPN (IPSec) functionality in this device? Yes No

[Please click here to see a 3-D model of the NetVanta 3200.](#)

Dynamic, Context Sensitive, User Requirement Forms

Help < Back Next > Close Cancel

DesignXpert Advisor for Netvanta 3000